

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“A focus on the importance of sleep for emotional wellbeing has given a boost to those brands positioning themselves as sellers of sleep although some of the smaller specialists have disappeared in a rapidly changing marketplace.”

– Thomas Slide, Senior Retail Analyst

This report looks at the following areas:

- What next for the boxed mattress brands?
- What does the furniture showroom of the future look like?
- Goodbye bed specialists, hello 'sleep brands'

The market for beds and bedroom furniture grew 6.3% in 2017 to £3.35 billion. Growth in the sector was underpinned by 0.5% growth in the number of households in the UK as well as high levels of activity in the housing market with the total number of transactions exceeding 1.2 million in each of the last four years despite a slowdown during the second half of 2017.

The beds and mattresses segment was boosted by the emergence of disruptive 'boxed-mattress' brands that have spent big on advertising. Meanwhile a growing awareness of the benefits of sleep on emotional wellbeing has made getting the right mattress an essential purchase that can't be put off.

Bedroom furniture has performed less well since it's easier to put-off a purchase when incomes are squeezed. Although real incomes and consumer confidence returned to growth in 2018, reduced activity in the housing market looks set to keep growth in this segment lower in the coming years.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Market growth slows in 2017

Figure 1: Consumer spending on beds and bedroom furniture, 2013-23

Beds and mattress market stronger than bedroom furniture

Furniture specialists account for 65% of sales

Figure 2: Channels to market for beds and bedroom furniture, 2017

Extra 139,000 households helps grow the market

Number of housing transactions lower in 2017, but still historically high

Companies and brands

Bensons for Beds the largest specialist

Dreams is catching up

Figure 3: Beds, mattresses and bedroom furniture specialists, UK turnover, 2017

IKEA is the leading non-specialist

Oak Furniture Land the non-specialist that gives greatest focus to the bedroom

Silentnight the leading manufacturer

Boxed mattress brands sign-up retailers to get closer to consumers

Adspend jumps by a third

The consumer

52% bought beds or bedroom furniture in the last three years

Figure 4: What they bought in the last three years, July 2018

54% spend less than £500 on bedroom furniture

Figure 5: What they spent on bedroom furniture (excluding beds and mattresses), July 2018

IKEA the most popular for bedroom furniture

Figure 6: Where they shopped for bedroom furniture (excluding beds and mattresses), July 2018

Balancing price, quality and style

Figure 7: Important factors in deciding where to shop for bedroom furniture (excluding beds and mattresses), July 2018

People spend what they can on beds and mattresses

Figure 8: What they spent on beds and mattresses in the last 3 years, July 2018

Amazon and Argos share top spot for most-popular beds and mattress retailer

Figure 9: Where they shop for beds and mattresses, July 2018

Comfort is more important than price

Figure 10: Important factors in deciding which beds and mattress to buy, July 2018

More than half visit stores for advice

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 11: How they shopped for beds, mattresses or bedroom furniture in the last 3 years, July 2018

Consumers recognise the importance of the right mattress

Figure 12: Attitudes towards beds and bedroom furniture, July 2018

What we think

Issues and Insights

What next for the boxed mattress brands?

The facts

The implications

What does the furniture showroom of the future look like?

The facts

The implications

Goodbye bed specialists, hello 'sleep brands'

The facts

The implications

The Market – What You Need to Know

Market growth slows in 2017

Beds and mattress market stronger than bedroom furniture

Furniture specialists account for 65% of sales

Extra 139,000 households helps grow the market

Fall in housing transactions in 2017, but remains historically high

Market Size and Forecast

Growth slows in 2017

Figure 13: Consumer spending on beds and bedroom furniture, 2013-23

Figure 14: Consumer spending on beds and bedroom furniture, in current and constant prices, 2013-23

Forecast methodology

Market Segmentation

Beds and mattress market boosted by disruptors

Figure 15: Consumer spending on beds and mattresses, 2013-23

Figure 16: Consumer spending on beds and mattresses, in current and constant prices, 2013-23

Spending on bedroom furniture weakens

Figure 17: Consumer spending on bedroom furniture, 2013-23

Figure 18: Consumer spending on bedroom furniture, in current and constant prices, 2013-23

