

# Home Furnishings in Italy

May 2023

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# Home Furnishings in Italy - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Home furnishings sales remain subdued Strong growth for barbecues and LED lights during the pandemic Expanding offer in home improvement stores

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Sustainable and eco-friendly furniture a growing trend in Italy DIY projects to gain popularity amongst consumers in Italy Store-based retailers to offer emotional shopping experiences and omnichannel approach to resist shift to e-commerce

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