

# Consumer Trends, Attitudes and Spending Habits for the Home - UK - January 2019

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“Despite the backdrop of uncertainty, wages are actually rising faster than inflation. There is strong evidence that people plan to keep on spending on their homes in 2019, reflecting their goal to make the home a more enjoyable place to live. Their desire to make the place feel like their own will drive demand for selecting an individual look, indicating that a range of choice will matter.”  
**– Jane Westgarth, Senior Retail Analyst**

This report looks at the following areas:

- **Is there a boost to spending on the home because of smart connected products?**
- **What impact is the rise in private renting having on demand for products for the home?**
- **Will there be an 'improve not move' trend if economic uncertainty influences consumer confidence?**

Shoppers are using digital and in-store shopping for their homes and a higher percentage of spending on the home is forecast to originate online. Over the five years from 2018-23 we expect online shopping for the home to rise from 18.5% of the market to 27%. This is a sweeping change for retailing and will have significant implications for store and location planning and digital innovation. There are early signs that retailers for the home are adapting store formats and selling methods to cater for this changing retail landscape. Several retailers for the home, including IKEA, B&Q and DFS, are experimenting with smaller, city-based shops, to complement their larger out-of-town stores. Others, including Argos, are moving into locations with higher foot traffic, most notably by opening shop-in-shops in supermarkets.

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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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The facts

The implications

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The facts

The implications

## The Market – What You Need to Know

Consumer spending on the home will continue to grow

Strong housing market has helped growth

Diverse market with large spread of segments

Furniture spending fuelled by styling and better functionality

The garden as a 'room'

Furniture and homewares specialists capture 41% of spending

Online shopping accounts for an 18.5% market share

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IKEA has introduced a very low-priced kitchen  
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## The Consumer – What You Need to Know

- High level of engagement with spending on the home
- Moving house stimulates spending on the home
- Plenty of plans to keep on spending
- Personality and enjoyment shape spending patterns
- Wide variety of sources of inspiration
- People want quality and choice
- A place to feel proud of

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## Target Customers for Shopping for the Home

Four main types of consumer

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Characteristics of each target group

Social – Young, sociable adults in private rented property

Private – older, less well off and uninterested in their homes

Proud – over-35s, love their homes and enjoy TV time together

Creative – young families, making, growing and decorating

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