

March 2013

Carpets and Floorcoverings - UK

“When compared to markets such as cookers and microwaves and kitchens and kitchen furniture, flooring appears to be the first out of the blocks in terms of the recovery of the bigger-ticket markets. Developments in cheaper synthetic carpets and laminate flooring have allowed consumers to make replacements at what they ...

February 2013

Electrical Goods Retailing - UK

“Apple stores have raised consumer expectations and provide a model – a Platonic ideal, perhaps – for the retailing of electricals. Retail experience – from store appearance and quality of service to merchandising of product – is arguably more important than ever: if consumers want pure functionality, they can shop ...

Buying for the Home Online - UK

“M-commerce is still in its infancy in the shopping for the home online market, but it has huge growth potential as almost three in ten shoppers would consider using their mobiles to buy home products in the future. The use of mobile devices for shopping online is growing rapidly from ...

January 2013

Living and Dining Room Furniture - UK

“The vast majority of households struggle with storage issues. Furthermore, two fifths (42%) find it difficult to source the right size furniture for their home, while over a third (36%) struggle to

store/display their possessions. This frustration with lack of space creates significant scope for

new clever and flexible ...