

Furniture Retailing - UK - August 2012

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“When retailers start discounting they get a rush of new business, but continued use of the same tactics quickly becomes tired and less effective. Today’s best furniture retailers are using a more innovative range of techniques to inspire customers buy through understanding their lifestyles, style aspirations and having a clear grasp of how different consumers perceive value for money.”

– Jane Westgarth, Senior Market Analyst

In this report we answer the key questions:

- How important is online retailing in furniture?
- What impact will online shopping have on conventional shops?
- How will furniture specialists compete against the major non-specialists?
- Is online discounting stripping the profit out of retailing?
- Are efforts to improve environmental credentials providing a competitive advantage?

Furniture retailers have been through very difficult times as consumers, affected by tough economic conditions, have cut back on buying big ticket items. The specialist furniture retailers have also been under pressure as large multiple retail chains such as Homebase and Next have upped their game in furniture, improving their offer and service. We have seen greater efforts by general retailers such as Next, Tesco, Asda, Homebase, John Lewis and others as they use range extension to capture more spending from their customers. These generalist retailers have also exploited the internet, using home shopping channels to make it easy for their customers to browse, select and buy whenever they want.

This report analyses how retailers are performing, examining the strategies of specialist and generalist retailers in furniture. It asks about the factors that are most important to consumers and takes a look ahead at the outlook for furniture retailers.

This report covers the retailing of the following types of furniture:

- Living and dining room furniture
- Kitchens
- Bedroom furniture, including beds and mattresses
- Bathrooms
- Home office furniture.

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