

## Accessorising the Home - UK - January 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

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“Choice of home accessories can be a way of expressing emotions, building fond memories into a home and adding personality to a room. Shoppers will look for their perfect accessory – just right – explaining why so many seek something a little out of the ordinary. But price matters too – the majority do not want to splash the cash, instead seeking out the look they desire at a low price.  
– **Jane Westgarth, Senior Market Analyst**

This report looks at the following areas:

- How does private renting influence demand for home accessories?
- What can retailers do to be chosen for home accessories?
- What is the future for online shopping in the home accessories market?

Householders regard home accessories as something which adds personality to a home and which can be a way of changing the appearance of the room without having the expense and hassle of redecorating. The market has been buoyant in recent years, +32.6% from £6.44 billion to £8.54 billion over 2011-15 and is expected to grow by a further 2.7% in 2016. Key market drivers include buoyancy of the housing market as well as replacement of worn-out items. The housing market appears to be around 7% down since the decision to leave the EU, an indicator that trading for home accessories is likely to be subdued as a result. On a positive note householders are motivated by the desire to add their own styling to the appearance of a room adding decoration as well as building in emotional and sentimental touches to their decor. So, even though we expect a slow housing market in 2017, demand is forecast to grow by 13.9% during 2016-21 to reach £10.1 billion, as people continue to create their ideal home environment.

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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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The facts

The implications

What can retailers do to be chosen for home accessories?

The facts

The implications

What is the future for online shopping in the home accessories market?

The facts

The implications

## The Market – What You Need to Know

Buoyant market stimulated by stylish affordable items

Curtains and blinds account for 49% of market spend

Broadening distribution of bed and bath textiles

Candles boom while table linens fade

Leading retailers in a fragmented marketplace

Online selling increases to 21% by value

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1.3 million more households create underlying market growth

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Dunelm adds established brands

Smart home developments and remote control will grow for curtains and lighting

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In-store concessions on the rise

IKEA launches small format shops

3D Design developments

### Companies and Brands

IKEA is widely used for home accessories

Argos is a leading retailer

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3D Design developments

## Advertising and Marketing Activity

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73% of respondents bought in the last year

81% of shoppers bought something in-store

Wide range of retailers used for home accessories

Choice, quality and convenience at low prices

Older consumers are focussed on quality, while fashion influences younger shoppers for textiles

Unique touches with lighting and decorative items

Importance of the female shopper

Low-cost transformations

Popularity of candles

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John Lewis shoppers are young and well-off

Least wealthy shoppers go to variety shops and value stores

Figure 46: Retailers used for home accessories, October 2016

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Opportunity to encourage more purchases

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Styling influences customers of curtains and blinds

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Unique touches with lighting

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Uniqueness and low prices matter for decorative accessories

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Popularity of candles

Figure 55: Attitudes regarding home accessories, October 2016

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