

Living and Dining Room Furniture - UK - March 2015

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

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“Our research confirms that people who rent their homes from private landlords move regularly and are in the market to buy their own furniture. So there is huge potential to sell furniture that is easier to move. And fewer homes will have enough space to accommodate dining furniture or multiple sofas.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Are people dining and entertaining at home?
- What is the pattern of house moving?
- What is the impact of smaller homes?

In 2014 the market for living and dining room furniture enjoyed sales growth to almost £6,000 million. This was the second year running which saw sales growth and is very encouraging for an industry which has been through tough times since the recession. The uplift was helped by higher levels of consumer confidence and a more buoyant housing market. We expect 2015 to continue in buoyant mode with living and dining room furniture sales moving ahead by a further 3% or so. This slowdown in growth is linked to a predicted cooling of the housing market from the highs of 2014. Competition will be intense as large, high profile retailers use their advertising clout to gain market share.

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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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What is the pattern of house moving?

The facts

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What is the impact of smaller homes?

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Trend: Minimise Me

Trend: Mind Mapped

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