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Domestic Window Coverings Market Report UK 2012-2016

New AMA report reviews the UK domestic window coverings market and considers future prospects.

"The UK domestic window coverings market comprises four major product sectors - curtains, blinds, lightweight curtains and curtain suspension systems. In value terms, it was worth an estimated £1.1 billion in 2011, after a decline of around 3% in 2010. The market is mature, driven largely by replacement sales and highly susceptible to factors such as housing market trends and levels of consumer confidence and spending."

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

Priced at £675, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at sales@amaresearch.co.uk.

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.**

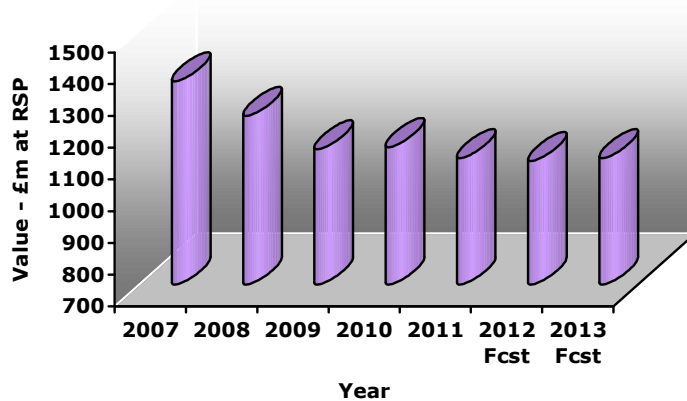
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Andrew Hartley or Chris Moore on (01242) 235724.

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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Domestic Window Coverings Market Report – UK 2012-2016

**UK Window Coverings Market by Value
2007-2013 (£ million at RSP)**



The UK domestic window coverings market comprises four major product sectors -curtains, blinds, lightweight curtains and curtain suspension systems. In value terms, it was worth an estimated £1.1 billion in 2011, after a decline of around 3% in 2010. The market is mature, driven largely by replacement sales and highly susceptible to factors such as housing market trends and levels of consumer confidence and spending. The most recent decline of 3% experienced in 2011, reflects the ongoing fragility in the economy, with fears of a double-dip recession resurfacing in early 2012.

Ongoing difficulties in the market include extreme price sensitivity and strong

competition, and manufacturers are also struggling with rising fuel and raw material costs, fluctuating exchange rates and ongoing pressure on margins - the market is also characterised by a high level of discounting. Replacement purchases dominate the market, accounting for an estimated 68% of sales in 2011 - the result of a more significant decline in housing/new home related factors rather than any notable surge in replacement buying.

The UK market for curtains was worth an estimated £527 million in 2011, down from £547 million in 2010, and representing a decline of around 18% from 2007 when the market peaked at £645 million. Ready made curtains account for approximately 57% of sales, with custom made and curtain fabric accounting for 31% and 12% respectively.

Sales of blinds have also been on a downward trend, despite the fact that the blinds sector has historically enjoyed more robust growth than the curtains sector, with the market worth an estimated £325 million in 2011. Windows dominate the end-use mix for blinds - at over 60% - with doors/non-standard windows and conservatories the other key sectors. Venetian blinds are the largest product sector, with an estimated 30% share of the total market, driven largely by the popularity of wood venetians.

Sales of lightweight curtains have held up relatively well, with budget-conscious householders and tenants continuing to buy the product, and the popularity of 'retro' trends also helping to buoy demand.

Suspension systems closely reflect the wider curtains sector and also experienced a fall in sales in 2011, with the market thought to be worth around £125 million - with metal poles now the largest sector.

Both supply and distribution remain fragmented, and this has been exacerbated by growing competition, the rise in online shopping and ongoing heavy discounting. Department stores, variety stores and grocery multiples dominate the distribution channel mix, accounting for an estimated combined 28% of sales, with mail order/internet and catalogue stores accounting for 27%. Independents and specialists are also a key channel, though share has declined in the last 2-3 years.

Our forecasts are for the window coverings market to decline by a further 1% in 2012. However, there is likely to be a very modest return to growth in 2013, with the market forecast to recover slowly to an estimated value of around £1.15 billion by 2016.

AMA Research's report "**Domestic Window Coverings Market Report – UK 2012-2016 Analysis**" is available in hard copy or electronic format for £675 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.