**THE HOME SECTOR: ITALY ACCELERATES EXPORTS AND FOCUSES ON SPECIALISED RETAIL TO SUPPORT GROWTH**

*With production estimated at 4.28 billion euros and exports up 3.1% in 2024, the Italian Home sector remains a global player. Specialist retail and Made in Italy are driving demand, with key markets such as China, France, the United States and Germany booming.*

*Milan, 23 January 2025* – After a period of strong post-pandemic expansion, the HOME sector is facing a technical adjustment that will lay the foundations for more subdued but stable growth in the coming years. Between 2024 and 2027, the market is forecast to grow by an **average annual growth of** **4%**, confirming the **central role of** **the** **speciality retail channel** as the engine of recovery.

**EXPORT DRIVES THE SECTOR**

If 2023 ended with considerable stability for Italian exports, **forecast data for 2024 indicate an increase of +3.1% for a total estimated at over 2.6 billion euros.**

The key markets for Italian exports continue to be **France, the United States** and **Germany**, with expected increases of 63 million, 35 million and 32 million euros respectively by 2027. The competitiveness of Made in Italy, a symbol of excellence, continues to drive global demand, positioning the sector among the most important international players.

**IMPORTS: A GRADUAL RECOVERY**

HOME sector Italian imports will close 2024 at 2.7 billion euros, **recording a +0.5% increase compared to the previous year**.

**China remains the key partner for Italian imports**, with a value of 998 million euros in 2024, **followed by France** with 238 million and **Germany** with 232 million. Over the next three years, the import trend is expected to accelerate, with average annual growth of +4%, led by the home textiles and cookware segments.

**SPECIALISED RETAIL: A STRATEGIC CHANNEL**

Despite the growth of e-commerce and the phenomenon of fast deco, specialised retail remains a fundamental pillar for the HOME sector. According to Promotica 2024 data, the physical store remains the main point of reference for at least 20% of consumers, coming just after digital channels.

Italy has an extensive network of more than **38,000 stores** with a total turnover of **16.5 billion euros** and employing **100,000 people**. In more detail:

- 14,500 stores selling furniture, lighting and decoration.

- 12,000 points of sale for floral and gift products.

- 6,500 stores specialising in tableware and cooking.

- 5,000 points of sale for home textiles.

Milano Home 2025 is the ideal place to address the new challenges of the market, supporting the specialised retail channel with tools and strategies that make it even more innovative and competitive.

***Milano Home -****Fiera Milano (Rho) from 23 to 26 January 2025*  
*milanohome.fieramilano.it*