

Homeshopping in Italy

March 2022

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Homeshopping in Italy - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping derives some benefit as a safer retailing format, while players try to diversify their presence

Expanding channel coverage helps homeshopping companies remain in step with retailing developments

Key players look to technology to offer safe and convenient retailing options and win over consumers

PROSPECTS AND OPPORTUNITIES

Innovation and technology to grow in importance as competitive tools

Rising digital experiences to catch and retain the interest of consumers

Players need to adapt to changing retailing habits and preferences to build relationships with consumers

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