

# Homewares in Switzerland

June 2024

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## Homewares in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation and consumer demand lead to marginal growth of homewares sales in 2023  
Changes in eating habits and small living spaces impact cookware  
Mixed channel trends for homewares, although retail e-commerce shows more promise

#### PROSPECTS AND OPPORTUNITIES

Sustainability and health influence consumers' choice of homewares  
"Swiss Made" label continues to gain traction over the forecast period  
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