

Bedrooms and Bedroom Furniture - UK - October 2013

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“Bedrooms are so much more than just a place to sleep. So people want practicality as well as style when planning their bedrooms. But space in modern bedrooms is getting smaller so people are squeezing themselves and their possessions into ever-tighter spaces and this is driving demand for innovative storage.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- What do people feel about their bedrooms and how will this influence demand?
- Homes are getting smaller so how are people coping?
- What should retailers do next?
- Is online retailing continuing to grow share?
- Are eco issues influencing consumer behaviour?

Bedrooms are flexible living spaces these days, with televisions, games consoles and personal computers often demanding space. Also, bedrooms are places for sleep, relaxation and escaping from the rest of the household. So style and layout plays an important role in shaping demand. Mintel Inspire notices that many young people have failed to leave the family home while others are in the Boomerang Generation (returned to the family home) and so are living in the family home for longer. More than ever people want to watch television from their beds, incorporate a play area into a child's room or create a suitable space for dressing up for a big night out.

Innovation continues to be high on the agenda for manufacturers, particularly beds. There are many types of mattress construction, technical foams and fabrics and innovative ways to make beds more hygienic and comfortable for longer. Styling continues to evolve and beds are also providing more accessible storage for today's crowded homes. The market is less affected by recession than other furniture for the home as everyone needs a bed and people will replace mattresses or beds once they wear out.

Manufacturers have risen to the challenge of making better storage for bedrooms in response to people having more and more possessions. There is a huge choice of wardrobes and furniture that helps people make better use of the space available, makes storage more accessible and yet looks stylish. And in the marketplace this is a way of adding value, encouraging people to fit out more of the available space and adding storage accessories to help them organise their lives.

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