

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“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.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Products covered in this Report

### Executive Summary

The market

Market to grow by 14.8%, 2016-21

Figure 1: Consumer spending on products for the home, 2011-21

Living and dining is the largest market segment

Figure 2: Consumer spend on the home, by segment, 2016

Growth in numbers of homes will boost spending on the home

23% of private renters moved in the last year

Complex housing market in 2016

Surplus space at home creates opportunities for a wider range of interiors and usage

Figure 3: Usable floor area, by tenure, England, 2015

Change to private renting will reduce demand for garden goods

Improved consumer confidence

Intentions to spend on the home slightly down in 2016

Figure 4: Trends in activities done and considering to do, June 2012-December 2016

Launch activity and innovation

Retailers ready for the connected home

DIY retailers are repositioning to overcome lacklustre performance

Investment in online developments

Technology to help visualise products/plans

The consumer

Enthusiastic intentions for spending on the home

Figure 5: Purchases and home improvement in the last three years; intentions to spend on the home in the next twelve months, November 2016

Enjoying the home life

Figure 6: Reasons for spending on the home, November 2016

Enthusiasm for connected homes

Figure 7: Interest in the smart home, November 2016

Multi-channel shopping and browsing

Figure 8: Shopping preferences for the home: browsing in-store or online, November 2016

Speaking to sales people is a key reason for a store visit

Figure 9: Shopping preferences for the home: speaking to staff, November 2016

Peer group reviews influence shoppers

Figure 10: Shopping preferences for the home, looking at catalogues, reading reviews, November 2016

Home is a centre for leisure time

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 11: Attitudes regarding the home, November 2016

What we think

## Issues and Insights

What is the impact of private renting on spending on the home?

The facts

The implications

Is the smart home of interest to the British consumer?

The facts

The implications

Will internet shopping take the place of visiting stores for homewares?

The facts

The implications

## The Market – What You Need to Know

2016 was a strong year for spending on the home

Consumers' spending will grow by 14.8% from 2016-21

Diverse market with many elements

High growth for beds and bedroom

Growth in numbers of homes will boost spend on the home

Shift in structure of household tenure

Spending on the home is closely linked to the housing market

Confident consumers will spend on the home

Future trends include more use of technology

Retailers adapting for the future

## Market Size and Forecast

2016 was a strong year for spending on the home

Figure 12: Consumer spend on the home, 2011-21

Forecast methodology

Figure 13: Consumer spend on the home, 2011-21

The impact of the EU referendum vote

Spending on the home has been dented by previous slowdowns

## Market Segmentation

Market segmentation

Figure 14: Consumer spend on the home, by segment, 2016 (est)

High growth for beds and bedroom furniture

Figure 15: Consumer spend on the home, 2011-16

## Market Drivers

Number of UK homes will grow 4.7% between 2016-21

Figure 16: UK households, by size, 2011-21

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## High growth of the private rented housing sector

Figure 17: Housing by tenure, 2004-15, London and the remainder of England, 2004-15

## Profile of private renters is young

Figure 18: Age group, by tenure, November 2016

## 23% of private renters moved in the last year

Figure 19: Length of time in current home, by tenure, November 2016

## Housing transactions remained strong in 2016

Figure 20: UK Housing transactions, 2012-16

## 2016 stamp duty changes disturbed buying patterns

Figure 21: UK Housing transactions, 2015-16 – 2016-17

## Close link between buying furniture and moving house

Figure 22: Bought any furniture, by length of time in current home, June 2016

## Opportunities for alternatives to buying new homewares

## Surplus space at home creates opportunities for a wider range of interiors and usage

Figure 23: Usable floor area, by tenure, England, 2015

## Owner-occupiers most likely to have gardens

Figure 24: Presence of gardens and allotments, by household tenure, April 2016

## Improved consumer confidence

Figure 25: How consumers describe their financial situation, February 2009-December 2016

## Intentions to spend on the home slightly down in 2016

Figure 26: Trends in activities done and considering to do, June 2012-December 2016

## Consumer credit continues to rise

## Scope to extend

## Floods and storm damage

## Launch Activity and Innovation

### Getting ready for the connected home

Figure 27: Part of the smart home department, John Lewis Oxford Street, 2016

### DIY retailers repositioning to overcome lacklustre performance

### Bunnings begins its UK conversion from Homebase

Figure 28: Bunnings St Albans, February 2017

### B&Q's new superstore formula

Figure 29: B&Q, Cribbs Causeway, July 2016

### B&Q introduces scaled back format

### Wickes focuses on projects

Figure 30: Wickes, new store, 2016

### Voice of the customer

### IKEA rolls out user generated content

### Online developments

### Dunelm's takeover of WorldStores doubles its online business

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

B&Q ramps up analysis of online behaviour

Visualising/3D software

Wayfair develops 3D visualiser

Retailers adapting to the multi-channel environment

Figure 31: IKEA, Order and Collection Point, 2016

Rise of the home store

Figure 32: Next Home and Garden, 2016

Adapting to the compact home

Catering for the ageing population

Faster deliveries

## The Consumer – What You Need to Know

Decorating is the most popular home improvement

Positive intentions to spend on the home

Replacement influences 46%

48% are interested in using smart meters which measure energy use

Customer journey for the home is multi-channel

Home is a centre for leisure time

## Purchases and Home Improvement

Decorating is the most common home improvement activity

Figure 33: Purchases and home improvement in the last three years and intention to spend in the next 12 months, November 2016

45% of consumers have decorated in the last three years

Figure 34: Purchases and home improvement in the last three years, November 2016

Impact of rising numbers renting privately

Figure 35: Purchases and home improvement in the last three years, by household tenure, November 2016

Owner-occupiers are key

## Intentions to Spend on the Home

59% plan to spend on the home in the next twelve months

Plenty of redecorating

Positive momentum for carpets

Infrequent projects

Figure 36: Intentions to spend on the home in the next twelve months, November 2016

## Reasons for Spending on the Home

Replacement drives spending on the home

Figure 37: Reasons for spending on the home, November 2016

## Interest in the Smart Home

High level of interest in the smart home

Figure 38: Interest in the smart home, November 2016

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

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

Report Price: £1995.00 | \$2478.79 | €2334.35

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Shopping Preferences for the Home

Shopping for the home is a multi-channel activity

Figure 39: Shopping preferences for the home, browsing in-store or online, November 2016

Shoppers engage with staff in-stores

Figure 40: Shopping preferences for the home, speaking to staff, November 2016

9% turn to customer reviews when judging quality

Figure 41: Shopping preferences for the home, looking at catalogues, reading reviews, November 2016

## Attitudes Regarding the Home

Wide range of activities in the home

Relaxing at home and sharing family time

Home acts as a social space

Cooking is a leisure pastime

75% of homes with a mortgage take pride in their homes

Younger consumers engage in practical hobbies at home

Self-employed and urban dwellers want a space for home working

Figure 42: Attitudes regarding the home, November 2016

Entertainers represent the most commercial target group

Figure 43: Attitudes regarding the home, target groups, November 2016

Typical characteristics of the target groups

Figure 44: Target groups for the home, by attitudes, November 2016

Entertainers are the highest spending target group

Figure 45: Purchases for the home, by cluster groups, November 2016

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

## Appendix – Market Size and Forecast

Forecast Methodology

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)