



Euromonitor
International

Homewares in France

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to look for discounts and promotions amid economic uncertainty
Brands continue to invest in digital strategies and collaborations
Retailers continue to adopt an omnichannel strategy as they look to maximise their sales

PROSPECTS AND OPPORTUNITIES

Food storage one of the few bright spots in an uncertain market
Homewares to evolve with the changing consumer dietary trends and focus on circular economy
Private label stands to benefit from the challenging market conditions

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Home and Garden in France - Industry Overview

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DISCLAIMER

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