

Lighting - UK - October 2010

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What is this report about?

Buying lighting is strongly linked to moving home, so the slump in the housing market has severely impacted sales since 2007. Lower levels of consumer confidence during the economic downturn, the subsequent recession and the more recent incomes squeeze have also all made consumers more reluctant to commit themselves to non-essential spending, including that on lighting. At the same time, the choice of lighting available has never been wider, with an ever-expanding range of product types and styles. With people more reluctant to undertake DIY, major DIY chains such as B&Q and Homebase have increasingly been focusing on the softer end of the home improvements market, with lighting a key area for home enhancement.

What have we found out?

- Interest in lighting that enhances the mood, feel and atmosphere of the home is strong. Some 38% of adults (19.5 million) agree that lighting has to create ambiance in a room.
- The strong link between redecorating and buying lighting suggests a need to market lighting as part of a complete room makeover. Four in ten adults (20.6 million) only replace lighting when they redecorate the rest of the room and 29% look for lighting that adds to the decor.
- Fashion and style is important in the lighting market, indicating a need for retailers to regularly promote 'new season' ranges. One in three adults buy lighting to give a room a new look and four in ten prefer modern lighting designs.
- Education and advice from retailers would help customers see lighting products as part of a larger project, get the most out of lighting and make shopping easier through filtering the choice of suitable options.
- The ageing population presents an opportunity for the lighting market, especially as those over the age of 60 need more light to perform simple tasks. More than four in ten over-55s agree lighting needs to suit different purposes (average 27%).
- Major lighting manufacturers are investing heavily in LED and OLED technology that will open up new lighting possibilities for UK homes. Half of adults (25.7 million) already say energy efficiency affects their choice, so new products should find a receptive audience.

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