

December 2009

Small Kitchen Appliances - UK

Too many small kitchen appliances quickly lose their novelty appeal and end up at the back of a cupboard. Manufacturers need to remind the two-fifths of adults with appliances that they no longer use of their products' benefits and inspire them with new ideas for using them.

November 2009

Home Office - UK

- Working at home is a major driver for buying home office furniture. Over one in five online adults (7.7m) work at home at least some of the time.
- Home office furniture is mostly found in multi-function rooms such as living rooms and bedrooms. Less than one in five (6 ...

Bedrooms - UK

- There is an opportunity for retailers to provide a range of bedroom services. One in five online adults aged 16-64 (7 million) would love a made-to-measure fitted bedroom the same proportion hate putting together self-assembly furniture.
- When choosing a bed people don't just go for the cheapest available. Almost ...

October 2009

Housewares Retailing - UK

- The impact of the recession on housewares is clearly shown by 2.5 million fewer adults buying housewares in 2009 compared with 2006, with purchases such as curtains and lighting among the most affected.
- Among retailers it is the supermarkets and Wilkinson's who have gained the most ground since ...