



Press release - January 2021

## Kave Home, a turnover of €75 million in 2020

**E-commerce specialised in the sale of furniture and decorations saw its sales grow very strongly in 2020.**

The year 2020 has been a year of great changes and new trends, the most notable of which are undoubtedly the rise of e-commerce and the awareness of the importance of our living spaces in times of confinement. As a direct consequence, furniture brands with a digital foothold have, for the most part, had an excellent year. This is the case of Kave Home, the leading brand of designer furniture in Spain.

The company, based near Barcelona (Spain), specialises in the design and manufacture of quality furniture and decoration at affordable prices. The brand currently has an international presence through its online shop ([www.kavehome.com](http://www.kavehome.com)), its physical shops and its "Shop in Shop" service. In 2020, sales reached 75 million euros across all channels, an increase of 30% compared to 2019 and 80% for the online part. Kave Home also opened 5 new shops during the pandemic, including 2 in France.

Francesc Julià, Managing Director and CEO, explains: "It was a year in which, due to the pandemic, online shopping adapted massively and allowed projects like ours to reach a much larger number of buyers". Kave Home's designs have enabled more than 200,000 homes to be furnished by 2020 and the brand already has more than 400,000 customers.

"The aim is to continue to focus on channel diversification and internationalisation, in order to further consolidate our 'omnicanal' concept and our international presence. In 2021, we are making the leap into Australia, South Korea and South America with our website and physical shops, in addition to continuing to consolidate our presence in the main European countries. The objective is to increase our turnover by a further 30% and exceed 100 million euros in sales".

The Kave Home team continues to grow and by 2020 will have a staff of 300 people, divided between its headquarters near Barcelona and its logistics centre in Fogars de la Selva (Spain), its production centres in Yecla (Spain), Sils, New Delhi, Shenzhen and Ho Chi Min, and its physical shops. The company's strategy is to position itself as the leader in the design of quality products with unique designs, at affordable and sustainable prices. Francesc Julià says: "We have very ambitious goals in terms of growth, but also and above all in terms of sustainability. We have set ourselves the target of eliminating single-use plastic from all our packaging in less than 5 years (by 2020 we have reduced it by more than 70%), to ensure that 50% of our products are made from recycled and recyclable materials, and to become a "carbon neutral" company. All these objectives are included in Kave Cares, its CSR project.

### ABOUT KAVE HOME

Kave Home works to revolutionise the furniture, design and decoration sector. While focusing on innovation to be the ideal option for all the non-conformist people who are always looking for something more.

Their mission? To create design and quality products with an impeccable service. "We don't launch rockets on the moon (not yet), but we deliver in record time".

Their obsession? Perfecting every detail. They carefully control the entire process of designing, manufacturing, and distributing their products, with the aim of creating an attractive and functional design, of very high quality and at an affordable price.

Recently Kave Home launched Kave Cares, their commitment to the planet and society. One of the most important objectives of the brand is to completely eliminate the use of plastic in the packaging of their products and in their shops by 2025.

Kave Home is currently present online in more than 80 countries and with several physical shops in Spain. In order to assert its presence on the French market, the brand has opened two physical shops in France in 2020: the first in La Roche-sur-Yon (Vendée) and the second in Montévrain (Seine-et-Marne). Other openings are planned for 2021.

**[www.kavehome.com](http://www.kavehome.com)**

