

# Kitchens and Kitchen Furniture - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on kitchen furniture.
- How this disruption will change demand in the short, medium and long term and the retailing landscape.
- Opportunities and new demand from this disruption.
- The impact of this on the retailing landscape.
- The change in how consumers shop for kitchens, and the future role of stores in the purchasing journey.

COVID-19 has had a profound impact on the kitchens and kitchen furniture market. However, in contrast to many other areas of non-essential spending, this hasn't been wholly detrimental. Although spending dropped in 2020 amid unprecedented disruption in the middle of the year, this has since quickly recovered. Moreover, the extended periods inside that followed this outbreak have opened new opportunities: in the 41% of kitchen owners that value their kitchen more than before the outbreak; the 29% that have boosted spending given these periods; or the 34% that have rethought the layout of these rooms.

Accordingly, in contrast to these other retail markets, COVID-19 has not been characterised by a drawn-out decline, but rather, a short and sharp impact quickly followed by new opportunities. Indeed, having slipped by 3.3% in 2020, this was surpassed by estimated growth of 4.3% in 2021. Nonetheless, there has still been fallout from this disruption. Perhaps no greater than in how consumers shop for kitchens, as marked by the redirection of demand online.

The longer-lasting implications of this shift, and the net long-term benefit for the online channel, will ask questions of multichannel players, as they raise uncertainty over the future of stores moving forward. In fact, 57% of those consumers that intend to spend money on their kitchen in the next two years would be interested in purchasing a kitchen without having to visit a store. Accordingly, retailers must respond to this are of the consumer base, one which looks happy to forego a store visit in future kitchen purchasing journeys. This will



“Kitchens spending rebounded in the past year, having dropped in 2020 amid a particularly tumultuous middle of the year.”

– Marco Amasanti, Retail Analyst

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require extensive investment, both in re-encouraging footfall via in-store experience, but also in catering to this demand online.

These fears are nullified somewhat by the opportunities that lie ahead for the market. Significantly, this spending intention appears unaltered, and often even fed by, the prospect of further uncertainty. This will be compounded by recent record activity in the housing market, which will open new demand into even the next decade, thereby adding a layer of certainty to this forecast expenditure, even with the possibility of more restrictions.

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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

- **Turmoil in mid-2020 followed by a rapid recovery**  
Figure 1: Short-, medium- and long-term impact of COVID-19 on kitchens and kitchen furniture, 2021
- **The market**
- **Market size and forecast**
- **2020 COVID-19 sales decline is followed by a rapid recovery in 2021**  
Figure 2: COVID-19 scenario forecasts, 2016-26
- **With forecast growth over the next five years**
- **Overall structure remains largely stable despite new pressures**  
Figure 3: Market for kitchens, by segment, 2021 (est)
- **Disruption shakes the retailing landscape**
- **Companies and brands**
- **A mixed 2020 for kitchen retailers...**
- **...as disruption triggered the need for huge investment...**
- **...paving the way for new technologies and opportunities**
- **Advertising spend falls by 11% with COVID-19 fallout**
- **The consumer**
- **COVID-19 has seen a fundamental shift in shopping behaviours**  
Figure 4: Changes in shopping behaviour, 2021
- **Near-all consumers own a kitchen or utility room**  
Figure 5: Kitchens and utility rooms, 2021
- **There are a wide variety of kitchen layouts in the UK**  
Figure 6: Description of kitchens and dining areas, 2021
- **42% have spent money on the kitchen in the past three years**  
Figure 7: Kitchen and utility room refits and repairs, 2021
- **One third of shoppers spent over £5,000 in their most recent project**  
Figure 8: Kitchen and utility room expenditure, 2021
- **Gains online come at the expense of in-store**  
Figure 9: Channels of purchase, 2020 and 2021

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- Retailing landscape remains resilient even with huge disruption**  
 Figure 10: Highest expenditure at retailers, 2021
- Extended periods inside see a newfound appreciation for the kitchen**  
 Figure 11: COVID-19 shopping behaviours, 2021
- One third of consumers intend to spend on the kitchen in the next two years**  
 Figure 12: Spending intentions, 2021
- With plans unaltered, and often fed by, the prospect of further uncertainty**  
 Figure 13: Spending behaviours, 2021

ISSUES AND INSIGHTS

- How can kitchen retailers capitalise on the recovery of bigger-ticket projects?
- How can multichannel players ensure that stores remain relevant?

