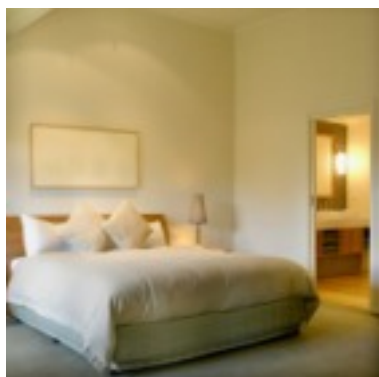


# Bedrooms - UK - October 2009

Report Price: £1500 / \$3000 / €2250



## What is this report about?

Even in the recession there are opportunities for the strongest retailers and the most innovative products to perform well. While the trigger to purchasing from house moves is weaker, there is still the need for replacement of worn out or outdated beds or other bedroom furniture. Fashion and style in the home is increasingly important, as is the need for more storage options, and a good night's sleep. So there are plenty of angles for bedroom companies to focus their marketing messages.

## What have we found out?

- Made-to-measure fitted bedrooms and furniture assembly are two untapped opportunities for retailers. One in five online adults aged 16-64 (7 million) would love a made-to-measure fitted bedroom the same proportion hate putting together self-assembly furniture.
- When choosing a bed people don't just go for the cheapest available. Almost half (16 million) will buy the best they can afford, showing they recognise the importance of a quality mattress in getting a good night's sleep.
- Customer service matters. Just under three in ten (10 million) say service in the store would affect their choice. But the same proportion also want quick delivery.
- The growing importance of fashion in the home extends to the bedroom. More than half (19 million) say the look/ style of their bedroom is important.
- Good storage is high on the wish list for cluttered UK bedrooms. Just under half (17 million) want clever storage that maximises space usage and just under three in ten want hidden storage for electrical goods.
- The internet is now a key part of the buying process. Just over a third (12 million) would research bedroom furniture before buying in a store and one in five (7 million) would be happy to bypass the retail outlet altogether.

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