



**Euromonitor
International**

Homewares in Australia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales events such as Cyber Monday help boost sales of homewares
CW Marketing Pty Ltd appeals to eco-conscious consumers, offering sustainable and eco-friendly materials
Retailers adopt in-store experiences to boost demand for homewares

PROSPECTS AND OPPORTUNITIES

Homewares to be impacted by rise in living costs, resulting in tighter household budgets
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Immersive and personalised experiences help physical retailers to remain relevant

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DISCLAIMER

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