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## Home Office Furniture Market UK 2008-2012

New AMA report provides a major and timely review of this significant market

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A brief summary of the report is included on the following page.

Priced at £650, the report is currently available from AMA Research Ltd,  
Telephone 01242 235724 or e-mail at [sales@amaresearch.com](mailto:sales@amaresearch.com).

### **Editors Note:**

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

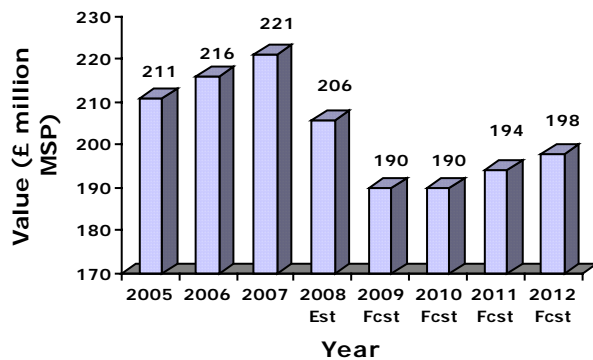
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Keith Taylor or Chris Moore on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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UK Home Office Furniture Market 2005 - 2012



Forming part of the overall domestic furniture market, **home office furniture** was estimated to account for around 4% value share of this market in 2007. In terms of value, home office furniture was estimated at £221m in 2007, representing a 2% increase on the previous year. Market size figures for home office furniture and forecasts of future market performance to 2012 are shown in the chart, left.

The home office furniture market has experienced **steady growth** between 2000 and 2007 due to a number of underlying factors, including the increasing number of households owning computers and continued changes in working practices, leading to more people working from home.

**Home working** is one of the key factors stimulating the demand for home office furniture and the number of people actually working at home is still relatively low at just under 10% of the UK population. This percentage is expected to rise in the long term future as developments in technology make home working far more practical and companies begin to see the benefits that this can bring to their businesses.

However, the main factor influencing the future performance of the market is the **current uncertainty and volatility of the short-term economic climate** that makes it extremely difficult to forecast into the medium term. **Consumer confidence and spending levels** are declining in 2008 as the effects of the credit crunch, high food and fuel bills all impact on disposable household incomes, with non-essential purchases increasingly deferred. **Short term** prospects for the home office furniture market therefore remain uncertain with current indications of a downturn in 2008-09, followed by moderate gains to 2012 when the market is expected to reach around £198 million.

In terms of the **product mix**, **desking** is the largest sector, accounting for around 52% of the market in value terms in 2007. Sales of **seating** products have also grown in volume terms, but in value terms their share of the market has remained steady at around 28%. A key area of growth is the design of specialised **children's and teenagers' furniture**, due to the increase in multiple PC ownership and the increasing number located in children's bedrooms.

**International trade** remains a significant feature of the home office furniture market and imports accounted for around 60% of the market in 2007. **Imports** of home office furniture are likely to increase their rate of penetration into the UK market resulting in greater pressures for UK based manufacturers, particularly those targeting the lower market sectors.

The **supply structure** for home office furniture is very fragmented. The major suppliers hold a share of around 49% of the market and most of these are manufacturers supplying the large retail chains such as MFI, IKEA and Argos.

In terms of **distribution** channels, the furniture multiples are likely to remain the dominant sales channel for home office furniture. Catalogue retailers are also likely to remain a prominent channel of distribution. In addition, a more significant change to the distribution mix is that grocery multiples are likely to extend their share following their recent manoeuvres into the furniture market.

AMA Research's "**Home Office Furniture Market – UK 2008 - 2012**" report is available in hard copy or electronic format for £650 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 0871 3103450.