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Home Furnishings in the United Arab Emirates

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Personalisation in home furnishings grows as consumers seek unique indoor furniture experiences
- Rising sales for Home Box driven by affordable, stylish home furnishings and enhancing e-commerce capabilities
- Specialists dominate distribution, but e-commerce continues to make gains

PROSPECTS AND OPPORTUNITIES

- Minimal growth expected for home furnishings due to maturity and shifting consumer priorities
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DISCLAIMER

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