

December 2019

Beds and Bedroom Furniture - UK

“Marketing themes around bedroom furniture are focusing on storage solutions and the message that controlling your possessions puts you in charge. Meanwhile bed brands and retailers are elevating their status as sleep experts, tapping into growing awareness of the importance of sleep for health and wellness. The entrance and rapid ...

November 2019

Consumers and the Economic Outlook - UK

“Brexit has been delayed again. The public faces a Christmas general election. And the economy narrowly avoided a recession in September. It is no wonder, then, that consumer confidence has taken a hit. However, financial well-being is holding up and the vast majority of people think they’ll be OK in ...

Kitchens and Kitchen Furniture - UK

“The popularity of creative home cooking and baking, especially at weekends, is fuelling demand for more worksurfaces and better storage in the kitchen. The average kitchen space in modern homes is getting smaller, while at the same time people desire bigger, open kitchen spaces as well as more open plan ...

Small Domestic Appliances - UK

“The market has grown strongly in the last two years, with expenditure rising with the return of real wage growth, price deflation and robust consumer confidence. Within the market, there are avenues for growth in space-saving innovations, connected tech and the UK’s mounting interest in health and wellbeing. However, the ...

October 2019

Living and Dining Room Furniture - UK

“The living and dining room furniture market maintained growth in 2018, sustained by the return of real wage growth and a surprising resilience among the consumer base in the face of continued Brexit headwinds. Within the market, there is a growing need for flexible furniture in response to evolving demands ...

September 2019

Retail: Home - UK

Bathrooms and Bathroom Accessories - UK

“People’s priorities for bathrooms focus on updating tired and worn-out bathrooms and making their homes more enjoyable places to live. They want to inject personality and interest into their décor. This encourages them to visit inspiring showrooms and browse for ideas online. Many see a new bathroom as an investment ...

Shopping for Household Care Products - UK

“Shopping for household care products is largely planned in advance, and is done alongside groceries, rather than in its own right. The way that consumers shop lacks imagination and the market suffers as a result. Brands and retailers need to try to encourage more of an attitude that shopping for ...

Consumers and the Economic Outlook - UK

“It is a confusing time for the British public. The new Government has been unable to agree a Brexit deal with the EU and Parliament has passed legislation obliging the Prime Minister to request a further extension if he cannot get one. Despite this, Boris Johnson has maintained his stance ...

July 2019

Department Stores - UK

“As the UK’s leading department stores continue to struggle, there is a question as to whether the concept of a department store is still relevant. A broad range of goods was once what made these retailers stand out but online retailers can now offer an unparalleled amount of choice. This ...

Furniture Retailing - UK

“The furniture market remains robust, as resilient consumer confidence, the return of real wage growth and a rise in new households maintained spending even as housing transactions cooled for a second year. The industry is dominated by furniture specialists but stores are taking an increasingly intermediary role as consumers migrate ...

Petcare - UK

“Pets are ‘people’ too, in the eyes of most pet owners. And, just like treasured members of the family, pets are indulged with toys, stylish accessories and good quality petcare products. This ‘humanisation’ trend even stretches to pets being given their own Christmas and birthday gifts. People are also buying ...

June 2019

Garden Products Retailing - UK

“The garden centre sector has seen a huge change in 2018-19 as the largest specialist chain, Wyevale, has been broken up and stores sold to a variety of buyers. As a result, Dobbies has bought a large number of

garden centres and jumped into first place as the largest ...

May 2019

DIY Retailing - UK

“While spending on DIY continues to grow, the big-box retailers continue to decline as they struggle to deal with societal changes that are changing the way people buy home improvement products. Far more people now live in private rented accommodation while 36% of all homeowners are now over the age ...

April 2019

Major Domestic Appliances - UK

“The majority of major domestic appliance purchases are triggered by replacing a broken or faulty appliance and this part of the market is fundamentally resilient. But more discretionary purchases such as those following house moves, refurbishing a kitchen or upgrading to the latest features have been held back in the ...

March 2019

Toy Retailing - UK

“The toy retail landscape has seen huge changes over the last year with the loss of Toys R Us. Since its demise many retailers have been fighting to claim their piece of the pie. Given that as many people buy toys online as they do offline, Amazon is one of ...

February 2019

Electrical Goods Retailing - UK

“Spending on electricals was strong in 2018. However increasingly this demand is falling outside of the specialist sector with online-only retailers, notably Amazon, the main benefactors. The short-term future for demand in the sector is uncertain, and we expect growth to slow in the coming years putting further pressure on ...

Shopping for the Home at Christmas - UK

“It was a challenging Christmas, but household goods retailers bucked the trend and performed well following robust growth throughout the year. Consumers may be worried about 2019, but it’s still important to put on a good Christmas so savvy shopping, cutting back in some areas to indulge in others, is ...



January 2019

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

“Despite the backdrop of uncertainty, wages are actually rising faster than inflation. There is strong evidence that people plan to keep on spending on their homes in 2019, reflecting their goal to make the home a more enjoyable place to live. Their desire to make the place feel like their ...