

Homewares in Sweden

Market Direction | 2024-05-30 | 20 pages | Euromonitor

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Report description:

In 2023, the homewares category in Sweden faced significant challenges as consumers delayed purchases due to the rising cost of living, driven by inflation, higher interest rates, and increased energy and food prices. Consequently, the category struggled as consumers prioritised essential expenses over discretionary spending on homewares. Additionally, many households had already invested in homewares during the pandemic when there was increased home cooking, thereby reducing the need for further...

Euromonitor International's Homewares in Sweden report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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.

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reliable information resources to help drive informed strategic planning.

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