



Homewares in Italy

June 2024

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Homewares in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Homewares enjoys steady growth in 2023 backed by the home entertaining trend

Beverageware benefits from regular alcohol consumption in Italy

Cookware and kitchen utensils benefit from well-established culinary traditions in Italy

PROSPECTS AND OPPORTUNITIES

Homewares set to decline owing to market saturation and Italy's shrinking population

Consumers and brands set to prioritise environmental responsibility over the forecast period

Durability an important factor in homewares while a growing sense of nostalgia could inform new product development

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DISCLAIMER

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