Living and Dining Room Furniture - UK - 2022

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **The impact of COVID-19, and more recently the cost-of-living crisis, on the market for living and dining room furniture.**
- **Opportunities and new demand from this disruption.**
- **The impact of this on the retailing landscape.**
- **Consumer preferences towards expenditure and interest in particular types of living and dining room furniture as well as sources of information and attitudes towards furniture.**

Less is more when it comes to the purchase of furniture for the living or dining room. Based on Mintel's research for this Report, 28% of those who have purchased products in this category during the last 12 months spent less than £250. For amounts up to £500 this increases to 49%. While there are a small group that can be viewed as significant when it comes to expenditure, 12% spent more than £2,000 during this period, it is clear that for many the focus is on smaller items for these two spaces.

The emergence of the cost-of-living crisis since the beginning of 2022 and the likelihood that the UK economy will enter into recession heading into 2023, looks set to disrupt what recovery the living and dining room furniture market was seeing post-pandemic. High-ticket furniture is likely to be most impacted, affecting both manufacturers and retailers, such as category specialists, focused in this area. Value will increasingly come to the fore with the decision by retailer John Lewis to rebrand with a new strapline, 'quality and value' in February 2022 appearing timely.

A 'hit' on larger-ticket purchases is likely to be a major threat for the market in the short term. As such, the collapse of retailer Made.com into administration in November 2022 is unlikely to be the last, especially if the Bank of England's forecast for a long and deep recession lasting throughout 2023 appear correct. Those looking to survive these short-term difficulties will need to not

"After experiencing a recovery during 2021, the short-term outlook for those involved with living and dining room furniture is expected to be challenging. Both expenditure and a propensity to purchase high-ticket items will be impacted."
– Neil Mason, Retail Category Director, November 2022

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

only bow to the demand for value but also explore emerging demands such as those identified by Mintel such as sustainability.

Online remains the channel to watch. After being stimulated during the COVID-19 pandemic, it has retained its popularity with Mintel's research suggesting growing confidence towards the purchase of high-ticket items of furniture. While the decision by many traditional living and dining room furniture retailers to move into the online space is likely to be helpful for their bottom line, it is sophisticated pureplay operators where growth has been the strongest to date. Here Mintel sees further challenges for those who have long operated in this market.

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

What's included

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

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Figure 9: Expenditure on living and dining room furniture, 2022

- **As sales soften retailers need to focus on where the strongest opportunities exist**

  Figure 10: Living and dining room furniture purchases, by room, 2022
- **Young adults are an important market for multiple purchases**

  Figure 11: Living and dining room furniture purchases, by product, 2022
- **Popularity of different channels of communication apparent by age**

  Figure 12: Information on living and dining room furniture, by source, 2022
- **Addressing the issue of value is key for younger consumers**

  Figure 13: Attitudes towards living and dining room furniture, 2022

ISSUES AND INSIGHTS

- **Recession set to blunt growth prospects**
- **Good potential to exploit opportunities with young buyers**
- **Key items of living and dining room furniture remain in vogue**

MARKET SIZE AND PERFORMANCE

- **Consumer expenditure set to fall as UK enters recession**
- **Recent expenditure has been stronger than pre-pandemic levels**

  Figure 14: Market size for living and dining room furniture*, 2017-22

MARKET FORECAST

- **Demand set to suffer as UK enters recession**

  Figure 15: Living and dining room furniture* outlook, 2022-27
- **Expenditure is set to soften during 2023…**
- **…with uncertainty persisting**
- **Flexible purchasing and sustainability set to colour consumer thinking**
- **Furniture will face competition from other demands**
- **Retail sales fall back during 2022**

  Figure 16: Expenditure on living and dining room furniture*, revenues, 2017-27
- **Home office is likely to benefit from working from home**
- **Learnings from the last economic slowdown**

Figure 17: The living and dining room furniture market, by value, 2007-12

- **Forecast methodology**

MARKET SEGMENTATION

- **Over half of consumer expenditure is directed towards upholstery**
  Figure 18: Segmentation of the living and dining room furniture market, by value, at current prices, 2021
- **Communal living boosts products such as upholstery...**
- **...while at the same time impacting on the dining sector**
- **Upholstery sales up at £5 billion**
  Figure 19: Segmentation of the living and dining room furniture market, by value, at current prices, 2017-22
- **Price competition impacts on the upholstery sector**
  Figure 20: Segmentation of the living and dining room furniture market, by value, at current prices, 2017 and 2022

