

July 2023

DIY Retailing - UK

“The cost of living crisis has impacted the DIY market as we see consumers taking on smaller home improvement projects with lower spend. We see DIY retailers addressing the uncertainty brought on by rising inflation by enhancing their value propositions for its shoppers. The DIY market is perfectly situated to ...

Furniture Retailing - UK

“Already impacted by a natural rebalancing of demand post-pandemic, the cost-of-living crisis has further hit consumer spending, especially on big-ticket items like furniture. However, it’s not always about trading down. 67% of consumers would prefer to trade up to high-quality items with longevity and 42% bought new furniture to treat ...

June 2023

Garden Product Retailing - UK

“We see a polarisation of the garden market as those who are avid gardeners have fared better than some amidst the cost of living crisis. Those feeling the weight of the cost-of-living will push value higher up on their agendas especially when looking for ways to save when purchasing for ...

May 2023

Major Domestic Appliances - UK

"Already impacted by a natural rebalancing of in-home demands post-pandemic, the cost-of-living crisis and housing market slowdown as a by-product have taken a toll on the major domestic appliances sector. However, disruption also opens up new areas of demand, with energy efficiency the standout performer. In fact, half of consumers ...

March 2023

Electrical Goods Retailing - UK

“The economic downturn will continue to constrain demand for electrical goods in the short term, with the market expected to decline by 1.5% in 2023. However, disruption also opens up new windows to the market, including the redirection of spending to the home and prioritisation of energy efficiency to ...

Consumer attitudes towards Cut Flowers and Houseplants - UK

"While the cost of living crisis has made consumers buy fewer flowers and houseplants, 77% of consumers think flowers/houseplants are an affordable luxury. Flowers/houseplants hold significant emotional value to both the giver and receiver – an aspect many think is worth paying for. Flowers and houseplants naturally tap ...

February 2023



Retail: Home - UK

Nursery and Baby Equipment Retailing - UK

"Mounting inflationary pressures have pushed value high up on consumers' agenda. While some parents will tighten their purse strings by trading down to discounters, especially with big-ticket items such as pushchairs, there are opportunities for nursery and baby equipment retailers to expand their value proposition, incorporating values beyond price to ...

Consumer Trends, Attitudes and Spending Habits for the Home - UK

"The necessity nature of the home market will remain important amid the downturn as consumers shift from spending on the bigger-ticket projects seen in 2021 to lower-ticket purchasing where consumers can make small improvements to the home whilst they mitigate the strains of rising prices. Many will turn to their ...

Upcoming Reports

Homewares Retailing - UK - 2023

Kitchen Furniture - UK - 2023

Bedroom Furniture - UK - 2023