

# Impact of House Moves on the Household Goods Market - UK - April 2010

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## What is this report about?

While there was some recovery in the housing market in 2009, the number of transactions has a long way to go to reach the heights of 2006 and 2007. Consumer confidence remains fragile and an increase in the number of first-time buyers, who are still facing difficulties securing the necessary borrowing, is crucial in boosting not only the housing market but also sales of a range of household goods.

## What have we found out?

- The household goods sector has been severely hit by the slump in the housing market. The number of households purchasing or selling a house or flat declined by over 40% to an only 700,000 between June 2008 and 2009.
- Household appliances and furniture show the strongest link with moving home. Between a fifth and a quarter of purchasing of goods in these categories is to households in their present home less than a year.
- The rented sector should not be ignored by retailers of products for the home. Any type of home move is likely to trigger purchasing of household goods and 10% of adults (4 million internet users) moved into rented accommodation in 2009.
- Bathrooms and kitchens are a priority for those buying homes in need of updating. Some 8% of those purchasing a house or flat in the last 12 months bought a new kitchen and 15% bathroom fittings in 2008/09.
- Household goods should be boosted in 2010 by more buying of houses and flats and improved consumer confidence. The desire to buy property is strong and 8% of adults who had delayed major improvements are now feeling more confident about spending.
- There is a high level of planned spending on home improvements for 2010 and further pent-up demand that is unlikely to be fulfilled in 2010. Wish-list purchases that are more likely to be deferred beyond 2010 include a new kitchen, bathroom or home extension.

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