

Home and Garden Specialist Retailers in Italy

March 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers carry home and garden hobbies into 2021 to drive retail value sales growth

New management of warehouse stocks and an omnichannel approach feature heavily in long-term company planning

Ikea Italia Retail embraces digitalisation and sustainability on the road to becoming a circular business

PROSPECTS AND OPPORTUNITIES

New retailing models, government support and private investment offer development opportunities

Digitalisation and omnichannel strategies set to characterise business approaches in the forecast period

Sustainability focus is set to animate consumer communication and purchasing behaviour

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