

Home Lifestyles - UK - July 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

An Englishman's home has always been his castle, but the face of UK homes is continually evolving, in terms of both the type of accommodation and household composition, because of changing lifestyles and how the home is used. Some changes are very gradual such as the trend towards smaller households, but others occur more quickly and are sometimes the result of external factors.

Key issues covered in the analysis

1. To what extent will cash-strapped consumers become more home-centred and what impact will this have on spending?
2. In the recession will a greater emphasis on entertaining at home rather than going out mean opportunities for household items connected to socialising in the home?
3. In home improvements, how can companies effectively target those choosing to stay put who still have an interest in inspiring ideas and investing in their home?
4. With growth in interest in cooking and particularly home baking, how can those involved in kitchenwares capitalise effectively on the range of eating at home occasions?
5. To what extent can the changing composition of homes and type of accommodation influence product development and marketing?
6. More households may wish to save money in the recession through doing both DIY and more home entertaining, but how can the skills gap be overcome to boost sales?

Scope of the report



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