

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

Desire for better storage will drive up typical spend

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It's all about healthy sleep

Diverse market served by a wide variety of retailers

House moves and population growth support market growth

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Diverse market served by a wide variety of retailers

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64% of adults live in owner-occupied accommodation

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Long trial periods for mattresses

Legacy mattress companies see a slowdown

IKEA sells on third-party websites

Moving into the city

Sustainability raises its profile

Focus on health and comfort

Advertising jumped in 2017 and remained high in 2018

Companies and Brands

Dreams moves into top slot

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Sharps builds turnover, but Hammonds falters

Boxed mattress specialists grow market share but fail to move into profit

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Moving into the city

Sustainability raises its profile

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More than 70% bought bedroom furniture or beds in the last three years

25-34s are very likely to buy built-in furniture

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

Four in 10 viewed items in-store that they first saw online

Quality sleep is widely recognised

Long trial periods popular with young adults

Challenges to mattress brands

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Retailers Used for Beds and Mattresses

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26% chose their retailer because they sell online

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Long trial periods popular with young adults

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Challenges to mattress brands

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High environmental awareness

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Not just any bedroom

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