THE MARKET – KEY TAKEAWAYS

- 2020 COVID-19 sales decline is followed by a rapid recovery in 2020...
- ...with forecast growth over the next five years
- Overall structure remains largely stable despite new pressures
- Disruption shakes the retailing landscape

MARKET SIZE AND PERFORMANCE

- Turmoil in mid-2020 followed by a rapid recovery**  
 Figure 14: Short-, medium- and long-term impact of COVID-19 on kitchens and kitchen furniture, 2021
- Spending rebounds by 4.3% in 2021**
- New windows to the market with the rise of flexible living and a newfound appreciation**
- House sales reach record levels**
- A year of unprecedented online sales growth...**
- ...but demand remains polarised beneath this**  
 Figure 15: Market size for kitchens and kitchen furniture, 2016-21  
 Figure 16: Market size for kitchens and kitchen furniture, at current prices and constant prices, 2016-21

MARKET FORECAST

- Forecast growth over the next five years

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- **Extended periods inside will continue to provide new sales**
- **The boom in the housing market will offer opportunities for years to come**
- **But demand will remain polarised**
- **The net long-term benefit for online**

Figure 17: Market forecast for kitchens and kitchen furniture, 2016-26

Figure 18: Market forecast for kitchens and kitchen furniture, 2016-26

- **Market drivers and assumptions**

Figure 19: Key drivers affecting Mintel's market forecast, 2015-25 (prepared 31 August 2021)

- **Forecast methodology**

### COVID-19 SCENARIO PERFORMANCE

- **Mintel's approach to predicting the impact of COVID-19**
- **Fundamental differences in how COVID-19 is affecting consumer markets**
- **COVID-19 fallout remains of great importance...**
- **...but the shape of this is uncertain**
- **Representing a double-edged sword for the market...**
- **...in either scenario**

Figure 20: COVID-19 scenario forecasts, 2016-26

- **COVID-19 market disruption: risks and outcomes**

Figure 21: Summary of Mintel scenario expectations and the impact on the kitchen and kitchen furniture market, 2021

### MARKET SEGMENTATION

- **Overall structure remains largely stable despite new pressures**
- **Cabinets continue to make up for more than half of total kitchen spend**
- **As consumers make space for increased cooking and dining**
- **New trends as the kitchen cements its position as the hub of the home**
- **Flexible living demands bolster the need for storage and workspaces**
- **A new window to integrate smart home technologies**

Figure 22: Market for kitchens, by segment, 2021 (est)

### CHANNELS TO MARKET

- **DIY retailers reap the rewards in-store**
- **A year of two halves for merchants**
- **Leading specialists consolidate**

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- A mixed bag for independents and smaller chains**

Figure 23: Kitchens, channels to market, 2016-20

**MARKET DRIVERS**

- The impact of the 2021 lockdown**
- House moves continue to underpin much demand**
- But moves fell by 56.8% in April 2020...**
- ...before picking up sharply**  
Figure 24: Monthly UK residential property transactions, 2019-2021
- Increasing numbers of homeowners benefits kitchen sales**  
Figure 25: England housing tenure, 2016-20
- Home-cooking and baking remain on the agenda**
- Driving and shaping kitchen expenditure...**  
Figure 26: Changes to cooking behaviour compared to before COVID-19, 2020
- ...while offering newer opportunities to kitchen retailers**
- The shift to working from home**
- Ramifications from this moving forward**  
Figure 27: Expectations for changes to working at home, by employment, 2021
- Consumer confidence recovers after COVID-19 hit**  
Figure 28: Mintel Consumer Confidence Index, 2019-2021
- Uptake of credit remains down amid uncertainty, particularly among less affluent consumers**  
Figure 29: Consumer credit excluding student loans, Jan 2018-Jun 2021

**COMPANIES AND BRANDS – KEY TAKEAWAYS**

- A mixed 2020 for kitchen retailers**
- As disruption triggered the need for huge investment**
- Paving the way for new technologies and opportunities**
- Advertising spend falls by 11% with COVID-19 fallout**

**MARKET SHARE**

- A year of disruption across the retailing landscape**  
Figure 30: Share of consumer spending on kitchens, 2020 (est)
- Wren Kitchens continues to consolidate**
- Homebase and B&Q offered a springboard to regain share**  
Figure 31: Consumer spending on kitchens, change in market share, by company, 2015-20
- Leading kitchen retailers – turnover**

