

Household Linen - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

Household linens have been hit hard by the recession with consumers cutting back on non-essential expenditure and the slowing of the housing market reducing demand. Whilst retailers such as Rosebys have gone into administration, manufacturers have been hit by rising raw material costs and exchange rate fluctuations.

However, for consumers there are great bargains to be had, as retailers have slashed prices, compromising value for volume sales in order to get rid of surplus stock. During the recession, household linens offer consumers a cheaper way to transform the look of a room than buying either furniture or flooring, and whilst price is an important issue, there is still demand for premium products which offer value for money.

What have we found out?

- New bedding and bed linens needs to be marketed as a small indulgence that can inject a bit of life into a tired-looking bedroom. Three in ten adults think new bedding is a good way to change the look of a room.
- More imaginative in-store displays combined with discount offers are the key to triggering more impulse buying. A fifth of adults claim to have seen bedding items and bought on impulse.
- Manufacturers need to increase brand awareness and communicate their brand's story and why their products are unique. Only one in ten adults look out for well-known brands and just one in 20 are attracted to designer brands.
- Retailers and manufacturers could benefit from 'design your own room' internet sites that enable consumers to see a 3-D virtual room that matches their mood. Four in ten adults say their choice of bedding items reflects their personal sense of style.
- A third of adults like to touch/feel bedding items before buying to check quality. This could be a barrier to growth of online sales and means a high street presence remains important.
- Consumers are looking for more from their bedding than just looking nice. Awareness of bed hygiene has increased and just under a third of adults think being able to clean duvets/pillows is important.

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