

Furniture Retailing - UK - August 2011

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“Restructuring of the furniture sector is on-going with specialist retailers continuing to fall by the wayside partly because of weak consumer demand and partly because specialists have failed to defend their share from encroachment from non-specialists, including grocers. The growing trend to online browsing and buying is becoming a major battleground for shopper attention involving all retailers and unless store-based specialists embrace this trend more of them will fail because their relevance to evolving shopper needs will be diminished.”

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- Who’s purchasing ‘big ticket’ furniture and what do they want?
- How should retailers adapt to changing demand?
- How can specialists survive encroachment from non-specialists?
- Is there a need to improve credibility of promotional activity?
- What’s the future for retail selling space?

Definition

This report covers the retailing of the following types of furniture:

- Living and dining room furniture
- Kitchens
- Bedroom furniture, including beds and mattresses
- Bathrooms
- Home office furniture.

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