

# Kitchens - UK - August 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

Consumer confidence has declined through 2008 and into 2009 as economic conditions have worsened and the housing market is central to this: it both contributes to a decline in confidence and performs still more poorly as a result.

## Key issues covered in the analysis

- With UK homes getting smaller, clever storage is the most wanted feature by more than six out of ten (22 million internet users aged 16-64), reinforcing the merit of manufacturers continuing efforts to innovate in this area.
- Consumers are dissatisfied with inadequate lighting when using the kitchen, with four in ten (15 million internet users aged 16-64) wanting built-in lighting in units and over worktops.
- The ability to customise kitchen units is wanted by nearly half (16.5 million), pointing to an opportunity for retailers to offer more options that include an element of customisation, but not at bespoke prices.
- With installing a new kitchen seen by 45% (15.8 million) as a good way of adding value to the home and one in five (6 million) spending more time in the kitchen, a balance needs to be struck in terms of style between allowing people to express themselves and boosting saleable value.
- Most buyers will need help both in terms of planning/ designing and installation, with a designer visiting the home (32%) and installation of a made-to-measure kitchen by a professional (33%) the most likely preferred choices.
- The internet is now a key part of the decision and buying process, with one in three (11 million) wanting to use an online kitchen planner and four in ten (14 million) likely to do research on the internet before deciding where to buy.

## Scope of the report

This report is intended to monitor the consumer market for kitchen furniture through all channels. Estimates therefore include retail sales to consumers plus trade sales via local traders including builders and interior design specialists. Market sizes throughout have been amended from previous reports to reflect this clarification of the report's definition.



### Mintel Oxygen - Quality market and consumer insight

Mintel Oxygen isn't just another source for market research data - it's your business guide towards successful growth and profitability.

Mintel Oxygen - All you need to know about your market:

- Opportunities and risks
- Product innovation
- Brand analysis
- Consumer trends
- Company profiles and analysis
- News and commentary
- Overviews, PowerPoint presentations, Search function

### Use Mintel Oxygen to:

- Gain fresh market insight every day
- Drive your business forward based on consumer trends
- Stand out in new business pitches
- Support your decision-making
- Validate your approach with solid data and expert opinion
- Benchmark competitive activity
- Monitor international developments

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call us on +44 (0)20 7606 6000.