

Bedrooms and Bedroom Furniture - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“As prices of homes rise many people find themselves living in smaller homes with a shortage of space. They want their rooms to be multi-functional, used for a home office, surfing the net or watching TV and as they are spending more time using the rooms this drives demand for style.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- What is the role of brands in the bedroom furniture market?
- What will retailers do to compete with online sellers?
- Is better storage driving demand in the bedroom market?

Demand for beds and mattresses was less affected by the recession that began in 2008 than other furniture for the home, as everyone needs a bed and people will replace mattresses or beds once they wear out.

Innovation is very important for manufacturers of beds and mattresses and this is helping to drive up average spend. New methods of construction, technical foams and innovative fabrics are promising more hygienic beds and mattresses that stay comfortable for longer. And bed manufacturers have risen to the challenge of incorporating more accessible storage for today's crowded homes.

People have a lot of possessions that need to be housed in bedrooms. Clothes, shoes and personal care items, televisions, games consoles and personal computers often compete for space, so efficient and attractive storage is very important to people when planning their bedroom furniture. Retailers have responded with modular bedroom ranges that make best use of the available space as well as greater choice of interior accessories for cupboards and wardrobes to help them organise all their things.

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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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