

Kitchens and Kitchen Furniture - UK - September 2012

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“Consumers’ demands of their kitchens are growing and today’s kitchens are expected not only to function well, but also to transform a home, injecting status and style. Yet, for many consumers space is at a premium as modern dwellings get smaller. So there is a tension between desire and reality, presenting new challenges to kitchen designers and to consumers.

For the future kitchen suppliers and retailers need to encourage consumers to replace their old kitchens more regularly, upgrade to higher price points and to continue to extend their kitchens to incorporate dining areas, utility rooms and more kitchen fittings.”

– Jane Westgarth, Senior Market Analyst

In this report we answer the key questions:

- In the current economic climate, are people taking on the task of refitting their own kitchens?
- What are suppliers doing to encourage people to trade up?
- How important is help with design and layout?
- What are the key style trends in today’s kitchen market?
- Is there anything that will help to create more demand in the near future?

This report monitors the consumer market for kitchen furniture through all channels. Estimates include retail sales to consumers plus trade sales via local traders including builders and interior design specialists. Market sizes reflect this clarification of the report’s definition.

The report addresses fitted and freestanding kitchen furniture, including:

- storage units such as cupboards, shelving and dressers
- work surfaces
- tables
- chairs and stools.

The kitchen furniture market consists of both single furniture items and complete fitted systems. The latter frequently includes non-furniture items, such as sinks and taps (plumbing supplies) as well as appliances bought as part of a kitchen and installation costs. Nevertheless, these non-furniture items are integral to the price charged for a fitted kitchen, and are covered in this report. Inevitably it is not straightforward to separate out retail and trade sales; the data shown in the report represent Mintel’s best estimates of the consumer market for kitchens. There is also an element of unquantifiable overlap with dining room furniture in the area of tables and chairs

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100