

Furniture Retailing - UK - July 2019

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“The furniture market remains robust, as resilient consumer confidence, the return of real wage growth and a rise in new households maintained spending even as housing transactions cooled for a second year.”

– **Marco Amasanti, Retail Analyst**

This report looks at the following areas:

- Some consumers appear increasingly willing to complete big-ticket purchases exclusively online
- Can Amazon challenge the higher end of the market?
- How to fortify the role of the store amid heavy competition and potential expansion online

The industry is dominated by furniture specialists but stores are taking an increasingly intermediary role as consumers migrate online at the start and end of the purchasing journey. However, the clouds of Brexit and growing confidence in making big-ticket purchases exclusively online sit on the horizon.

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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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Can Amazon challenge the higher end of the market?

The facts

The implications

How to fortify the role of the store amid heavy competition and potential expansion online

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