

## Living and Dining Room Furniture - UK - January 2013

Report Price: £1750 | \$2834 | €2204

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*“Two fifths (42%) find it difficult to source the right size furniture for their home, while over a third (36%) struggle to store/display their possessions. This frustration with lack of space creates significant scope for new clever and flexible storage innovations in living/dining room furniture.”*

– Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- How does smaller housing stock affect demand for living/dining room furniture?
- How are companies leveraging the 'stay at home' trend?
- How important is property churn to the living/dining room market?
- How important is multichannel retailing to living/dining room furniture?
- What are retailers doing to reduce consumer preoccupation with price?

The furniture retail market is extremely challenging, with rising raw material costs, subdued consumer demand and increased competition. Against this context, living/dining room furniture has proved quite resilient and, in the words of one sofa specialist, has reported an 'improving trend' in its performance during the first half of 2012.

Building on this, many companies have revitalisation strategies underway in a bid to broaden their target market and push the focus away from discounts and seasonal promotions towards more added-value attributes.

A further obstacle facing dining room furniture is the growing trend towards a merging of living/dining rooms or kitchen diners, which is a consequence of smaller housing stock in the UK in general and more casual dining habits.

This report reviews consumer spending on living/dining room furniture and asks consumers what has motivated them to buy new furniture and which factors are important to them when choosing new furniture. It asks where they bought living/dining room furniture and why. The report also examines company performance and growth strategies, taking into account how innovation is driving demand for new living/dining room furniture purchases.

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