

Homewares Retailing - UK - November 2018

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“The homewares market has always been fragmented, but this has increased as a number of clothing brands launch homewares collections while supermarkets reconfigure their non-food offering in an effort to offset challenges in their own sectors. Meanwhile the homewares market continues to grow, as an increasing population of renters seeks to make their homes more ‘Instagrammable’.”

– **Thomas Slide, Senior Retail Analyst**

This report looks at the following areas:

- **What does a slowing housing market mean for homewares?**
- **Technology makes the world a shop window**
- **The lifestyle brand offers a fusion of clothing and home**

The market for homewares products continues to grow with consumer spending expected to increase in 2018. The past few years have been driven by strong growth in the kitchenware category driven by heightened demand for premium kitchen products.

The market for homewares is highly fragmented. The supermarkets are the largest single channel, with the acquisition of Argos and Habitat boosting J Sainsbury to become the market leader, ahead of the largest specialist, Dunelm. Meanwhile, the non-food discounters continue to grow and a growing number of fashion retailers are increasingly entering the homewares market in order to broaden their appeal following a challenging period in the clothing market.

The slowing housing market is a concern for some homewares categories, but the growing population of renters has created an additional market of younger shoppers who find homewares are the only way they can put a stamp on their home. Access to relatively low-priced, trend-led homewares products also helps them satisfy a desire to make their homes more ‘Instagrammable’.

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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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Other household textiles, including cushions, towels, curtains

Glassware, china, pottery, cutlery and silverware

Kitchen and domestic utensils

Storage and other durable household articles

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Modern/contemporary

Minimalist

Scandinavian

Farmhouse/Country

Coastal/Nautical

Urban/Industrial

Retro/Vintage

Eclectic

Bohemian

Traditional/Classic

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