



Home Products Specialists in Norway

February 2024

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Home Products Specialists in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home improvement and homeware retailers face a difficult trading period

Pet shops and superstores enjoy robust performance

IKEA adds new services to its retail proposition

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Musti to build on its leading position in pet shops and superstores

Services add-ons may prove attractive to home improvement stores

Growth across all channels, driven by pet shops and superstores

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