



Euromonitor
International

Home Products Specialists in Australia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cost-of-living pressures limit discretionary spending by local consumers
- Shipping costs impact retailers' profits
- Ikea enters into partnership with Australia Post to further expand delivery footprint

PROSPECTS AND OPPORTUNITIES

- Population growth and residential construction plans set to support sales of home products, while pet shops and superstores offers further solid growth potential
- Freedom adds AI-based search to its e-commerce platform
- Omnichannel strategy is attractive to consumers of home products

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- Industrial disputes at Australian ports drive up cost of imports
- What next for retail?

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- Informal retail
- Opening hours for physical retail
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