

How Britain Shops 2009 - Homewares

Price has become an increasingly important driver of loyalty. The proportion of shoppers that cited this attribute as a driver of loyalty has risen by 0.7 percentage points to 50.4% and it now ranks narrowly behind range. A higher price consciousness among consumers in what is a highly discretionary sector has benefited value-led operators but had a significantly adverse impact on mid-market propositions.

Some key questions answered by this report:

- Why has the combined main user share of the top five homewares operators increased?
- Which retailer's have been most significantly impacted by the decline in expenditure in the sector?
- How have the grocers' value-led homewares offers fared?

Companies profiled in this report:

- Argos
- Asda
- Debenhams
- Dunelm
- IKEA
- John Lewis
- Marks & Spencer
- Matalan
- Tesco
- Wilkinson

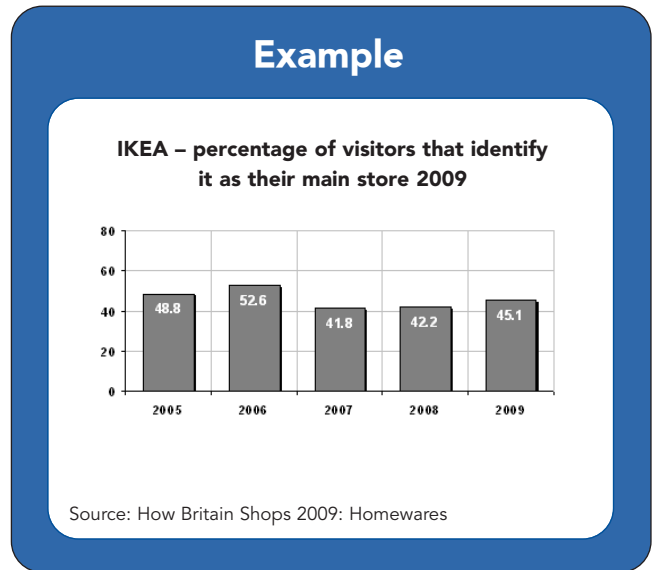


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