

Homewares - UK - January 2015

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

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“Many homewares, such as curtains, linens, decorative accessories and cushions help define the way that the home looks and feels. People’s choice of colours, textures, styles and unusual items allow them to inject their own personality into their homes and create rooms that reflect their sense of design and comfort.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Are people flocking to the discounters for homewares?
- Is there a role for specialists in homewares?
- Is online retailing gaining in importance in homewares?
- Do people buy homewares as gifts?

Homewares is a wide-reaching group of products that encompasses linens, decorative accessories, lighting, cookware and tableware, curtains and blinds. What gels this market together is that many homewares can add highlights to the look of a room, injecting colour and style. And the research for this report demonstrates that people buy a wide range of homewares – 30% of those who have bought any in the last 12 months made purchases from 5 or more categories. So retailers that carry a range of homewares stand to gain from the tendency to want things to co-ordinate or match and have an opportunity to build loyalty with their customers.

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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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Custom-made

Recycled please

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Enjoy choosing accessories as gifts

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