

**Home Products Specialists in Chile**

Market Direction | 2024-03-13 | 36 pages | Euromonitor

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**Report description:**

Value sales of home products specialists in Chile, dominated by home improvement and gardening stores, marginally declined in 2023, due to further competition from e-commerce platforms, although they remained above pre-pandemic levels. Independent players in the channel, which dominate in terms of outlet numbers, struggled to remain competitive during the year, with many entrepreneurs present.

Euromonitor International's Home Products Specialists in Chile report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Home Improvement and Gardening Stores, Homewares and Home Furnishing Stores, Pet Shops and Superstores.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Home Products Specialists market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney,

Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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##### 2023 DEVELOPMENTS

Further shift online forces channel players to adjust strategies

Pet shops and superstores stand out in terms of outlet growth

IKEA finds a stronger footing in the local market

##### PROSPECTS AND OPPORTUNITIES

Sustainability set to be an important topic in the channel over the forecast period

Easy and Sodimac to reactivate a more intense opening of stores

No new international arrivals mentioned for the near future

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