

Beds and Bedroom Furniture - UK - December 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Marketing themes around bedroom furniture are focusing on storage solutions and the message that controlling your possessions puts you in charge. Meanwhile bed brands and retailers are elevating their status as sleep experts, tapping into growing awareness of the importance of sleep for health and wellness.”

- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Have boxed mattress companies revolutionised the industry?
- Is there greater potential to sell fitted wardrobes?
- What is the role of online selling in the market for beds and bedroom furniture?

The entrance and rapid growth of boxed mattress specialists has boosted appreciation of good quality products, however, the boxed mattress brands have yet to move into profit, raising doubts over the future of the sector. Meanwhile Dreams and Sharps, both owned by Sun Capital Partners, are a success story, but several smaller retailers have failed and Bensons (along with its sister businesses) have been sold by Steinhoff to a turnaround company. While IKEA continues to forge ahead, Amazon is taking a bigger position in this market and will probably tempt even more shoppers to go online.

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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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Have boxed mattress companies revolutionised the industry?

The facts

The implications

Is there greater potential to sell fitted wardrobes?

The facts

The implications

What is the role of online selling in the market for beds and bedroom furniture?

The facts

The implications

The Market – What You Need to Know

Market conditions remained positive in 2018

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64% of adults live in owner-occupied accommodation

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Advertising jumped in 2017 and remained high in 2018

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IKEA is way ahead of competitors for bedroom furniture shopping

IKEA, Argos and Dreams top the list of retailers used for beds and mattresses

26% chose their retailer because they sell online

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Quality sleep is widely recognised

Long trial periods popular with young adults

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