

## Home Storage Solutions - UK - December 2016

Report Price: £1995.00 | \$2490.76 | €2354.10

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“The UK’s homes are getting smaller, but people have more possessions. Home storage has become an integral part of the home, helping households run smoothly and keep on top of clutter. Today’s younger householders want storage to form part of the décor of their rooms, leading to increased demand for home storage products that are decorative as well as practical.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Home habits are creating demand for innovative storage
- What is the impact of private renters on demand for home storage?
- Arrival of children boosts demand for storage

The market for home storage solutions grew by 25% between 2011 and 2016, helped by improved styling and design. We forecast 24.7% growth between 2016 and 2021 as people strive to improve the amount of useful storage space they have in their homes. The biggest spenders on home storage are typically 16-34s and it is this age group who show the greatest tendency to buy decorative storage items that add to the ambience of their homes, as well as hiding away the clutter. As we look ahead we expect people to become ever-more demanding about storage solutions for their homes, looking for clever ideas that can maximise space, practical items that can be adapted for a wide range of storage needs and storage that can help them put personality into their rooms.

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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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Home habits are creating demand for innovative storage

The facts

The implications

What is the impact of private renters on demand for home storage?

The facts

The implications

Arrival of children boosts demand for storage

The facts

The implications

## The Market – What You Need to Know

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Food storage dominates

Huge demand for utility storage

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- Londoners buy more storage
- IKEA and Argos are most used shops for home storage
- Well-designed products, high quality and broad choice
- Household activities shape demand for storage
- Improving storage in awkward spaces
- Decluttering behaviour
- Londoners and younger people most inclined to rent storage space
- Organised homes are more efficient and happier places
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