Furniture Retailing - UK - July 2017

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"The furniture sector has enjoyed a number of good years, but the market looks set to become much more challenging. It is therefore more important than ever for furniture retailers to ensure they have a clear position in the market, highlighting how they are delivering value for money while ensuring they avoid falling into the discounting trap."
– Thomas Slide, Retail Analyst

This report looks at the following areas:

- **Challenging times ahead for the furniture sector**
- **Could Amazon ever make significant inroads into the furniture sector?**

The furniture market has performed well in recent years. The market has been helped by a strong housing market, growth in consumers' personal disposable income and easy access to cheap unsecured credit that has allowed consumers to spend.

There has also been a shift in how consumers are shopping, with the internet acting as a starting point for most purchases, but physical stores are still an essential element in the shopping journey and most of the leading specialists have been looking for ways to expand their store estates while also bringing them closer to where consumers live and work.

Smaller concept stores complement the online offer, but larger showroom stores remain irreplaceable and the market leader IKEA has embarked on a fresh expansion strategy in the UK following a seven-year hiatus.

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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