

## Carpets and Floorcoverings - UK - May 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The carpet and floorcovering sector is set to continue growing in line with a buoyant housing market, but times are ‘a-changing’ in the sector. As competition increases, and space for new retailers becomes available with the decline of Carpetright, we can expect to see new offerings and product ranges from retailers eager to capitalise on Carpetright’s loss.”

– **Jacob Holder, Associate Retail Analyst**

This report looks at the following areas:

- **Competition intensifies in the sector**
- **Growing sales of carpets and floorcoverings**

The carpet and floorcovering sector has performed well between 2012 and 2017, growing by 9.6%, and Mintel estimates that it will continue to grow over the next five by 11.3%. This is due to a buoyant housing market and an end to the real income squeeze.

Stores and websites are where consumers gain inspiration for what floorings to buy, so it is vital that retailers make sure that their in-store and online offerings are positioned for what the consumer wants – which is easy to clean floorings in colours that appeal to them. Opportunities to drive replacement purchases lie in targeting those consumers who haven’t bought carpets or floorcoverings over the last three years, similar to how the mattress industry pushed for consumers to replace every certain number of years.

Independent retailers are the most popular choice of retailer for consumers (26%) and command the largest market share (46%). The leading specialist in the sector, Carpetright, is set to close more stores as part of a company voluntary arrangement (CVA) as it struggles to keep up with an increasingly competitive sector. Tapi and other retailers are eating into Carpetright’s market share, and we can expect to see a shift in where consumer’s shop over the next few years.

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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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The facts

The implications

## The Market – What You Need to Know

- Market set to grow 11.3% over the coming years
- Carpets growth of 12.5% by 2022
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Tapi's #floorgasm

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Nielsen Ad Intel coverage

## The Consumer – What You Need to Know

Living room most popular place to refurbish

Carpet most popular type of floorcovering to buy

B&Q now the most popular single retailer

In-store browsing is the main source of carpet and floorcovering ideas

General refurbishment the main reason for buying

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