

Home Products Specialists in France

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Pets still hold strong place in families

Home improvement and gardening stores suffers impact of rising cost of living

Ikea gains traction in France

PROSPECTS AND OPPORTUNITIES

Wave of new openings in pet shops and superstores will boost overall category performance

Ultra-proximity trend set to expand in DIY

Sustainability will remain central to development in home and garden, while home wares and home furnishing stores will face rising competition from variety stores and e-commerce

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