

Beds and Bedroom Furniture - UK - September 2018

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“A focus on the importance of sleep for emotional wellbeing has given a boost to those brands positioning themselves as sellers of sleep although some of the smaller specialists have disappeared in a rapidly changing marketplace.”

– Thomas Slide, Senior Retail Analyst

This report looks at the following areas:

- What next for the boxed mattress brands?
- What does the furniture showroom of the future look like?
- Goodbye bed specialists, hello 'sleep brands'

The market for beds and bedroom furniture grew 6.3% in 2017 to £3.35 billion. Growth in the sector was underpinned by 0.5% growth in the number of households in the UK as well as high levels of activity in the housing market with the total number of transactions exceeding 1.2 million in each of the last four years despite a slowdown during the second half of 2017.

The beds and mattresses segment was boosted by the emergence of disruptive 'boxed-mattress' brands that have spent big on advertising. Meanwhile a growing awareness of the benefits of sleep on emotional wellbeing has made getting the right mattress an essential purchase that can't be put off.

Bedroom furniture has performed less well since it's easier to put-off a purchase when incomes are squeezed. Although real incomes and consumer confidence returned to growth in 2018, reduced activity in the housing market looks set to keep growth in this segment lower in the coming years.

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DID YOU KNOW?

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

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54% spend less than £500 on bedroom furniture

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