

Kitchens and Kitchen Furniture: Inc Impact of COVID-19 - UK - September 2020

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“COVID-19 will see kitchen furniture sales fall sharply amid a reduced appetite for big-ticket purchases in 2020, store closures, a reluctance to allow tradespeople into the home and a slowdown in the housing market.”

– Marco Amasanti, Retail Analyst

This report looks at the following areas:

- The impact of COVID-19 on kitchens and kitchen furniture retailers.
- How this disruption will change demand in the short, medium and long term.
- Opportunities and threats arising from COVID-19.
- Performance of the leading furniture specialists and non-specialists in the past year.
- The growth of online retail in the kitchens market.
- The current design trends in the market.

COVID-19 is set to have a profound impact on the kitchens and kitchen furniture market, with sales set to drop by an estimated 27.9% in 2020. A key factor is the reduced appetite for big-ticket purchases, as consumers withhold, delay or redirect expenditure away from the kitchens market. Also, given that 65% of consumers continue to necessitate a showroom visit at some point in the purchasing journey, spending will also have been adversely impacted by store closures from March-June. While, even as stores reopened, the market remains limited by ongoing uncertainty, whether in the 40% of consumers who continue to limit time in-store, those who still avoid the high street altogether or the 44% who would feel uncomfortable letting a tradesperson inside the home until after the pandemic is over.

Looking ahead, however, spending is forecast to return sharply, increasing by an estimated 25.8% in 2021. Ultimately, this recovery will be underpinned by the sharp release of pent-up demand, particularly of bigger-ticket purchases. In fact, 23% of consumers have already delayed plans to spend on the kitchen until after the outbreak. This will then likely coincide with both the wide-scale return to the high street and the resumption of major renovations put off as a result of the slowdown of the housing market, which will benefit from the temporary stamp duty holiday set to come in between July 2020 and March 2021.

Unique to the kitchens market, however, these external factors are set to be complemented by developments within the market. Extended periods inside the home will have seen kitchen usage rise across the UK during 2020. In fact, home cooking (55%), baking (28%) and eating with members of the household (24%) are all up sharply as a result of the COVID-19 outbreak. On top of this, over this period, consumers have required kitchens to perform less conventional functions, whether as a space to exercise, work from home, home-school or entertain.

This surge in new activity will have seen a refocusing on kitchens, one which could open up opportunities for the market moving forwards as confidence gradually returns. In fact, already, 25% of consumers agree that extended periods inside have made them rethink the layout of their kitchen, while 24% of consumers agree that this has made them prioritise future spending for the kitchen. As such, extended periods inside the home during 2020 could refocus attention on kitchens, and support pent-up demand in 2021 and beyond.

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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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Table of Contents

Overview

Key issues covered in this Report
 COVID-19: Market context
 Economic and other assumptions
 Products covered in this Report
 Excluded

Executive Summary

Impact of COVID-19 on the kitchens market

Figure 1: Short, medium and long-term impact of COVID-19 on kitchens and kitchen furniture, September 2020

The market

COVID-19 will see sales fall sharply in 2020; but opportunities could lie ahead

Figure 2: Consumer spending on kitchens and kitchen furniture, 2015-25 (prepared on 2nd September 2020)

COVID-19 will change the structure of demand in 2020

Figure 3: Market for kitchens, by segment, 2020 (est)

Uncertainty hits the housing market, while the appetite for risk falls

Companies and brands

Wren Kitchens drives growth

Figure 4: Share of consumer spending on kitchens, 2019 (est)

Retailers continue to invest, with a renewed focus online

The consumer

COVID-19 shocks consumer sentiment

Figure 5: Changes in shopping behaviour, 3-11 September 2020

Nearly a quarter of consumers have a utility room

Figure 6: Kitchens and utility rooms in the UK's homes, June 2020

Consumers continue to move to built-in, open-plan layouts

Figure 7: Description of kitchens and dining areas, June 2020

35% have spent money on the kitchen in the past three years

Figure 8: Kitchen and utility room refits and repairs, June 2020

Most projects are an updating of style, but increasing size and storage also key

Figure 9: Motivation behind the project, June 2020

Four in 10 spent under £1,000

Figure 10: How much they spent, June 2020

The store plays a key role in the purchasing journey

Figure 11: Channel of purchase, June 2020

B&Q and IKEA top spending

Figure 12: Retailers where consumers spent most, June 2020

Price and product quality dictate retailer choice

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Figure 13: Key purchase drivers, June 2020

