

## **Strong performance for the household textiles market despite Covid-19 pandemic**



The Household Textiles market declined by just 1% in 2020. In view of the impact of Covid on the broader retail sector, this still reflects strong performance, due to investment in home improvement by consumers and increased penetration of online sales in this sector. However, it also reflects intense price competition. Although sales dipped in 2020, this still reflects the continuing popularity of home decor and home improvement products, despite – or possibly because of - the global pandemic.

Consumers invested in their homes to provide additional comfort and luxury, with rooms now used extensively at different times of the day for work and education, across different age groups. Home decors saw greater adaptation in 2020 to become both multi-purpose and multi-generational. Most categories of household textiles in the domestic sector benefited from this demand, including sales of cushions and throws, bed linen and bathroom textiles. However, given social distancing measures, sales of table linen declined to a greater degree, primarily due to lower spend on dining room entertainment and also due to the demise of the hospitality sector, with closure of restaurants and cafes during lockdowns. This also affected investment in bed linen by hotels.

The widespread availability of household textiles has also helped to support overall sales performance. Although non-essential retail shops were forced to close during lockdowns, these products are still sold in supermarkets and the DIY stores with a homewares section. This includes discount retailers such as The Range and B&M, which remained open. As with other homeware products, internet sales have increased their share of the overall market, with click & collect facilities also proving popular.

Laura Pardoe, Product Manager for AMA Research comments "The Household Textiles market has shown strong performance in the past year, largely through demand from homeowners, many of whom were able to order online. While a mature and very competitive market at heart, it is buoyed by changing styles and fashions, especially the current desire for quality and luxury. As a market that is heavily dependent on imports, product sourcing and supply may be a key issue as the UK adapts to Brexit."

In light of both Covid and Brexit, our forecasts for the UK household textiles market in 2021 remain cautiously optimistic, with the sector expected to bounce back comparatively strongly. The market is forecast to grow at a similar pace in 2022 and 2023, easing in 2024 and 2025, with anticipated overall growth of nearly +10% in value terms from 2021 to 2025.

Consumer confidence is expected to improve as the future of UK trade negotiations and deals become apparent; at time of writing, much of the detail around Brexit is still being written. Given the UK's heavy reliance upon imports of household textiles, continuity of supply chains and costs of both raw materials and finished goods can have a major effect on the market. Nevertheless, given the comparatively low-price tag of many household textiles, and the need to replace worn items on a cyclical basis, the market is still expected to remain buoyant.

### **Editors Note:**

The information was taken from the [Household Textiles Market Report – UK 2021-2025](#) by AMA Research, which is available to purchase now at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.

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