Netflix is planning to launch retail destinations in 2025

Just as Netflix is getting out of one business with the closure of its DVD rentals, it looks like it’s getting into the physical realm in a different way. *Bloomberg* reports that the streamer is planning to launch new retail destinations — dubbed Netflix House — that will offer not only things to buy but also food and other experiences themed after whatever is hot on Netflix at the moment. There aren’t a lot of specifics right now, such as where these permanent spaces might eventually open, but the first locations are expected to launch in the US in 2025.

“We’ve seen how much fans love to immerse themselves in the world of our movies and TV shows, and we’ve been thinking a lot about how we take that to the next level,” Josh Simon, Netflix’s VP of consumer products, told *Bloomberg*.

https://www.theverge.com/2023/10/12/23914796/netflix-house-retail-stores-2025