



# Home Improvement in Switzerland

June 2024

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## Home Improvement in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carpets witnesses a comeback in Swiss homes as the vintage trend is popular

Demand for cordless drills rises due to the convenience these products offer

Sales of home paint rise as paint offers a cost-effective and convenient way of sprucing up a space

#### PROSPECTS AND OPPORTUNITIES

Market saturation and spending more time outdoors stimulate a forecast period decline

Sustainability drives growth of wooden flooring

Despite growth in retail e-commerce, consumers still appreciate expert advice in specialist stores

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