**A STABLE SECTOR THAT IS STRIVING TO GROW**

*Following the post covid period of growth, the HOME sector will experience a technical stabilisation in 2023 and return to a more gradual growth rate in the following years. From 2024 to 2027 it will grow by more than 4% in value.*

*Milan, 4 October 2023*. In spite of the inflationary pressure on consumption and the technical rebound after years of virtuous growth, the HOME sector enters the next four years with a new positioning, with consistent growth prospects, albeit more restrained than in recent years. In 2022, in fact, *according to data from Sistema Informativo ExportPlanning (September 2023)*, world trade in the HOME sector marked an all-time high point (149.8 billion euro), an increase of about 19% over 2021. This is more than 44 billion euro higher than pre-pandemic levels (2019), equivalent to an increase of about 42 percentage points.

At the international level, all major segments of the industry have largely recovered above pre-pandemic levels. Specifically, the *knife and cutlery* (+52.5%) and *miscellaneous household goods* (+65.1%) segments showed the highest increases over 2019.

**2023 has shown a slowdown in global trade in the sector**, with a pre-estimated year-end of a slight decline in euro values **(-1.4%)**. **Looking ahead to 2027, world trade in HOME products is expected to recover dynamically, with average annual growth of between 4.3 and 5.4 percentage points in euro values.**

**EXPORTS: TOWARDS A POSITIVE REBOUND FROM 2024**

**In 2022**, Italian HOME exports grew by just over 10 percentage points in euro values, at levels more than 25 percentage points above pre-pandemic levels, to a record (never before experienced) value of **2.6 billion euro**.

The current year is experiencing a slowdown in the development pace of Italian exports of HOME products. **At year-end, substantial stability (+0.1%) is expected for Italian exports in the sector.**

The most penalised segment for Italian foreign sales in the sector appears to be that of *pots and pans* (-6.7% expected in 2023); on the other hand, the best performance in 2023 was in the *knives and cutlery* segment (+5.4% the pre-estimate for 2023).

**In the 2024-2027 scenario, Italian export performance is expected to accelerate, albeit at a relatively moderate pace: an average annual growth rate of +1.8% in euro values is predicted for 2024**; a moderately more dynamic pace (+3.3%) is expected for the following three-year period (2025-2027).

In the 2024-2027 forecast scenario, **France** and the **United States** are expected to be the main markets driving Italian HOME sales, with increases of more than 30 million euro compared to 2023 (and average annual growth rates ranging from +1.9% in the French market to +2.2% in the USA market).

This is followed by expected growth in Italian HOME sales to **Germany** (+24.1 million euro over 2023, i.e. +2%), the **Netherlands** (+4%, i.e. +16.9 million euro), **Spain** (+2.7%, i.e. +16.8 million euro) and **Poland** (+5.4%, i.e. +15.3 million euro).

Promising contributions to the increase in Italian exports in the sector came from Croatia (+9 million euro over 2023), Romania (+8.9 million euro), the United Kingdom (+8.7 million euro) and Vietnam (+8.6 million euro).

In the medium term, the best relative performances are expected from the *home textiles* segment (+3.3% next year; +4.9% in the following three-year period) and *knives and cutlery* (+3.7% in 2024; +5.1% in the 2025-2027 period). On the other hand, little dynamic performance is expected for the *pots and pans* segment (-0.3% next year; +1.3% in the following three-year period).

**IMPORTS: TOWARDS MODERATE ACCELERATION**

In 2022, Italian imports of HOME products reached a record 3148 million euro (+38 per cent over pre-pandemic levels). For 2023 there is a significant slowdown in Italian imports of the sector, which is estimated to close the year with a slight decrease (-1.8%) compared to 2022.

**With approximately 3.1 billion euro estimated at the end of the year, Italy ranks 9th among 2023 world importers of the sector.**

Italian imports in the 2024-2027 scenario are expected to increase at a slightly faster pace, albeit relatively modestly: for 2024 an average annual growth of +2.9 per cent in euro values is expected; a moderately more dynamic pace (+4%) is expected for the following three-year period (2025-2027). Over the 2025-2027 period, the best relative performances are expected from the *home textiles* (+4.9%), *pots and pans* (+4.7%) and *knives and cutlery* (+4.4%) segments. On the other hand, less dynamic performances are expected for the *miscellaneous household goods* segment (+2.1%).