



**Euromonitor
International**

Home Furnishings in Switzerland

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Swiss indoor furniture market faces decline in 2024 amidst cautious economic climate
IKEA maintains lead through innovation, localisation, and sustainable expansion
Retailers embrace omnichannel strategies and online players focus on e-commerce convenience

PROSPECTS AND OPPORTUNITIES

Swiss home furnishings market poised for slow recovery post-2025 due to economic improvement
Kitchen furniture market to focus on sustainable materials, timeless design, functionality, and space-saving solutions
Growing personalisation drives the home textiles market, supported by industry initiatives and retailer commitments

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DISCLAIMER

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