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- Full Report PDF
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- Powerpoint Presentation
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- **Howdens sales are hit by lockdown restrictions but look well set moving forward**
- **Wren maintains double-figure sales growth despite disruption**
- **DIY Retailers make extensive gains in-store**
- **IKEA remains a standout favourite despite a drop in sales**  
Figure 32: Leading kitchen retailers, total company turnover (excluding VAT), 2016-20
- **Leading kitchen retailers – operating profit**
- **Wren profits continue to rise despite heavy investment**
- **Howdens profits slip as sales hit by uncertainty**
- **IKEA sees £33m deficit after near four months of store closures**
- **Wickes profits dip despite strong growth amid the move to digital**  
Figure 33: Leading kitchen retailers, operating profit, 2016-20  
Figure 34: Leading kitchen retailers, operating margin, 2016-20
- **Leading kitchen retailers – store portfolio**
- **Wren Kitchens opens 105th store with virtual reality studio**
- **Howdens opens 16 new stores**
- **Homebase and B&Q explore new store concepts**  
Figure 35: Leading kitchen retailers, store numbers, 2016-20  
Figure 36: Leading kitchen retailers, total sales per store, 2016-20
- **Smaller kitchen retailers – turnover**
- **Changing consumer behaviour is a double-edged sword for smaller players**
- **A resilience amid disruption**  
Figure 37: Selected kitchen specialists, turnover (excluding VAT), 2016-20
- **Smaller kitchen retailers – operating profit**
- **Uncertainty and the need for investment reflected in profits**  
Figure 38: Selected kitchen specialists, operating profit, 2016-20  
Figure 39: Selected kitchen specialists, operating margin, 2016-20
- **Smaller kitchen retailers – store portfolio**
- **Store numbers remain largely stable**  
Figure 40: Selected kitchen specialists, store numbers, 2016-20  
Figure 41: Selected kitchen specialists, turnover per store (excluding VAT), 2016-20

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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COMPETITIVE STRATEGIES

- Heavy investment as retailers look to adapt to COVID-19 shopping behaviours
- In the move online
- The need to safe-proof stores, factories and offices
- And catering to the legacy changes in shopping behaviour
- Continued physical expansion despite upheaval
- Many turn online to meet new demand

LAUNCH ACTIVITY AND INNOVATION

- Disruption underpins new wave of technological innovations
- Furniture Village’s ‘Virtual Village’
- Wickes launches virtual design service for housebound customers
- Wren stores feature VR studios
- The need to cater to polarised demand
- John Lewis launches affordable ANYDAY range

Figure 42: John Lewis & Partners ANYDAY home range, June 2021

- IKEA unveils Buy back scheme
- Homebase launch ‘green shopping aisles’

ADVERTISING AND MARKETING ACTIVITY

- Advertising spend falls by 11% with COVID-19 fallout
- Wren Kitchens remain the standout spender
- Wickes spearheads the DIY sector
- But specialist’s expenditure slipped amid other pressures

Figure 43: Total above-the-line, online display and direct mail advertising expenditure on kitchens, 2017-20

- Structure remains consistent for 2021 so far

Figure 44: Top 10 advertisers, 2017-20

- TV accounts for the lion’s share
- Wren kitchens market sales and awards
- Wickes continue to tackle ‘housebarassment’

Figure 45: Top 10 kitchen advertisers, year to July 2021

- Nielsen Ad Intel coverage

THE CONSUMER – KEY TAKEAWAYS

- Sharp recovery, buoyed by redirected expenditure
- Flexible living pressures see a newfound appreciation of the kitchen

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- **While the need to cater to polarised demand offers new opportunities**
- **Multichannel specialists retain the lion's share**
- **Online growth raises questions for the role of stores**

## IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- **Anxiety eases slightly following third lockdown spike**  
Figure 47: Extremely worried about exposure to COVID-19/coronavirus, 2021
- **A fundamental change in shopping behaviours**  
Figure 48: Changes in shopping behaviour, 2021
- **Older consumers lead the shift in behaviour**  
Figure 49: Changes in shopping behaviour, by age, 2021
- **The sector is buoyed by redirected spending**  
Figure 50: Spending, by sector, 2021

## KITCHENS AND UTILITY ROOMS IN THE UK'S HOMES

- **Near-all consumers own a kitchen or utility room**  
Figure 51: Kitchens and utility rooms, 2021
- **Built-in remains in high demand**  
Figure 52: Type of appliances, 2021

