

## Bedrooms and Bedroom Furniture - UK - October 2012

Report Price: £1750 / \$2834 / €2204

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“Tough times call for tough measures. Demand for beds and bedroom furniture has been depressed because of consumer uncertainty in a difficult economy and most retailers and manufacturers have addressed their costs and overheads in a move to become leaner and fitter businesses. At the same time manufacturers have risen to the challenges with a range of innovative fabrics, construction and styling that help add value to the products. Meanwhile we see retailers that have invested in e-commerce and improved store environments gaining market share.”

– Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- Is premiumisation helping to sell more beds?
- Are consumers influenced by sustainability?
- How can retailers break out of a discounting culture?
- What do people think about self-assembly furniture?
- Is there too much capacity in the market?

The beds sector covers beds and mattresses and can be divided into the following sub-groups:

- Divans – complete beds that are usually sold as a unit or set, comprising mattress and base, often with storage drawers built into the base.
- Bedsteads – bed frames, usually with a slatted base, designed to be used with a separate mattress (or mattresses).
- Mattresses – includes spring mattresses that may be of open spring or pocket spring construction, or memory foam or latex.
- Others – including bunk beds, futons, headboards, bed ends, waterbeds and adjustable beds.

The bedroom furniture sector refers to all non-upholstered furniture and can be segmented as follows:

- Fitted bedroom furniture (either ready-made or self-assembly/flat-pack) including built-in wardrobe/drawer units and completely fitted bedrooms incorporating the bed as part of the unit.
- Non-fitted/freestanding bedroom furniture (either ready-made or self-assembly/flat-pack) and including items such as wardrobes, chests of drawers, dressing tables and bedside tables.

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