

Home Products Specialists in Austria

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Several negative factors lead to a clear decline in demand
Major brands in home furnishing stores have to downsize considerably
IKEA continues to gain ground despite the difficult economic environment

PROSPECTS AND OPPORTUNITIES

Cautious expectations assume marginal forecast period growth
The market leader is most likely to fill the gap left by Kika/Leiner
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