

Living and Dining Room Furniture - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

At the end of 2008 UK retailing appeared to be in meltdown, with long-established brands like MFI and Woolworths falling victim to tough trading conditions and scarcity of credit from the banks.

In 2009 the slimmed-down assortment of businesses involved in living and dining furniture continued to suffer from the combined effects of the downturn in consumer spending, the weaker Pound, scarcity of credit and a sluggish housing market. Yet, even in these troubled times, some furniture makers and retailers have fared well and are stronger and fitter in preparation for the upturn.

What have we found out?

- 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.
- Sitting in front of the TV is the most common way to take most meals (17 million) and over four in ten adults want sofas that are easy to clean away spills and stains.
- Sales and deals are now expected. Over a third of consumers usually wait for a sale before buying furniture for the living or dining room. Furniture retailers need to develop more inventive deals for customers to avoid consumer cynicism.
- Having a great website is vital for retailers of living and dining furniture. More than four in ten adults do research online before visiting a store.
- Furniture showrooms still have a big future. Half of adults want to test sofas in-store for comfort and more than four in ten think good customer service in-store is important.

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