



Home Products Specialists in Italy

March 2024

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Home Products Specialists in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home products specialists benefit from superbonus government initiative
Pet shops and superstores record healthy growth despite pet adoptions slowing down
IKEA introduces new click and collect service

PROSPECTS AND OPPORTUNITIES

Kasanova to drive growth through partnerships, acquisitions and investments in new outlets
Homewares and home furnishing expand presence in retailers
Pet shops and superstores set to benefit from the integration of added value services

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Sustainability in 2023 and onwards,
What next for retail?

OPERATING ENVIRONMENT

Informal retail
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Seasonality
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