# Consumer Trends, Attitudes and Spending Habits for the Home - UK - March 2017

Report Price: £1995.00 | $2478.79 | €2334.35

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"Decorating, buying new furniture and flooring top the wish list for 2017. Owner-occupiers are the most engaged with spending on the home. Consumers are seamlessly using a range of channels when shopping, although their desire to judge for themselves remains a major reason why they will continue to visit physical stores when choosing goods for the home."

**– Jane Westgarth, Senior Market Analyst**

This report looks at the following areas:

- **What is the impact of private renting on spending on the home?**
- **Is the smart home of interest to the British consumer?**
- **Will internet shopping take the place of visiting stores for homewares?**

Spending on the home grew by 4.2% in 2016 to reach £28.6 billion. This was the third consecutive year of spending growth as consumer confidence remained high, consumers borrowed more and the housing market was strong. Households' spending intentions for 2017 are at a similar level to that which we saw a year earlier – positive news for furniture, DIY and homewares retailers. A house move triggers a period of higher spending on the home as people put their own personality into their homes and make them a more enjoyable place to live. Consequently, ongoing buoyancy of housing transactions is an important indicator of how this market will perform and is closely linked to demand for big-ticket items and projects such as refitting kitchens or extending the home. Although owner-occupiers are clearly the most important consumers in this market, renters, including those who rent from private landlords also engage with buying for the home, focusing on low-ticket items of furniture as well as home adornment.


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