

Home Products Specialists in Finland

March 2024

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Home Products Specialists in Finland - Category analysis

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

PROSPECTS AND OPPORTUNITIES

Challenging period ahead for home products specialists

Falling outlet numbers overall, but developments still expected

Tightening of restrictions on marketing products with huge discounts

CHANNEL DATA

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Sustainability

Tokmanni gains value share in retailing landscape

What next for retail?

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Opening hours for physical retail

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Mother's and Father's Day

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