CHANNELS TO MARKET

- **Online specialists strengthen share of the market**
- **Category specialists and general furniture retailers are under pressure**
- **Revitalised high street category sees winners and losers**
  Figure 21: Estimated channels of distribution for living and dining room furniture, 2017 and 2021

MARKET DRIVERS

- **Inflation is the key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **High inflation and rising interest rates will weigh down the post-COVID recovery**
- **Consumer spending power will be curbed**
- **Unemployment is at a near-50 year low**
- **Consumers' financial wellbeing has fallen from the highs of 2021...**
  Figure 22: Household financial wellbeing index, 2016-22
- **...and most people are feeling the effects of price rises**
- **Inflationary pressures and negative growth set to deliver short-term shock to the economy**
  Figure 23: Real GDP and RPI forecasts, 2022-27
- **Government interventions to stimulate the housing market**

- **Support during 2021 was broadly spread throughout the year**
  Figure 33: Total above-the-line, online display and direct mail advertising expenditure on living and dining room furniture, by month, 2020 and 2021
- **DFS dominates despite spend falling back**
  Figure 34: Recorded above-the-line, online display and direct mail total advertising expenditure on living and dining room furniture, by advertiser, 2017-21
- **Television strengthens its position as interest in press advertising wanes**
  Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure on living and dining room furniture, by media type, 2017 and 2021
- **Nielsen Ad Intel coverage**

TYPES OF LIVING SPACE

- **Two thirds of homes have a separate living room**
  Figure 36: Type of living room, 2022
- **Open-plan kitchen and living room favoured by city dwellers**
- **Older adults more likely to have a separate living room**
- **Most dining is done in combined spaces**
  Figure 37: Type of dining room, 2022
- **Older adults also more likely to have a separate space for dining**
- **Less wealthy most likely to not have a dining room**

EXPENDITURE ON LIVING AND DINING ROOM FURNITURE

- **Only six in 10 adults spent money in the last year**
  Figure 38: Expenditure on living and dining room furniture, 2022
- **Young adults are most likely to have bought furniture…**
- **…with older adults a challenging opportunity**
- **Improvements are needed to encourage rural buyers**
- **Less affluent are an important group for smaller purchases**
- **New homeowners represent the best opportunities**
  Figure 39: Expenditure on living and dining room furniture, by time in home, 2022
- **Apartment dwellers are likely to spend less**
  Figure 40: Expenditure on living and dining room furniture, total versus flat/apartments, 2022

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

LIVING AND DINING ROOM FURNITURE PURCHASES

- **Living rooms dominate consumer interest**
  Figure 41: Living and dining room furniture purchases, by room, 2022
- **Products associated with relaxation and dining dominate**
  Figure 42: Living and dining room furniture purchases, by product, 2022
- **Relaxation is a priority for the young...**
- **...while dining furniture is sought by wealthier households**
- **Repertoire analysis supports multiple demands from young adults**
- **Certain items of furniture are popular with those living in flats and apartments**
  Figure 43: Expenditure on living and dining room furniture, total versus flat/apartments, 2022
- **Sofas are a key purchase for those who have a new home**
  Figure 44: Expenditure on living and dining room furniture, total versus those less than a year in their current home, 2022
- **Most major items of furniture have benefited from a recent uptick in purchasing**
  Figure 45: Living and dining room furniture purchases, by product, percentage point change in purchasing, 2020-22

INFORMATION ON LIVING AND DINING ROOM FURNITURE

- **Retailers are key sources for information**
  Figure 46: Information on living and dining room furniture, by source, 2022
- **Social media interest polarised towards young adults...**
- **...as retailers' websites present the best prospects for older adults**
- **Professionals have an opportunity to be instructors**

ATTITUDES TOWARDS LIVING AND DINING ROOM FURNITURE

- **Expenditure is set to fall despite importance of living and dining space**
  Figure 47: Attitudes towards living and dining room furniture, 2022
- **Families are likely to be seeking out value**
- **Multipurpose living is here to stay**
- **Young adults want something different**
- **Continuing interest in homeworking**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

APPENDIX – FORECAST METHODOLOGY

About Mintel

Mintel is the **expert in what consumers want and why.** As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **mintel.com.**