



Bedroom Furniture Market & Bedroom Textiles Industry 2017 Analysis with 2022 Forecast Research Report

Latest market research reports "Bedroom Furniture, 2017" and "Bedroom Textiles, 2017" available @orbisresearch.

DALLAS, TEXAS, UNITED STATES, April 21, 2017 /EINPresswire.com/ -- The "Bedroom Furniture, 2017", report offers comprehensive insight and analysis of the UK market, the major players, the main trends, and consumer attitudes. It also provides forecasts to 2022.

The [bedroom furniture market](#) will be the only furniture subsector to grow in 2017, as it benefits from its close links to customer's wellbeing.

The essential nature of mattresses to the sub-sectors exceptional growth with a marketing campaign by Dreams encouraging shoppers to replace their mattresses as well as greater innovation and a greater focus on product quality encouraging customers to trade up.

It provides in-depth analysis of the following -

- The key issues
- Market, retailer and consumer headlines
- Market sizes and predictions for growth
- In-depth profiles of the key retailers
- Where people shop
- Why people shop
- Average spend at a product category level
- Channel usage research and payment

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Scope

- Sales of non-bed bedroom furniture, such as wardrobes and bedside tables, will struggle up to 2018 as customers are forced to prioritise their spend. However, when the market recovers from 2019 onwards, retailers must ensure their offer is more design led and offers innovative storage solutions to resonate with customers.
- IKEA has extended its lead atop the market as its contemporary designs and low price points present excellent value while its innovative approach to storage resonates with a customers that increasingly wants to make the most of the space in their home.
- Bensons remains stable in second but is set to be pushed harder by Dreams which has had an exceptional 2016. From entering pre-pack administration in early 2013, Dreams has done exceptionally well to turn itself around with investment in product quality, store environment and customer service paying off.
- Retailers must now be more design focus in their products with 27.1% of customers saying they bought bedroom furniture to get a new look or to be on trend. This was especially true for the key age

group of 25-34 year old customers, with 37.7% stating they bought from a retailer due to the more fashionable ranges that were on offer.

The "Bedroom Textiles, 2017", report offers comprehensive insight and analysis of the UK market, the major players, the main trends, and consumer attitudes. It also provides forecasts to 2022.

The [bedroom textiles market](#) is forecast to grow steadily to 2022. This is mainly due to the essential nature of bedroom textiles and the need to regularly replace items.

The bedroom textiles market is vulnerable to price fluctuations; rising import costs and increased demand for insulating materials such as goose and duck down as well as Egyptian cotton have caused prices of bedroom textiles to rise in 2017. This has led to a decline in volume growth for items such as pillows and duvets as well as discretionary items such as cushions and throws, causing growth of the overall bedroom textiles market to dampen slightly in 2017.

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Scope

- Department stores, such as John Lewis and Marks & Spencer, homewares specialists such as Dunelm and grocers such as ASDA have a high share of the bedroom textiles market.
- However, all three of these groups of retailers are coming under threat from retailer categories with high share growth such as general merchandisers and clothing specialists.
- Argos has grown its share of the market with a strong multichannel strategy and the opening of concession stores in Sainsbury's supermarkets, increasing its reach. Clothing specialists including Zara, Primark and Next's investment in home retail have been influential in driving sales of affordable fashion and trend-led textiles, something that will continue as retailers expand accessibility of their home offers. H&M recently announced it is to open standalone Home stores.
- Duvet covers and bedroom accessories have particularly benefitted from the rise of fashion players, as these may offer cheaper ways of
- updating the look of a bedroom as opposed to purchasing more expensive items such as furniture and floorcoverings.
- 80.2% shoppers bought bedroom textiles for the purpose of replacement. Retailers can increase sales of bedroom textiles by educating shoppers on the health and hygiene benefits of replacing textiles such as pillows and duvets every few years. Marketing the importance of a good quality night's sleep can encourage shoppers to trade-up to more premium and higher value items.

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