

# Accessorising the Home - UK - March 2020

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## This report looks at the following areas:

- How might COVID-19 impact the home accessories market?
- Who could be the winners and losers from the COVID-19 outbreak?
- The rise of the 'Lifestyle Brand'
- What does the new Millennial shopper look like?
- How should retailers cater to the new Millennial shopper?

However, the next few years will be more uncertain; the impact of COVID-19 is likely to lead to a slowdown in expenditure in the short term as consumer confidence is impacted which will have a knock-on impact on the housing market, and wider spending on the home, which could be significant depending on the duration of the outbreak.



"Spending grew again in 2019; however, the market is increasingly split into two; a divide increasingly characterised by age. The newer dynamic demand for trend-driven home accessories, favoured by younger shoppers as a means of affordable personalisation, continues to open avenues for growth."

**- Marco Amasanti, Retail Analyst**

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### Did you know?

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- John Lewis sees sales drop, but pushes home up on the agenda
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- Supermarkets top spending, but Amazon, discounters and clothing retailers make gains
- Cost remains king, but environmental credentials are a growing spotlight
- Consumers increasingly turn online for inspiration, but in-store displays remain paramount
- There are two increasingly distinct markets in home accessories
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