

## December 2010

### Tableware - UK

At £826 million, the value of the 2010 UK market for tableware is estimated to be just 3% up on 2007. The struggle to gain momentum bears witness to challenging trading conditions for manufacturers operating in this industry.

## November 2010

### Small Kitchen Appliances - UK

The household goods sector was hit hard by the economic downturn and recession, but small kitchen appliances have outperformed the sector, with sales holding up well in 2009 and showing significant value growth during 2010. Small kitchen appliances have benefited from being more affordable than big-ticket household items, as well ...

## October 2010

### Lighting - UK

Buying lighting is strongly linked to moving home, so the slump in the housing market has severely impacted sales since 2007. Lower levels of consumer confidence during the economic downturn, the subsequent recession and the more recent incomes squeeze have also all made consumers more reluctant to commit themselves to ...

## September 2010

### Home Security - UK

This report looks at home security products and services, both in terms of the ownership and purchasing of products that improve safety in the home or reduce the likelihood of a burglary or break-in and the measures people take to protect their home and belongings

## August 2010

### Furniture Retailing - UK

### Vacuum Cleaners - UK

## Retail: Home - UK

- Just under half of adults (25 million) look for lasting quality when deciding where to buy furniture. Retailers need to prove their quality credentials through inviting customer reviews and demonstrating how items can stand up to heavy usage, including the kids.
- Service is also important and four in ten adults ...

This report looks at factors underpinning market decline and manufacturer efforts to mitigate it, rising consumer interest in eco products and wider variety in format and retailing developments. It also looks at demographic and economic trends and how they have shaped the market and are influencing its future.

### July 2010

#### Garden Products Retailing - UK

- There is massive potential for garden products, furniture and plants as more than eight in ten adults have a garden and 3% have an allotment.
- Around three in ten (14 million) adults think that paying more for better quality plants is worthwhile. Highlighting that plants are grown in the locality ...

#### Energy Efficiency in the Home - UK

The report looks at energy efficiency in the home, both in terms of the purchasing of products that reduce gas and electricity usage and the adoption of consumer behaviour that cuts energy consumption. It examines attitudes towards domestic appliances, central heating boilers and controls, energy-saving lightbulbs, loft and other home ...

### May 2010

#### Carpets and Floorcoverings - UK

- Retailers of floorcoverings need to look beyond the product in isolation and market carpets as part of a complete home interiors look. One in ten adults pay a lot of attention to samples ('Matchers'), so staff need to be able to advise customers accordingly, and showrooms need to develop an ...

### April 2010

#### White Goods - UK

The white goods sector has been hit hard by the dual impact of the recession and a slump in the housing market, with sales declining sharply in both 2008 and 2009. However, following two very tough years, a return to a positive growth cycle is long overdue and there were ...

#### Impact of House Moves on the Household Goods Market - UK

Following a property boom that started in the late 1990s, and which saw a rapid rise in house prices, the number of residential property transactions declined steeply between the second half of 2007 and the end of 2009. The housing market was severely dented by the squeeze on lending following ...

### March 2010

#### Cookware - UK

#### DIY Retailing - UK

## Retail: Home - UK

Interest in and enjoyment of cooking has been increasing in recent years, driven by wide coverage of food and cooking in the media, particularly the number of TV programmes featuring celebrity chefs, and a desire for more healthy and wholesome home-cooked food. This trend became more pronounced in the recession ...

The DIY market has been hard hit by the recession because it has come on top of a declining trend that has been evident for the last five years. Nor is there any short term prospect of recovery. Consumers' incomes are likely to be squeezed both this year and next ...

## February 2010

### E-Commerce - UK

- Internet penetration has reached a plateau at around 70% of the population. Shopping is a key activity for anyone with online access – 90% of those with Internet connections say they have bought something in the last year.
- And the popularity of buying online has increased in spite of the ...

### Household Linen - UK

- New bedding and bed linens needs to be marketed as a small indulgence that can inject a bit of life into a tired-looking bedroom. Three in ten adults think new bedding is a good way to change the look of a room.
- More imaginative in-store displays combined with discount offers ...

### Living and Dining Room Furniture - UK

- The days of the conventional three-piece suite are numbered. Less than one in five adults think buying upholstered furniture as a suite is important.
- When buying a sofa two-thirds of consumers will go for the best they can afford whereas only one in ten will go for the cheapest available ...

### Christmas Shopping Habits - UK

- 'Experience' gifts have more potential as Christmas presents and need to be communicated strongly across a range of prices through stores and websites. Only 15% (8 million) of adults chose a leisure activity and 5% (3 million) an activity day as gifts for Christmas 2009.
- More retailers could set up ...