

## **United Kingdom Homeware - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

Market Report | 2024-02-17 | 150 pages | Mordor Intelligence

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### **Report description:**

The United Kingdom Homeware Market size is estimated at USD 21.20 billion in 2024, and is expected to reach USD 26 billion by 2029, growing at a CAGR of 4.17% during the forecast period (2024-2029).

The United Kingdom homeware market is expected to witness strong growth during the forecast period, owing to factors such as rising urbanization, an increase in consumer purchasing power, and an increase in the number of household units in the country. However, as the market is largely hit by the COVID-19 pandemic affecting customer confidence and purchasing power parity, the increased time customers have been spending at home to follow the Stay Home to Stay Safe protocol is helping the market record more transactions in the country.

Furthermore, factors such as globalization, new kinds of designs, and the availability of a variety of items for home decor, are encouraging the growth of the market. Due to the rise of online retail, furniture and other items used in houses are available at discounted prices and have become more affordable. Hence, many people are accessing these online retail outlets to decorate their homes. Other factors that are encouraging the growth of the market are the rise in disposable incomes and improving the lifestyle patterns of people. Competition among the various distribution channels is expected to intensify over the next five-year period, with the COVID-19 outbreak having accelerated a shift toward online platforms across the country.

### **UK Homeware Market Trends**

#### **Increased Spending on Furniture and Appliances is Driving the Market's Growth**

The UK homeware market has been recording modest growth during the review period, overcoming the economic and political

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uncertainty due to Brexit. The majority of product categories, including home furniture, home textiles, and home appliances, have been recording Y-o-Y growth in the number of transactions owing to the increasing usage in households. During 2020, homeware market products, especially home decor products and furniture, grabbed more customer attention as the majority of customers had switched to working-from-home practices. This also drove the demand for home office furniture and small kitchen appliances, including coffee makers and grills, among others, owing to the more time customers got to spend at home. The trend is anticipated to help the specific segments to record more revenues in the country in the forecast period.

#### Growing Demand for Online Distribution Channels is Helping the Market in Recording More Transactions

The United Kingdom offers a high number of online channels that provide dedicated homeware products for customers to buy. The developed nation, coupled with the high access to the internet and the majority of customers who are willing to purchase their products via online or e-commerce channels, is helping the market to grow faster in the country. Though, owing to the luxury products expected from segments such as home decor and lighting, among others, requiring more customer attention to detail has restricted the segment to an extent during the review period. However, the COVID-19 pandemic and the closure of physical retail stores for a long time have been helping online distribution channels record more revenues.

#### UK Homeware Industry Overview

The report covers major local and international players operating in the UK homeware market. In terms of market share, a few major players currently dominate the market. Companies in the homeware market have been implementing new strategies of marketing, retailing, and merchandising to meet the needs of buyers in residential spaces. In recent years, they have also entered into collaborations with retailers to expand the reach of their products for consumers in the homeware market. Companies including IKEA, Bed Bath and Beyond, Villeroy and Boch, Victoria PLC, and Bosch Group, among others have been profiled in the report.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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