



# Home Products Specialists in France

February 2024

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## Home Products Specialists in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pets still hold strong place in families

Home improvement and gardening stores suffers impact of rising cost of living

Ikea gains traction in France

#### PROSPECTS AND OPPORTUNITIES

Wave of new openings in pet shops and superstores will boost overall category performance

Ultra-proximity trend set to expand in DIY

Sustainability will remain central to development in home and garden, while home wares and home furnishing stores will face rising competition from variety stores and e-commerce

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## Retail in France - Industry Overview

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2023 as a year of innovations and new concepts

Second-hand trend proves a double-edged sword

What next for retail?

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Informal retail

Opening hours for physical retail

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