

# Homewares in Sweden

May 2024

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# Homewares in Sweden - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Market saturation and price sensitivity negatively impact homewares Convenience and payment plans drive online sales of homewares Edible cutlery gains traction as an eco-friendly alternative

# PROSPECTS AND OPPORTUNITIES

PFOA (Perfluorooctanoic acid) regulation impacts homewares in Sweden over the forecast period Tech-integrated homewares grow in popularity thanks to their inclusivity Consumers search for functional and space-saving homewares

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