

December 2018

Buying for the Home Online - UK

“Online retailing accounts for 12.4% of sales through household goods stores and 18.5% of all consumer spending on the home. Online sales of goods for the home have grown at a rapid rate, growing share of consumer spending, while sales through stores have been relatively stable over the ...

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

Homewares Retailing - UK

“The homewares market has always been fragmented, but this has increased as a number of clothing brands launch homewares collections while supermarkets reconfigure their non-food offering in an effort to offset challenges in their own sectors. Meanwhile the homewares market continues to grow, as an increasing population of renters seeks ...

October 2018

Kitchens and Kitchen Furniture - UK

“Reasons why people refitted kitchens in the last three years include enlarging the kitchen (22%) and creating more work surface (32%), illustrating the importance of the trend to create larger kitchens, often combined with eating areas. In turn, more time living in the kitchen encourages householders to invest in attractive ...

September 2018

Beds and Bedroom Furniture - UK

“A focus on the importance of sleep for emotional wellbeing has given a boost to those brands positioning themselves as sellers of sleep although some of the smaller specialists have disappeared in a rapidly changing marketplace. The emergence and rapid growth of boxed-mattress brands has shaken up the sector; but ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

Bathroom and Bathroom Accessories - UK

“The rise of online sellers in the bathroom market has been rapid, with several companies reaching a substantial size. Their emphasis on price is a key factor in drawing customers away from retailers with shops, but there is more to it than this. Consumer expectations of shopping are changing and ...

July 2018

Furniture Retailing - UK

“Consumer spending on furniture continues to grow, but it’s a fragmented and challenging sector to operate in. Physical stores remain a vital part of the purchase journey but growth in digital capabilities has fundamentally changed the way they’re used and the in-store experience needs to be adapted to reflect this ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

Garden Product Retailing - UK

“The outlook for garden products retailers is tough, as competition intensifies, both in-store and online. B&Q will build on its strengths as a place where novice gardeners can get something to cheer up their plots easily and will pick up market share because of the disruption at Bunnings-owned Homebase. Meanwhile ...

May 2018

DIY Retailing - UK

“Pressure is mounting on the DIY sector, with spending becoming increasingly fragmented and shifting from specialists to non-specialists. The pressure comes from external sources, including the shift away from home ownership, slowing activity in the housing market and increasing competition, but also internal ones such as the disruptions caused by ...

Carpets and Floorcoverings - UK

“The carpet and floorcovering sector is set to continue growing in line with a buoyant housing market, but times are ‘a-changing’ in the sector. As competition increases, and space for new retailers becomes available with the decline of Carpetright, we can expect to see new offerings and product ranges from ...

April 2018

Major Domestic Appliances - UK

“The market for major domestic appliances has continued to grow, but at a slower rate than previous years. The replacement market remains resilient, but replacement purchases can occur unexpectedly leading consumers to prioritise price and speed of replacement, rather than taking the time to research and upgrade to the latest ...

Department Stores - UK

“The UK department store sector remains challenging, with a number of the leading players struggling to carve out their niche in a crowded retail market. Innovation has been centred on creating a compelling in-store environment and whilst this is important, research suggests that department store retailers should be doing more ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

Customer Journey for the Home - UK

“Some 13 million households bought furniture in the last twelve months and over half of these bought for the living room, while a similar number bought for bedrooms. They display a wide range of browsing and shopping habits, often gathering ideas online to shape their ideas and choices, then making ...

February 2018

Nursery and Baby Equipment Retailing - UK

“The nursery and baby equipment market has benefited from many successful years of growth, but the sector is now entering more challenging times. It is more important than ever, in such a highly fragmented market, for retailers and brands to stand out by continuing to innovate and have a strong ...

Electrical Goods Retailing - UK

“Spending on electricals held up well in 2017 despite increased pressure on consumers’ finances. However, it was again the non-specialists that were the driver, particularly those with a strong presence online as spending increasingly moves to online channels. Demand is equally being driven by high levels of promotional activity, which ...

January 2018

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

“In 2017, spending remained strong on buying for the home in the UK, despite growing uncertainty about the economy. But in the five years from 2017-22 market growth will slow, as consumers feel a real squeeze on their personal disposable income. Owner-occupiers and those who say that their finances are ...