



Home and Garden Specialist Retailers in Finland

March 2022

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2021 DEVELOPMENTS

COVID-19 spurs an interest in home and garden projects for Finnish consumers

While the overall share of e-commerce remains low, sales through the channel grow at accelerating speed

K-Rauta continues to lead channel

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IKEA puts a pin in expansion plans

Demographic ramifications of COVID-19 remain unclear

Channel will not focus on city centre locations

CHANNEL DATA

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