

Kitchens and Kitchen Furniture - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Reasons why people refitted kitchens in the last three years include enlarging the kitchen (22%) and creating more work surface (32%), illustrating the importance of the trend to create larger kitchens, often combined with eating areas. In turn, more time living in the kitchen encourages householders to invest in attractive style, quality and décor."

- Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Which retailers will benefit from disruption to Homebase?
- Is B&Q right to get out of fitting services?
- Will internet retailing sound the death-knell for kitchen showrooms?

Consumer spending on kitchens rose by 5% in 2017 to reach £3,706 million, helped by continued buoyant demand at the higher end of the market. In 2018 we forecast that spending will rise by a further 4 % to reach £3,855 million. This is influenced by the trend for open-plan living spaces as householders knock-through or extend in order to accommodate larger kitchens which can be used as a family hub. At the high end of the market we also see far greater willingness to invest in features that improve storage, such as roll-out larder shelving and corner cupboard features. Other factors driving market growth include increasing numbers of households and the continued strength of the housing market. Retailers had mixed fortunes in 2017 with winners including Wren Kitchens, Wickes and Howdens, while Homebase lost market share under the ownership of Bunnings. The outlook for 2018 is for continued moderate growth, again helped by stronger demand at the high end of the market. In the five years from 2018-23, consumer spending is forecast to rise by 17.8% to reach £4,540 million.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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IKEA determined to build market share in the UK

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1.9 million kitchens revamped each year
Most activity 3-5 years after a house move
A quarter spend some £4,000 refitting the kitchen
Improved functionality
61% wanted to update the style
22% spent most at B&Q

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