COVID-19 will offer new opportunities despite a decline in sales

Figure 14: COVID-19 and shopping for kitchens, June 2020

COVID-19 and Kitchens and Kitchen Furniture

Impact on the market

COVID-19 will see sales fall sharply in 2020; but opportunities could lie ahead

COVID-19 will shift the nature of demand in 2020

The rise in kitchen use could create opportunities further down the line

Impact on companies and brands

Retailers will turn to online

A new spotlight on technological innovation

Impact on consumers

Impact of COVID-19 on consumer behaviour

COVID-19 will offer new opportunities despite a decline in sales

Issues and Insights

The long and short-term impact of COVID-19 on the kitchen market

The need for kitchens that do more will grow with COVID-19

The Market – Key Takeaways

COVID-19 will see sales fall sharply in 2020; but opportunities could lie ahead

COVID-19 will change the structure of demand in 2020

Uncertainty hits the housing market, while the appetite for risk falls

Market Size and Forecast

COVID-19 will see sales fall sharply, but opportunities could lie ahead

Figure 15: Short, medium and long-term impact of COVID-19 on kitchens and kitchen furniture, September 2020

Lockdown

Re-emergence

Recovery

Decline ends nine years of consecutive growth

Limited appetite for big-ticket purchases

The closure of stores as a significant constraint

Continued anxiety among the consumer base...

Figure 16: Consumer spending on kitchens and kitchen furniture, 2015-25 (prepared on 2nd September 2020)

Figure 17: Consumer spending on kitchens and kitchen furniture, 2015-25 (prepared on 2nd September 2020)

...before making a V-shaped recovery

Opportunities from extended periods inside...

...but the impact of COVID-19 will remain clear for years to come

Market drivers and assumptions

Figure 18: Key drivers affecting Mintel's market forecast, 2015-24 (prepared on 25th September 2020)

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Learnings from the last recession

Figure 19: Spending on kitchens and kitchen furniture, 2007-12

Forecast methodology

Market Segmentation

A complex but largely stable market

Overarching trends remain

COVID-19 could see a shift to repairs and necessity for many

COVID-19 could drive the need for storage

Tables and worktop sales will grow with the rise in working from home

Figure 20: Market for kitchens, by segment, 2020 (est)

Channels to Market

Kitchen multiples grow again, driven by Wren

DIY retailers lost further ground, but find some stability

Figure 21: Kitchens, channels to market, 2015-19

Market Drivers

Uplift in home cooking amid lockdown...

Figure 22: Changes to home cooking, 26th March-16th April 2020

...bringing a new focus on kitchens

The housing market slows amid uncertainty

Figure 23: UK monthly housing transactions, June 2019-June 2020

Slowing real wage growth will hit the appetite for big-ticket spending

Figure 24: Great Britain average weekly earnings annual growth rates, January 2018-June 2020

Price deflation could ease the impact of disruption

Figure 25: Consumer Price Inflation, April 2019-July 2020

Consumers continued to take on credit in 2019...

...but the appetite for risk falls with the onset of COVID-19

Figure 26: Consumer credit excluding student loans, April 2017-June 2020

Companies and Brands – Key Takeaways

Wren Kitchens spearheads growth

Retailers continue to invest heavily

COVID-19 will put the spotlight on new innovation

Market Share

Wren Kitchens makes further gains

Figure 27: Share of consumer spending on kitchens, 2019 (est)

Notable non-specialists have grown since 2015

Figure 28: Consumer spending on kitchens, change in market share, by company, 2015-19

Leading kitchen retailers – turnover

Howdens extends its lead with another year of consecutive growth

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Wren revenue grows sharply in 2019

IKEA edges further market share

Nobia regains momentum

DIY retailers recover momentum

Figure 29: Leading kitchen retailers, total company turnover (excluding VAT), 2015-19

Leading kitchen retailers – operating profit

Wren matches turnover with significant growth in profitability

Howdens grows profits again despite significant investment

Figure 30: Leading kitchen retailers, operating profit, 2015-19

Figure 31: Leading kitchen retailers, operating margin, 2015-19

Leading kitchen retailers – store portfolio

Howdens opens 39 new UK depots

Wren Kitchens remains committed to expansion strategy

Nobia rethinks its Magnet showrooms

Figure 32: Leading kitchen retailers, store numbers, 2015-19

Figure 33: Leading kitchen retailers, total sales per store, 2015-19

Smaller kitchen retailers – turnover

A mixed bag for smaller specialists in 2019

Figure 34: Selected kitchen specialists, turnover (excluding VAT), 2015-19

Smaller kitchen retailers – operating profit

The majority turned a profit in the past year, but uncertainty lies ahead

Figure 35: Selected kitchen specialists, operating profit, 2015-19

Figure 36: Selected kitchen specialists, operating margin, 2015-19

Smaller kitchen retailers – store portfolio

Store numbers remain largely stable

Figure 37: Selected kitchen specialists, store numbers, 2015-19

Figure 38: Selected kitchen specialists, turnover per store (excluding VAT), 2015-19