## LAYOUT OF THE UK'S KITCHENS

- **There are a wide variety of kitchen layouts in the UK**
- **36% of consumers own an open-plan kitchen**
- **New pressures with flexible living demands**  
Figure 53: Description of kitchens and dining areas, 2021
- **Kitchen layouts vary by location**  
Figure 54: Description of kitchens and dining areas, by area, 2021

## KITCHEN AND UTILITY ROOM REFITS AND REPAIRS

- **42% have spent money on the kitchen in the past three years**
- **With a move to heavier projects, buoyed by redirected spending**  
Figure 55: Kitchen and utility room refits and repairs, 2021
- **The significance of a strong housing market**  
Figure 56: Kitchen and utility room refits and repairs, by duration in the home, 2021

## HOW MUCH THEY SPENT

- **One third of shoppers spent over £5,000 on their most recent project**

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Infographic Overview

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- **But £1,000 and under remains the largest spending band**  
Figure 57: Kitchen and utility room expenditure, 2021
- **Spending varies by housing type**  
Figure 58: Kitchen and utility room expenditure, by type of home, 2021

**CHANNELS OF PURCHASE**

- **Significant changes in how consumers shop after a full year of disruption...**
- **...as retailers see losses in-store**  
Figure 59: Channels of purchase, 2020 and 2021
- **With longer-lasting implications from this shift moving forward**
- **Although kitchens are somewhat unique**
- **Expenditure discrepancies have blurred with disruption**  
Figure 60: Channels of purchase, by expenditure, 2020 and 2021
- **Middle-aged consumers increasingly turn to mobile purchasing**
- **Offering new opportunities to specialists**
- **With an enhanced role for social media**  
Figure 61: Channels of purchase, by smartphone, 2020 and 2021
- **How can multichannel specialists ensure stores remain relevant?**
- **Harnessing growing trends in-store...**
- **...and appeasing COVID-19 fear**

**RETAILERS WHERE HOUSEHOLDS SPENT MOST FOR KITCHENS**

- **Retailing landscape remains resilient even with huge disruption**
- **IKEA retains the top spot**
- **As DIY retailers gain from increased footfall**
- **Online-only retailers fail to make gains as consumers turn to multichannel**  
Figure 62: Highest expenditure at kitchen retailers, 2021
- **Specialists dominate bigger-ticket projects**  
Figure 63: Highest kitchen expenditure, by retailers, 2021

**KITCHEN SHOPPING AND COVID-19**

- **Extended periods inside see a newfound appreciation for the kitchen**
- **As wellbeing enters the home**
- **Flexible living demands stress the need for storage**

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- Powerpoint Presentation
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Figure 64: COVID-19 shopping behaviours, 2021

- **COVID-19 brings kitchens under the spotlight**
- **Leading one third to spend more on these spaces**
- **Younger consumers spearhead changing attitudes**

Figure 65: COVID-19 shopping behaviours, by age, 2021

**SPENDING INTENTIONS AND BEHAVIOURS**

- **One third of consumers intends to spend on the kitchen in the next two years**
- **But others will remain limited by uncertainty...**

Figure 66: Spending intentions, 2021

- **...with plans unaltered, and often fed by, the prospect of further uncertainty**
- **Redirected spending will remain crucial**
- **Many look to accommodate flexible living demands**

Figure 67: Spending behaviours, 2021

- **Particularly in combined kitchen layouts**

Figure 68: Spending behaviours, by description of kitchens and dining areas, 2021

- **Legacy changes in how consumers shop again asks questions of the future for stores**
- **Demanding a response from retailers**

**APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION**

- **Abbreviations**
- **Consumer research methodology**

**APPENDIX: CENTRAL FORECAST METHODOLOGY**

- **Market forecast and prediction intervals**

Figure 69: Consumer spending on kitchens and kitchen furniture, best- and worst-case forecast, 2021-26

- **Market drivers and assumptions**

Figure 70: Key drivers affecting Mintel’s market forecast, 2021-25

- **Forecast methodology**

**APPENDIX: COVID SCENARIO PERFORMANCE METHODOLOGY AND ASSUMPTIONS**

- **Scenario performance**

Figure 71: Consumer spending on kitchens and kitchen furniture, scenario forecast, 2016-26

- **Rapid COVID recovery, central and extended COVID disruption scenarios outline**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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