

Home Office - UK - November 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

Home office furniture has not been immune from the impact of the UK recession and a weak housing market on discretionary consumer spending, with sales suffering a decline in 2008 and 2009. While the state of the economy is having the biggest effect on the fortunes of the sector, there are also a number of other factors at work that are impacting on the growth of home office furniture sales.

What have we found out?

- Working at home is a major driver for buying home office furniture. Over one in five online adults (7.7m) work at home at least some of the time.
- Home office furniture is mostly found in multi-function rooms such as living rooms and bedrooms. Less than one in five (6.3m) have a separate study.
- With the trend towards laptops, more computers are being used without office furniture. Only one in ten (3.9m) had office furniture in more than one type of room, but just under three in ten households have two or more computers.
- With home offices mostly occupying rooms with other uses, more compact home office furniture is required. Half of online adults (17.5m) want it to occupy as little space as possible and one in five (7 million) want it hidden away when not in use.
- The health benefits of office chairs giving good back support should be better promoted: 46% (16m) consider this important when choosing home office furniture.
- Home office furniture needs to come in a range of style options and be less 'office-like'. Just under a third (10.9m) would be influenced by it matching the décor of the rest of the room.

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