

Kitchens and Kitchen Furniture - UK - September 2011

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“Today’s consumers are seeking a stylish solution to kitchen design, but also one which is clever in terms of storage and ways to organise the space in the room. Suppliers have been responding to these demands by continually releasing new styles and designs. They have also been adding in greater sophistication with features such as internal organisers, soft-close drawers and slide-out larder cupboards, so that today’s consumers have a wide range of choices of ways to fit their kitchens as well as a huge choice of accessories and trim to complete the look. So as kitchens become ever-more complex to fit, consumers often turn to a professional to get the job done for them and enthusiasm for DIY tasks has waned.

Yet, the economic squeeze has made consumers increasingly aware of making the most of every pound they spend. So, as well as becoming more demanding in terms of their expectations of the kitchen, they also drive a hard bargain. Today’s shopper will look around for the best prices or wait for a sale, making it tougher than ever for suppliers and retailers to generate adequate profits.”

- Neil Mason, Head of Retail Research

In this report we answer the key questions:

- How much is the internet influencing the way people shop for kitchens?
- Has the replacement cycle for kitchens slowed?
- Are consumers improving rather than moving?
- How important is DIY installation in the market for kitchens?
- How much are consumers influenced by sustainability issues?

Definition

This report monitors the consumer market for kitchen furniture through all channels. Estimates include retail sales to consumers plus trade sales via local traders including builders and interior design specialists. Market sizes reflect this clarification of the report’s definition.

Excluded

- Furniture sold for non-domestic use
- Kitchens and constituent parts sold to the building trade for installation in new build homes and redevelopments
- Appliances, except those integral to a fitted kitchen
- Second-hand furniture.

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