

December 2022

Small Domestic Appliances - UK

"The cost-of-living crisis will shift consumer behaviour to be more value-oriented. The small domestic appliance market has remained resilient in recent years, aided by extended periods at home and the shift to consumers doing more home-cooking and being at home more, with some participating in a blended working environment. Spending ...

Living and Dining Room Furniture - UK

"After experiencing a recovery during 2021, the short-term outlook for those involved with living and dining room furniture is expected to be challenging. Both expenditure and a propensity to purchase high-ticket items will be impacted. In surviving such challenges, a focus on value and exploitation of trends such as online ...

Tableware and Cookware - UK

"Continued growth in the tableware/cookware sector comes on the back of elevated levels of home cooking boosted by the pandemic. Consumers also had the added incentive in continuing to upskill their cooking and baking skills as a means to save money in the face of an economic crisis. Along ...

October 2022

Kitchens and Kitchen Furniture - UK

"The cost of living crisis facing many consumers is expected to bring about a further set of challenges to a kitchen market only recently recovered from the pandemic. In particular, a focus on value from buyers can be expected. Adding further to pressures for manufacturers and retailers, online is expected ...

September 2022

Bathrooms and Bathroom Accessories - UK

"The bathroom market has proved impressively resilient over the past two years, buoyed by redirected expenditure and a newfound appreciation of the home. However, sales are set to fall in the coming year as the market faces the brunt of inflation, supply chain disruption and the ongoing conflict in Ukraine ...

July 2022

Furniture Retailing - UK

“The longer-lasting ramifications of the pandemic are growing apparent, both in how consumers shop for furniture, and in the reassessment of priorities within the marketplace. However, after two years of impressive resilience, furniture sales are set to fall in the coming year as they face the brunt of inflation, supply ...

June 2022

Garden Product Retailing - UK

“The year ahead will be a lean one for the garden product sector as a financial squeeze follows two years of remarkable pandemic-driven growth. Retailers and brands must focus on maintaining engagement with the new shoppers they picked up in the last couple of years. With consumers already concerned with ...

DIY Retailing - UK

“DIY was again one of the best-performing non-essential retail markets amid continued disruption in the past year. However, the coming year will be much less certain, as demand slows with less time indoors and a near-perfect storm of inflation and supply chain issues. The growth of specialists, then, will depend ...

May 2022

Consumer Attitudes towards Cut Flowers and Houseplants - UK

“Purchasing and spending levels in the cut flower and houseplant sector have remained stable in the past 12 months. This is a promising sign that demand is holding up well despite the sector’s discretionary nature and one that is particularly susceptible to macroeconomic factors. But financial pressures on consumers’ pockets ...

April 2022

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

“Disruption from the pandemic continues to shape sentiment and feed demand. Many continue to prioritise the home, and there was an upscaling of expenditure and projects in 2021. Looking ahead, however, with inflation, supply chain issues and the conflict in Ukraine, there is great uncertainty on the horizon.”

Major Domestic Appliances - UK

“The booming housing market has been good for the major domestic appliance market despite continued COVID-19 related uncertainty. The years ahead are more uncertain however, with spending having been brought forward and the rising cost of living crisis set to make many consumers reconsider big-ticket expenditure.”

Consumers and the Economic Outlook Q1 - UK

“Even before the conflict in Ukraine, inflation had become the biggest concern for consumers, brands and

the British economy for 2022. Households are set to endure the biggest squeeze on real incomes in decades, and the conflict in Ukraine will only add to existing inflationary pressures. This is seen in ...

March 2022

Electrical Goods Retailing - UK

“Spending on electrical goods slipped by 2% in 2021, as it stabilised after a bumper year of sales with the pandemic in 2020. The legacy of this is also set to eat into new demand and delay upgrade windows in the coming year; however, with inflation and supply chain problems ...

Nursery and Baby Equipment Retailing - UK

“The nursery and baby equipment retail sector has had a tumultuous few years as leading retailers such as Babies ‘R’ Us departed from the UK and heavy discounting flooded the market. The pandemic has only served to worsen these issues, giving the market little time to recover. At a time ...

February 2022

Bedroom Furniture - UK

“The bedroom market rebounded quickly in 2021. The extended periods that people spent indoors have continued to feed into sales and shine the spotlight on wellbeing. This saw an upscaling of expenditure; although below this, some continue to struggle, therefore polarising demand. Looking ahead, however, supply chain issues and any ...

January 2022

Homewares Retailing - UK

“The COVID-19 pandemic has driven consumers to spend more time than ever before in their homes. This shift has led to a renewed focus on the home and how it can be optimised to fit new ways of living and working. The homewares sector with its budget-friendly, lower-ticket items can ...