



# Home Products Specialists in Australia

March 2024

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## Home Products Specialists in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Supply chain issues improve, but sales slow amid inflationary pressure

IKEA remains most popular homewares and home furnishing specialist

Bunnings retains considerable lead in home products specialists, benefiting from the booming DIY trend

#### PROSPECTS AND OPPORTUNITIES

E-commerce set to grow, but offline will remain key for big-ticket items

Sustainability will be focal point for channel players

Further growth potential for pet shops and superstores in Australia

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Promotions drive up volume sales amid cautious spending behaviour

Sustainability is a focal point for retailers

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