

Bedrooms and Bedroom Furniture - UK - October 2011

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"Bedrooms are becoming places where people need to store a lot of possessions, often in tricky or small spaces. So bedroom furniture is designed to be much more adaptable to allow shoppers a range of options, so they can customise the kind of storage they need. Also, customers tell us that they want more flexibility to customise the appearance of their bedrooms, with a choice of handles, door finishes and shelving options."

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- How important are standard sizes for beds and mattresses?
- Are shoppers influenced by terms like orthopaedic?
- Is sustainability on the increase?
- What do people feel about self-assembly furniture?
- Is there evidence of a slowdown in replacement cycles?

The beds sector covers beds and mattresses and can be divided into the following sub-groups:

- Divans – complete beds that are usually sold as a unit or set, comprising mattress and base, often with storage drawers built into the base
- Bedsteads – bed frames, usually with a slatted base, designed to be used with a separate mattress (or mattresses)
- Mattresses – includes spring mattresses that may be of open spring or pocket spring construction, and memory foam and latex
- Others – including bunk beds, futons, headboards, bed ends, waterbeds and adjustable beds.

The bedroom furniture sector refers to all non-upholstered furniture and can be segmented as follows:

- Fitted bedroom furniture (either ready-made or self-assembly/flatpack) including built-in wardrobe/drawer units and completely fitted bedrooms incorporating the bed as part of the unit
- Non-fitted/freestanding bedroom furniture (either ready-made or self-assembly/flatpack) and including items such as wardrobes, chests of drawers, dressing tables and bedside tables.

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