Competitive Strategies

Heavy investment in store portfolios

Continued innovation across product ranges

Digital activity

Figure 39: Wren Mobile app, August 2020

Launch Activity and Innovation

B&Q launches new kitchen buying experience

First-of-its-kind kitchen purchasing app

Virtual design services to reach home-bound consumers

Experiment with IKEA

Advertising and Marketing Activity

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Advertising spend up 5.7% in 2019

Figure 40: Total above-the-line, online display and direct mail advertising expenditure on Kitchens, 2016-19

Wren Kitchens dominates advertising

Figure 41: Top 10 advertisers, 2016-19

Figure 42: Top 10 advertisers, year to August 2020

Wickes launch 'Housebarrassment' TV campaign

Wren targets 'real kitchens' and social media

Nielsen Ad Intel coverage

The Consumer – Key Takeaways

Consumers continue to move to built-in, open-plan layouts

The store remains an indispensable step in the purchasing journey

COVID-19 shocks consumer sentiment

COVID-19 will offer new opportunities despite a decline in sales

Impact of COVID-19 on Consumer Behaviour

Significant concern remains

Figure 43: Extremely worried about exposure to COVID-19/coronavirus, 7 August-11 September 2020

A fundamental change in shopping behaviours

Older consumers lead the shift in behaviour

Figure 44: Changes in shopping behaviour, by age, 3-11 September 2020

A fifth of consumers expect to spend less on the home...

Figure 45: Planned spend on home products in the coming month, 7 August-11 September 2020

...but 7% expect to spend more

The sector could be buoyed by redirected spending

Figure 46: Consumers who expect to spend more on sector over the next month, 3-11 September 2020

Kitchens and Utility Rooms in the UK's Homes

Nearly a quarter of consumers own a utility room

Figure 47: Kitchens and utility rooms in the UK's homes, June 2020

Near two thirds of consumers have at least some built-in appliances

Figure 48: Type of appliances in the kitchen, June 2020

Freestanding appliances continue to fall in popularity

Figure 49: Ownership of freestanding appliances, 2013-20

Layout of the UK's Kitchens

More affluent consumers enjoy more space

A third own open-plan kitchens

Figure 50: Description of kitchens and dining areas, June 2020

Open-plan peaks among urban dwellers

Figure 51: Description of kitchens and dining areas, by location, June 2020

Kitchen and Utility Room Refits and Repairs

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35% have spent money on the kitchen in the past three years
Figure 52: Kitchen and utility room refits and repairs, June 2020

Motivation behind Kitchen/Utility Project

Most projects are an updating of style
Increasing size and storage is also a key trigger to purchase
Figure 53: Motivation behind the project, June 2020

COVID-19 could limit spending to necessity for many consumers

How Much They Spent

Four in 10 spent under £1,000
Figure 54: How much they spent, June 2020

Channel of Purchase

Stores remain the most popular means of purchase
Mobile purchasing grows more popular...
Figure 55: Channel of purchase, June 2020
...but this varies by expenditure
Figure 56: Channel of purchase, by net expenditure, June 2020

COVID-19 could open up opportunities in online purchasing

Retailers where Households Spent Most for Kitchens

B&Q and IKEA top spending
Figure 57: Retailers where consumers spent most, June 2020
Spending fluctuates year-on-year
DIY retailers regain some ground
Figure 58: Retailers where consumers spent most, September 2019 and June 2020

Key Purchase Drivers

Price and product quality determine retailer choice
Stores are best placed to satisfy the need for quality and experience
Younger consumers seek innovation
Figure 59: Key purchase drivers, June 2020
Priorities shift by expenditure
Figure 60: Key purchase drivers, by expenditure, June 2020

COVID-19 and Kitchen Purchases

Store closures will have blocked purchasing for many consumers...
...while ongoing anxiety will continue to block potential purchases
Opportunities for technological advancements
Increased localism could help smaller specialists
Figure 61: COVID-19 and shopping for kitchens, June 2020
Extended periods inside could create opportunities moving forwards

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Figure 62: COVID-19 and shopping for kitchens, by age, June 2020

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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