



# Home Products Specialists in the Netherlands

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Sustainability a key focus of home products specialists  
Players focus on supporting consumers in helping to reduce their energy costs  
Ikea promises to lower prices as costs start to stabilise

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Business models to be adjusted to omnichannel  
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Retailers set to focus on the customer experience and education to increase sales

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## Retail in the Netherlands - Industry Overview

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Renewed interest in physical retail threatened by staffing problems  
Reduction in number of outlets  
What next for retail?

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