

Bed and Bath Linens - US - January 2013

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"The bed and bath linens market was strongly impacted by the recession as consumers cut back on spending in discretionary household categories and traded down to less expensive items. However, the market has since recovered and growth has resumed, as consumers need these items for daily sleeping and bathing activities."

– Gabriela Mendieta, Home & Personal Care Analyst

In this report we answer the key questions:

- Are there ways for bed and bath linen retailers and manufacturers to overcome price being one of the main purchase factors?
- How can market players increase purchase occasions when replacement is currently the leading reason for purchase?
- How can retailers enhance the current bed and bath linen shopping experience to drive increased purchase frequency?

The U.S. bed and bath linens market was substantially impacted by the onset of the recession, which caused consumers to cut back spending in this household category. Consumers need bed and bath linen items for daily sleeping and bathing activities, however, bed and bath items can be a somewhat discretionary purchase. As a result of the recession, consumers flocked to less-expensive retailers or traded down and selected lower-price items. However, the market began to show signs of recovery in 2011, and Mintel expects that the category will grow steadily into 2017 based on consumers needing these items in their homes, and becoming more willing to spend more money toward these items. In addition, built-up demand due to consumers having put off purchasing some of these items during the recession may also help boost growth. Replacement is the main driver for purchase, and in order for the market to see accelerated growth, market players may need to explore ways to add certain attributes and benefits to bedding items (such as bedding items that help consumers to fall asleep faster) to encourage consumers to spend more money on items and to encourage purchase frequency beyond the need for replacement. In addition, appealing to consumers' emotions, such as how bed and bath items function as décor elements and add to the ambiance and home environment may be another way to drive purchase frequency.

This report analyzes U.S. sales performance of the bed and bath linen market in the last five years, the forecast through 2017, and what causes consumers to make purchases in this category along with what factors they take into consideration when deciding what bed and bath linens to buy. Much of this report focuses on retailers and how consumers are shopping in this category. In addition, consumers' sources of inspiration, attitudes, and usage and storage behaviors for this category are also explored.

This market covers bed and bath linen products that consumers purchase for use in their home. Following is a list of the specific products types that are addressed in this report:

- Top of bed: comforters, comforter sets/bedding sets, duvet covers, bedspreads/coverlets, quilts
- Sheets and pillowcases
- Utility bedding: sleep pillows, blankets, throws, mattress pads
- Bath linens: towels, bath/throw rugs, tank sets

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Issues in the Market

- Are there ways for bed and bath linen retailers and manufacturers to overcome price being one of the main purchase factors?
- How can market players increase purchase occasions when replacement is currently the leading reason for purchase?
- How can retailers enhance the current bed and bath linen shopping experience to drive increased purchase frequency?

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Alok Industries
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Reasons for purchasing bath linens

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