



Home Products Specialists in Israel

March 2024

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Home Products Specialists in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales in home products supported by high demand for housing
DIY and hardware attract attention due to ongoing trend for home improvements
IKEA retains its lead, despite challenges, and thanks to baseline popularity

PROSPECTS AND OPPORTUNITIES

Rise in eco-friendly products expected over the forecast period
Ongoing growth potential for DIY materials
Sustained rise in pets and pet care expected

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Key trends: retailers rethink their strategies to attract consumers
Competitive landscape
What next for retail?

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Payments
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