

Housewares Retailing - UK - October 2009

Report Price: £1500 / \$3000 / €2250



What is this report about?

This report primarily concentrates on the retailing of small, portable housewares used across the home and in the garden. In addition, it includes household textiles such as bedlinens, bedding, curtains and cushions. The definition does not include high-ticket items such as furniture, carpets and kitchen appliances and it also excludes small kitchen electrical appliances.

What have we found out?

- The recession has hit housewares hard. Two and a half million fewer adults have bought housewares in 2009 compared with 2006, with curtains and lighting among the most affected.
- Among retailers, supermarkets and Wilkinson's have gained the most ground since 2004. But Argos remains the number one choice, with over a third of adults (18 million) making a housewares purchase from it.
- Housewares buyers are increasingly price conscious. In the recession almost three in ten shop around more at different stores to get the lowest price (15 million) and a similar proportion browse more online to get the best price (14 million).
- People want to keep up appearances. More than 40% of adults (21 million) think it is important that their home looks good for visiting guests.
- Cooking and home entertaining are high on the agenda. A third (17 million) spend a lot of time preparing and cooking foods and three in ten (15 million) regularly entertaining friends at home.
- A quarter of adults (12 million) have redecorated a room in the last two years. Home accessories suppliers should seize the opportunities room decoration provides.

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