



Home Improvement in Australia

May 2025

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Home Improvement in Australia - Category analysis

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2024 DEVELOPMENTS

Increasing popularity of carpets and hand tools help drive growth of home improvement in Australia

Distinct product packaging supports Zenith's leadership of home improvement

Omnichannel strategies drive dominance of home improvement and gardening stores

PROSPECTS AND OPPORTUNITIES

Environmental consciousness set to shape future trends in home improvement

Imminent lead-free tapware regulation will lead to product innovation in category

Online engagement through live events expected to help physical stores maintain foothold in home improvement

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DISCLAIMER

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