

Home Products Specialists in Chile

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Further shift online forces channel players to adjust strategies
Pet shops and superstores stand out in terms of outlet growth
IKEA finds a stronger footing in the local market

PROSPECTS AND OPPORTUNITIES

Sustainability set to be an important topic in the channel over the forecast period
Easy and Sodimac to reactivate a more intense opening of stores
No new international arrivals mentioned for the near future

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Retail in Chile - Industry Overview

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Retail in 2023: The big picture
Greater connection between digital and physical still needed
Local consumers are searching for innovation
What next for retail?

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Informal retail
Opening hours for physical retail
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Back to School
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