

## **Home Furnishings in Ukraine**

Market Direction | 2024-06-13 | 26 pages | Euromonitor

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### **Report description:**

Bath textiles saw double-digit growth in current value terms in 2023. This was attributed to the availability of an increasingly wide assortment of high-quality bath textiles products through online retailers like IDEIA. This expanding online presence has also made these items more accessible and affordable for Ukrainian consumers, further driving their popularity. Additionally, the growing preference for home decor and furnishings that enhance the overall bathroom experience has also contribute...

Euromonitor International's Home Furnishings in Ukraine 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: Indoor Living, Lighting, Outdoor Living.

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 Furnishings 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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Sofa beds seen as a convenient, space saving solution

Functionality and growth in remote work in Ukraine led to growth in home office furniture

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## SOURCES

### Summary 1 Research Sources

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