



# Home Products Specialists in Finland

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Home products specialists remains the biggest non-grocery channel in Finland

Weaker demand for homewares and home furnishings

Pet shops and superstores register strong performance

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Challenging period ahead for home products specialists

Falling outlet numbers overall, but developments still expected

Tightening of restrictions on marketing products with huge discounts

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