

2014

2009 2010 2011 2012 2013 2015 2016 2017 2018 2019





To help you navigate the report, each section is colour coded; the colours correspond to the tabs on the right hand side of each page  
The hot topics box lists subjects we think may be of particular interest



### Hot topics

Quick guide where to find analysis

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Slow expenditure growth	10
Bedding to outperform	16
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Dunelm growing its share	30

### Executive summary

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At a glance forecasts, brief overview of main findings, key issues and strategies for success

### Expenditure forecasts

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The value of all homewares purchases through all channels forecast to 2014

- Total homewares sales
- Share of total retail spending
- Category sales
- Five-year growth rates
- Average annual growth rates
- Inflation & volume growth

### Channels of distribution

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Forecast sales for homewares retailers. Prediction and analysis of the relative fortunes of the various channels of distribution over the next five years.

- Channel values & shares
- Category values & shares
- Specialist retailer shares
- Winning & losing channels

### Category forecasts

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Detailed forecasts to 2014 for:

#### Household hardware & lighting

- Glassware, crockery, cutlery
- Lighting
- Non-electric kitchen utensils
- Miscellaneous household items

#### Textiles & soft furnishings

- Bathroom & table linen
- Bedding
- Bed linen
- Furnishing fabrics & curtains
- Other

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