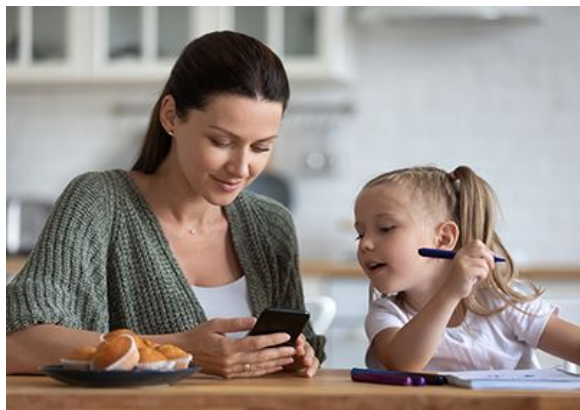


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“Desire for open-plan living is fuelling a trend to extend or knock through to create larger living spaces which act as a home hub for family and entertaining at home. In turn this means more of the home is on view, creating demand for individual styling and higher average spend.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

Organising and storing the growing range of possessions in the home create a desire for furniture with plenty of storage options, including fitted furniture that optimises the storage capacity in a room. This trend to create ideal storage solutions is encouraging people to focus on cupboard interior fittings in kitchens, bathrooms, hallways and bedrooms and will help to boost consumer spending on the home.

Enjoyment of gardens and gardening will continue to grow as people increasingly use their gardens as an outdoor room, creating space for relaxing, entertaining and eating. Gardens and gardening will encourage adults and children to spend more time away from technology and connected to nature. This will drive demand for garden leisure products, including furniture, outdoor toys and barbecues.

- **How should retailers cater better for Millennials?**
- **What impact is private renting having on demand for products for the home?**
- **How can retailers make more of omnichannel shopping habits?**

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