

## March 2010

### Cookware - UK

Interest in and enjoyment of cooking has been increasing in recent years, driven by wide coverage of food and cooking in the media, particularly the number of TV programmes featuring celebrity chefs, and a desire for more healthy and wholesome home-cooked food. This trend became more pronounced in the recession ...

## February 2010

### E-Commerce - UK

- Internet penetration has reached a plateau at around 70% of the population. Shopping is a key activity for anyone with online access – 90% of those with Internet connections say they have bought something in the last year.
- And the popularity of buying online has increased in spite of the ...

### Living and Dining Room Furniture - UK

- The days of the conventional three-piece suite are numbered. Less than one in five adults think buying upholstered furniture as a suite is important.
- When buying a sofa two-thirds of consumers will go for the best they can afford whereas only one in ten will go for the cheapest available ...

### DIY Retailing - UK

The DIY market has been hard hit by the recession because it has come on top of a declining trend that has been evident for the last five years. Nor is there any short term prospect of recovery. Consumers' incomes are likely to be squeezed both this year and next ...

### Household Linen - UK

- New bedding and bed linens needs to be marketed as a small indulgence that can inject a bit of life into a tired-looking bedroom. Three in ten adults think new bedding is a good way to change the look of a room.
- More imaginative in-store displays combined with discount offers ...

### Christmas Shopping Habits - UK

- 'Experience' gifts have more potential as Christmas presents and need to be communicated strongly across a range of prices through stores and websites. Only 15% (8 million) of adults chose a leisure activity and 5% (3 million) an activity day as gifts for Christmas 2009.
- More retailers could set up ...