

The Customer Journey for the Home - UK - October 2015

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

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"For the future, internet content and dwell time on web pages will be vital metrics for retailers. By encouraging customers to browse for longer on their websites, retailers are more likely to convert browsers into purchasers, even if those customers go on to buy in stores."

- Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Will more furniture purchases involve online shopping?
- What innovations are likely to affect the way people shop for furniture?
- What are the strengths and weakness of online or in-store shopping?

Retailers recognise that the path to purchase is a multi-layered process and people are comfortable with using a variety of different channels for shopping including browsing online, looking around shops, reading catalogues and engaging with selling staff in-store. We find that online is where more and more people look for inspiration and ideas before beginning to narrow down their choices and make a purchase, but when it comes to spending on the home visiting physical stores is also a popular activity. Retailing has become a multi-layered process and increasingly the online and offline engagement by consumers is merging. Buy understanding customer preferences at different touchpoints on the shopping journey, retailers will be able to focus their efforts on the key moments which shape decisions to purchase.

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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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- Will more furniture purchases involve online shopping?
- The facts
- The implications
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The facts
The implications
What are the strengths and weakness of online or in-store shopping?
The facts
The implications

The Market – What You Need to Know

Growth in furniture spending
Upholstery is 26% of the market
Smartphones and PCs driving online shopping
Buoyant housing market
5.2 million UK homes rented privately
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Figure 23: Online furniture specialists, 2015

Independents

Innovation and Launch Activity

- Cloudtags tracks the in-store journey
- Wearable technology
- Ikea's augmented reality
- B&Q's design app
- 3D printing
- DFS uses iPads in-store
- Argos goes digital
- Mobile payments

The Consumer – What You Need to Know

- ABs and 16-34s are the most active shoppers for furniture
- Highest volumes in living and bedroom
- Browsing often begins online
- More in-store than online purchasing
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Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Market sizing and segment performance

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Abbreviations

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