

# Home Products Specialists in Portugal

March 2024

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## Home Products Specialists in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home products specialists benefit from a rising interest in home improvements

Pet stores and superstores record double-digit growth, driven by the humanisation trend

Ongoing campaigns helps BCM - Bricolage retain its lead of the landscape

#### PROSPECTS AND OPPORTUNITIES

Home products specialists will sustain growth, driven by pet shops and superstores

Ongoing investments into the consumer experience to boost competitiveness

Rising interest in sustainability shapes product launches and concepts

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