

Customer Journey for the Home - UK - March 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Some 13 million households bought furniture in the last twelve months and over half of these bought for the living room, while a similar number bought for bedrooms. They display a wide range of browsing and shopping habits, often gathering ideas online to shape their ideas and choices, then making store visits to judge quality, comfort and colours.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

Even though journeys usually involve online browsing and purchasing, the role of the store remains an essential part of the experience for many categories of furniture, highlighting the importance for retailers to invest in their omni-channel shopping offer.

- Is online shopping making retail stores redundant?
- Are store chains resizing as a result of more shopping moving online?
- Retailers should act as personal curators, making it easier and faster to find what you want

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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

Are store chains resizing as a result of more shopping moving online?

The facts

The implications

Retailers should act as personal curators, making it easier and faster to find what you want

The facts

The implications

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Fragmented market place with large range of sellers

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Consumers have convenient access to the internet

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8.3% of furniture and furnishings is bought online

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Retailers develop new shop formats

Omni-channel capabilities are widely available

Online links to an in-store assistant

The rise in social shopping

Visualising how things will look in the home

Companies and Brands

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Detailed information and clear online views are key for online purchasers

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Figure 45: Attitudes regarding shopping for furniture, December 2017

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Store visits preferred for judging comfort and quality

True colours

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Prefer online for browsing and paying

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Figure 46: Shopping preferences for furniture, December 2017

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Forecast methodology

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