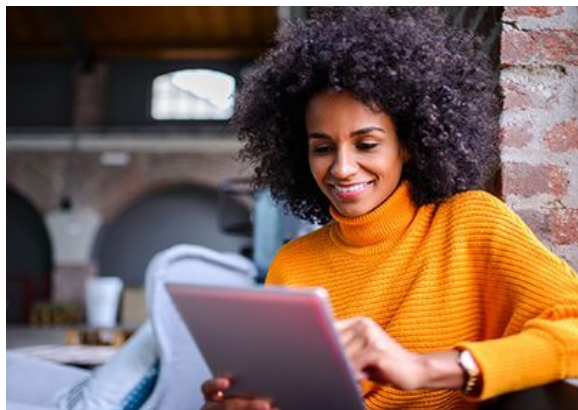


Buying for the Home Online - UK - December 2018

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"Online sales of goods for the home have grown at a rapid rate, growing share of consumer spending, while sales through stores have been relatively stable over the same time period. This shift to shopping online is part of a wider pattern of changing shopping behaviour."

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Is online retailing responsible for the decline of conventional stores?
- How can specialists survive in a digital landscape?
- What are consumer preferences when buying online for the home?

As consumer demands become more intense, there will be several key factors that will shape the performance of retailers. Same day or next day deliveries, or rapid collection times will become very important as shoppers become less patient waiting for their goods. Retailers will improve the search process for their goods and offer shoppers a variety of ways to access looks, products, and offers. Shoppers will also be able to use more digital images and photography to imagine how products will look in their own homes. Nonetheless, stores will remain relevant, particularly for big ticket purchases and whole room makeovers such as kitchens and bathrooms.

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