



Euromonitor
International

Home Products Specialists in Chile

March 2024

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Home Products Specialists in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further shift online forces channel players to adjust strategies

Pet shops and superstores stand out in terms of outlet growth

IKEA finds a stronger footing in the local market

PROSPECTS AND OPPORTUNITIES

Sustainability set to be an important topic in the channel over the forecast period

Easy and Sodimac to reactivate a more intense opening of stores

No new international arrivals mentioned for the near future

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Greater connection between digital and physical still needed

Local consumers are searching for innovation

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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