Channels to Market

Specialists account for a little over half of all sales

Lack of presence from some of retail's non-specialist giants

The DIY channel hit by difficulties at Homebase

Figure 19: Channels to market for beds and bedroom furniture, 2017

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Market Drivers

Growth in household numbers

Figure 20: Number of UK households, by household size, 2012-22

State of consumers' finances improves

Figure 21: Consumers' confidence in the state of the finances and their finances compared to the previous year, August 2016-July 2018

Shift to renting is changing how we shop

Figure 22: Trends in housing tenure, 2003-2016/17

Slowdown in housing transactions

Figure 23: Residential housing transactions in the UK over £40,000, 2008-17

Figure 24: Monthly year-on-year percentage change in residential housing transactions over £40,000, non-seasonally adjusted, July 2017-June 2018

Campaigns raise awareness of the impact of a lack of sleep

Figure 25: Average amount of hours slept each day, August 2017

A focus on health highlights the importance of sleep

Figure 26: Attitudes towards sleep, August 2017

Companies and Brands – What You Need to Know

Bensons for Beds the largest specialist

Dreams is catching up

IKEA is the leading non-specialist

Oak Furniture Land the non-specialist that gives greatest focus to the bedroom

Silentnight the leading manufacturer

Boxed mattress brands sign-up retailers to get closer to consumers

Advertising spend jumps by a third

Specialist Retailers

Bensons for Beds still on top

But Dreams is catching up

Boxed mattress brands take the market by storm

A changing market leads to casualties

Figure 27: Beds, mattresses and bedroom furniture specialists, total turnover (excluding VAT), 2013-17

Figure 28: Beds, mattresses and bedroom furniture specialists, operating profit, 2013-17

Figure 29: Beds, mattresses and bedroom furniture specialists, operating margin, 2013-17

Figure 30: Beds, mattresses and bedroom furniture specialists, number of outlets, 2013-17

Non-Specialist Retailers

IKEA the leading non-specialist

J Sainsbury Group in second place

Sofa retailers turn to beds to fill space

Figure 31: Non-specialists selling beds and bedroom furniture, 2017

Space Allocation Summary

Oak Furniture Land gives the largest proportion of space to beds

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

IKEA dedicates more space to bedrooms than other rooms

Figure 32: Furniture retailers – Detailed space allocation estimates, July 2018

Suppliers and Manufacturers

Silentnight continues to experience strong growth

Steinhoff Companies face uncertainty

Figure 33: Leading manufacturers of beds and bedroom furniture, total turnover, 2013-17

Figure 34: Leading manufacturers of beds and bedroom furniture, operating profit, 2013-17

Figure 35: Leading manufacturers of beds and bedroom furniture, operating margin, 2013-17

Launch Activity and Innovation

Boxed mattress brands turn to established retailers

Sealy highlights the use of bacteria to live life to the full

Silentnight rolls out eco-friendly range

Silentnight opens showrooms

Sofology launches Sleepology

Figure 36: Sleepology from Sofology, August 2018

Amazon pushes Eve mattresses on Prime Day

Figure 37: Amazon Prime day and Eve, July 2018

Argos introduces '100-night Comfort Promise' on mattresses

Simba launches adjustable bed frame

La-Z-Boy launches beds and mattress range

Coop launches new website to sell beds

Advertising and Marketing Activity

Adspend jumps by a third

Figure 38: Total above-the-line, online display and direct mail advertising expenditure on beds and bedroom furniture, 2013-17

Dreams grows adspend for fourth consecutive year

IKEA chooses to focus on sleep in 2017

Boxed-mattress brands battle to build brand recognition

Figure 39: Total above-the-line, online display and direct mail advertising expenditure on beds and bedroom furniture, by advertiser, 2013-17

TV cements its dominance as press spend declines

Figure 40: Above-the-line, online display and direct mail advertising expenditure on beds and bedroom furniture, by media type, 2013-17

New boxed mattress brands increase adspend in 2018

Figure 41: Above-the-line, online display and direct mail advertising expenditure on beds and bedroom furniture in the year to July, by advertiser, January 2018-July 2018

Campaign highlights

Dreams focus on the importance of sleep and UK manufacturing

Bensons for Beds focused on price, IFC and British manufacturing

Sharps launches 'Beautifully Organised' campaign

IKEA reworks 'Wonderful Everyday' tagline to focus on sleep

Eve Sleep encourages people to join the 'sleep rich'

