

Buying for the Home Online - UK - February 2013

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"M-commerce is still in its infancy in the shopping for the home online market, but it has huge growth potential as almost three in ten shoppers would consider using their mobiles to buy home products in the future. The use of mobile devices for shopping online is growing rapidly from a low customer base."

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- What motivates consumers to shop online?
- What is holding back development in this market?
- To what extent are retailers in the sector embracing multichannel?
- What are the opportunities for growth?

The buying for the home market is very diverse in product categories and each has its own market drivers that have impacted performance over the last year, although a lacklustre housing market has depressed the overall sector as consumers are delaying big investment purchases. Despite this, the online market is growing as a percentage of all home goods expenditure, accounting for 10% of consumer spending in 2012, as more consumers become accustomed to the convenience of shopping online.

Multichannel retailing has become a key part of the buying for the home online market during 2012 and its development has blurred the distinction between online and offline retailing. Even pureplayers have understood that they cannot grow their business without some form of physical presence and consequently online retailers such as [Amazon](#) have used tie-ups with third parties such as Collect+ and automated lockers in convenience stores, allowing consumers to collect products at their convenience.

Click and collect holds the secret to the future of the high street. Customers want to be able to mix and match between online and physical stores, and click and collect allows them to do this. This service also allows people to bypass the problems with waiting in for items to be delivered and missed deliveries, and permits them to pick items up at their convenience, knowing that they will be in stock. While retailers such as [Argos](#) have been offering this service for a long time, it is only recently that it has really taken off, with several retailers such as [John Lewis](#) and Next attributing a growth in online business in 2012 to click and collect.

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