

Marketing to Renters - UK - June 2016

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“With home ownership seemingly on a permanent decline (and the corresponding rise in renting), companies and brands operating in the home and garden sector need to re-think their strategies.”

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Guiding young renters towards home ownership
- Helping renters inject their own personality into their homes

The housing market in the UK has been going from strength to strength, owing to the consistent under-supply of new homes and a rising population. Whilst the majority of Britons own their home, the pattern is changing fast. In the aftermath of the financial crisis, banks tightened their lending criteria and young people found it harder to find jobs after graduation, leading to a perfect storm of bad news for potential first-time buyers.

Home ownership is still viewed as the foundation for a more prosperous old age and a more stable family life, with most renters agreeing they only rent because they cannot afford to buy. It is therefore high time the government, the financial industry and home and garden companies thought of more innovative ways of accommodating the needs of the growing army of renters.

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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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Table of Contents

Overview

What you need to know

Executive Summary

The changing rental scene

Figure 1: Household composition, by housing tenure, April 2016

Just a minority of renters are saving for a deposit on a home

Figure 2: Reasons for renting, by age, April 2016

Accommodating renters' lifestyles

Figure 3: Factors people look for when choosing a property to rent or buy, by housing tenure, April 2016

Urgent need for longer-term tenancies

Figure 4: Renters' attitudes, April 2016

What we think

Issues and Insights

Guiding young renters towards home ownership

The facts

The implications

Helping renters inject their own personality into their homes

The facts

The implications

The Market – What You Need to Know

Weak supply puts upward pressure on house prices

First-time buyers hit by tighter lending criteria

Demand for rentals booms amongst younger people

Still, Brits aspire to owning a home of their own

Market Drivers

Record number of people in employment

Figure 5: Changes in the number of people in the UK labour market, seasonally adjusted, January to March 2016

Housing market continues growing

Figure 6: Annual house price rates of change, all UK dwellings, January 2004 to February 2016

Figure 7: UK all dwellings annual house price rates of change, country and regions, February 2016

Fewer new homes are being built

Figure 8: Permanent dwellings completed, by tenure, UK, financial years 1979/80 to 2014/15

Increasing deposits paid by first time buyers

Figure 9: Deposit as a percentage of purchase price, by type of buyer, UK, 1988-2013

Changes to stamp duty on buy-to-lets will impact renters

Decreasing proportion of younger home owners...

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Figure 10: Percentage of each age group that are owner occupiers, 1981-2013/14

...increases demand for rentals

Figure 11: UK households, by size, 2010-20

Figure 12: Dwelling stock, by tenure, UK, 1980 to 2014

The Consumer – What You Need to Know

Changing demographics of renters

Nearly four in 10 homeowners get help with the deposit

Home ownership linked with stability

Renters focus on convenience

Home and garden brands need to increase interest amongst renters

Boosting home pride amongst younger renters

Demographic Overview

Home ownership linked with lifestyle

Figure 13: Marital status, by housing tenure, April 2016

Figure 14: Area where people live, by housing tenure, April 2016

Nearly four in 10 got help with the deposit

Figure 15: How people came up with a deposit for their home, by age, April 2016

Figure 16: Who contributed to the deposit, April 2016

Rising proportion of families renting

Figure 17: Household composition, by housing tenure, April 2016

Finances – key driver of home ownership

Figure 18: Current financial situation, by housing tenure, April 2016

The rising cost of renting

Figure 19: Proportion of monthly income going on housing costs, April 2016

Figure 20: Proportion of monthly income going on rental costs, by gender and age, April 2016

Reasons for Renting and Owning a Home

Ownership provides more stability

Figure 21: Reasons for deciding to buy a property, April 2016

Two thirds rent because they cannot afford to buy

Figure 22: Reasons for renting, by age, April 2016

Factors Important When Choosing a Home

Priorities vary by tenure

Figure 23: Factors people look for when choosing a property to rent or buy, by housing tenure, April 2016

Renters focus on convenience

Community living promises a different rental experience

Figure 24: The Collective development in Old Oak, London, May 2016

Lifestyle Changes

Helping renters inject personality into their living space

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Figure 25: Selected lifestyle changes compared with a year ago, by housing tenure, April 2016

Figure 26: B&Q's Help and Advice section, May 2016

Sharing over permanence

DIY stores need to re-focus their efforts

Renters' Attitudes

Longer tenancies would up the spend by private renters

Figure 27: Renters' attitudes, by type of rental housing, April 2016

Preparing younger renters for future home ownership

Figure 28: Renters' attitudes, by age, April 2016

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Definitions

Generations

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