



Home Products Specialists in Switzerland

March 2024

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Home Products Specialists in Switzerland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home improvements put on hold as inflation impacts consumer purchasing power
Less time at home means less incentive to invest in homewares and home furnishings
Expansion opportunities still being explored by Ikea and XXXLutz Group

PROSPECTS AND OPPORTUNITIES

Coop looks to consolidate its position following the acquisition of Jumbo
Swiss consumers will continue to enjoy reviewing and testing home products in store in the years ahead
Economic recovery set to boost consumer investment in home products once more

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Transparency and provenance are increasingly displayed on packaging
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