

# Home Products Specialists in Switzerland

March 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home improvements put on hold as inflation impacts consumer purchasing power  
Less time at home means less incentive to invest in homewares and home furnishings  
Expansion opportunities still being explored by Ikea and XXXLutz Group

#### PROSPECTS AND OPPORTUNITIES

Coop looks to consolidate its position following the acquisition of Jumbo  
Swiss consumers will continue to enjoy reviewing and testing home products in store in the years ahead  
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Transparency and provenance are increasingly displayed on packaging  
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