

# Home Retail: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Home Retail Global Market 2016 Analysis and Forecast to 2021*

PUNE, INDIA, December 21, 2016  
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## Summary

The UK window dressings market is forecast to slow to 1.4% growth in 2016, underperforming the home wares sector, due to weakening consumer confidence, a slower housing market in H2 and economic instability following the Brexit vote, with shoppers delaying larger ticket homewares purchases, such as curtains and shutters.

## Key Findings

- "Dunelm is the dominant leader of the window dressings market, exploiting its specialist credentials to hold significant destination appeal in the category. With made to measure a key focus for the retailer, as well as remaining price competitive, we expect its share to continue to grow."
- Stores remain a crucial part of the researching and browsing process, with 33.0% of blinds shoppers and 37.5% of curtains shoppers utilizing physical outlets before purchasing. Showcasing many options in stores via samples, product displays and room sets is important to help shoppers to narrow down product choices.
- 46.3% of window dressings shoppers purchased the category to buy into a new look, design or fashion trend, indicating that there is a strong appetite for more stylish and fashionable window dressings, with shoppers keen to keep up with trends.

## Synopsis

Window Dressings 2016 is part of Verdict Retail's [Home Retail](#) Series of reports, which provides expert insight into the UK window dressings market, with forecasts of values and volumes up to



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2021. It delivers deep quantitative and qualitative insight into the UK market, analyzing key trends in the market based consumer data from Verdict Retail's survey. It provides in-depth analysis of the following: key issues and strategies for success, market size and forecast, retailer profiles including a detailed look at the dominant players including market shares, customer data and future outlook, and consumer data including a detailed look at what, how and where people are buying window dressings products.

#### Reasons to Buy

- Identify which consumers to target and how to drive spend from them by utilizing our shopper penetration data and understanding what influences their retailer selection and spending motivations
- Using our five year forecasts to 2021, understand which subcategories are the fastest performing to ensure more focus and investment in these winning product areas
- Understand how the online channel can be better utilized to sell window dressings items by using our online penetration and expenditure forecasts and analysis on channels and online fulfillment

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