

# Home Products Specialists in the Czech Republic

February 2024

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## Home Products Specialists in the Czech Republic - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Lower demand for homewares and furniture

Discounts and promotions drive sales

Pet stores deliver solid results on back of increased pet ownership

### PROSPECTS AND OPPORTUNITIES

E-Commerce is a more visible threat to physical store revenues

Sustainability initiatives to help foster a positive brand image

Retail innovations in pet stores to boost category sales

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Discounts are pivotal in economic downturn

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