

Home Products Specialists in Sweden

April 2024

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Home Products Specialists in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Record low new housing construction starts stymie growth potential for home products specialists

lkea leverages its flagship role in the channel

Pet shops and superstores' leader proves resilient to economic challenges

PROSPECTS AND OPPORTUNITIES

It is expected to take time for home products specialists to recover

Construction tempo to remain slow in the early forecast period

Sustainability is a growing necessity for retailers

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