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

52% bought beds or bedroom furniture in the last three years

54% spend less than £500 on bedroom furniture

IKEA is most popular for bedroom furniture

Balancing price, quality and style

More than half spend £101-£500

Amazon and Argos most popular for beds and mattresses

Comfort is more important than price

51% visit stores for advice

Consumers recognise the importance of the right mattress

What They Bought

Half have bought beds or bedroom furniture in the last three years

Figure 42: What they bought in the last three years (netted), July 2018

Buying peaks 1-2 years after moving

Figure 43: What they bought in the last three years (netted), by time since moving in, July 2018

Memory foam mattresses are most popular

Figure 44: Type of mattress purchased in the last three years, July 2018

Drawers and bedside tables are most purchased

Figure 45: Type of bedroom furniture purchased in the last three years, July 2018

44% of bed buyers opt for a basic frame

Figure 46: Type of bed purchased in the last three years, July 2018

Young people more likely to make multiple purchases

Figure 47: Repertoire analysis of beds or bedroom furniture purchased in the last three years, July 2018

What They Spent on Bedroom Furniture

54% spend less than £500

Figure 48: What they spent on bedroom furniture (excluding beds and mattresses), July 2018

Buyers over the age of 55 like to spend big

Figure 49: What they spent on bedroom furniture (excluding beds and mattresses), by age, July 2018

40% of fitted wardrobe buyers spent over £1000

Figure 50: What they spent on bedroom furniture, by what they bought, July 2018

Where They Shop for Bedroom Furniture

Non-specialists are the most popular places to shop

Figure 51: Where they shopped for bedroom furniture (excluding beds and mattresses), July 2018

But the biggest spenders head for the specialists

Figure 52: What they spent on bedroom furniture, by where they shopped for bedroom furniture, July 2018

Choosing Bedroom Furniture to Buy

Balancing price, quality and style

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 53: Important factors in deciding where to shop for bedroom furniture (excluding beds and mattresses), July 2018

Young people value a good returns period over showrooms

While the availability of credit is important for filling a new home

Figure 54: Important factors in deciding where to shop for bedroom furniture, by customer profile, July 2018

Product quality becomes most important for higher spenders

Figure 55: Most important factor in deciding where to shop for bedroom furniture, by what they spend on bedroom furniture in the last three years, July 2018

Spending on Beds and Mattresses

More than half spend £101-500

Figure 56: What they spent on beds and mattresses in the last 3 years, July 2018

People spend what they can on beds and mattresses

Figure 57: What they spent on beds and mattresses in the last 3 years, by SEG, July 2018

Where They Shop for Beds and Mattresses

Amazon ties with Argos for the top spot

Boxed mattress brands make a mark

Local independents make up a fragmented sector

Figure 58: Where they shop for beds and mattresses, July 2018

High spenders go to specialists

Figure 59: What they spent on beds and mattresses by where they shopped for beds or mattresses in the past three years, July 2018

Choosing Beds and Mattresses

Comfort is more important than price

Figure 60: Important factors in deciding which beds and mattress to buy, July 2018

Comfort even more important to those spending over £500

Figure 61: Most important factor in deciding which bed or mattress to buy, by what they spent in in the last three years, July 2018

Younger buyers more likely to seek out advice

Figure 62: Important factors in deciding which beds and mattress to buy, by customer profile, July 2018

How They Shop

More than half visited a store for advice

But half are happy to buy without seeing the product first

Figure 63: How they shopped for beds, mattresses or bedroom furniture in the last 3 years, July 2018

Reason for visiting stores differs by age

Figure 64: Reasons for visiting a store, by age, July 2018

Millennials are most likely to get someone in

Figure 65: Furniture buyers who paid someone to construct/install bedroom furniture in the past three years, by generation, July 2018

Attitudes towards Beds and Bedroom Furniture

Consumers recognise the importance of the right mattress

Figure 66: Attitudes towards beds and bedroom furniture, July 2018

Young people think bedrooms are for more than just sleeping

Figure 67: Agreement with the statement: "A bedroom should have multiple uses", by age group, July 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Beds and Bedroom Furniture - UK - September 2018

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Older shoppers could be a target for home-trial periods

Figure 68: Attitudes towards beds and bedroom furniture, by age group, July 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com