

December 2014

Furniture Retailing - UK

“The biggest issue for furniture retailers is to create a compelling identity which consumers can relate to. Each company needs to be very clear about its own unique proposition and should continue to build on this image consistently when designing store interiors or conducting advertising campaigns. By enhancing their branding ...

November 2014

Table and Cookware - UK

“People have a chance with cooking and baking to be creative in their own homes. And by serving meals to friends they have an opportunity to treat their friends as well as demonstrate their knowledge of and ability with food. Cooking has gone beyond something we must do, to become ...

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

Bedrooms and Bedroom Furniture - UK

“As prices of homes rise many people find themselves living in smaller homes with a shortage of space. They want their rooms to be multi-functional, used for a home office, surfing the net or watching TV and as they are spending more time using the rooms this drives demand for ...