

The Hottest Homeware Brands Every Renter Needs

New Report Ranks the Best High End and High Street Homeware Brands in the UK

- Zara home is named the UK's hottest homeware brand overall
- Oliver Bonas takes the top spot as the hottest luxury homeware brand
- Ikea is crowned the most affordable homeware brand, followed by made.com and next in joint second positions
- The top 10 homeware brands have a combined Instagram following of 21.5 million plus 2.69 million hashtag mentions
- The 32 homeware brands in the study saw 11.49 million searches on google
- The average delivery cost across the 32 brands in the study was £8.

The Hottest Homeware Brands report can be found here: <https://www.essentialliving.co.uk/blog/hottest-homeware-brands-every-renter-needs/>

The UK's most popular homeware brands have been revealed in a new report by the experts at [Essential Living](#).

From High-End to High Street, the study takes a list of 32 top-rated homeware brands in the UK and uses a weighted ranking system to calculate which homeware brands are the most popular.

Out of a possible score of 90, the weighting takes 9 factors into account:

1. Number of stores in the UK, London and worldwide
2. Average delivery time
3. Delivery costs
4. Instagram followers
5. Number of hashtags on Instagram
6. UK search volume
7. Search increase
8. Engagement rate
9. Affordability

The report covers a range of homeware brands – from large high street stores to niche online-only brands to suit every budget and taste.

Homeware Index: UK's Top Brands



These are the UK's most popular homeware brands

Homeware Brand	Stores in the UK Score	Avg. Delivery Time Score	Delivery Cost Score	Instagram Score	Search Score	Top Score /90
1. Zara Home	8	7.5	10	20	14	76
2. Oliver Bonas	3.5	7.5	7.5	13.5	16.5	65
3. Next	1	10	3.5	17	14	63.5
4. H&M Home	8	5	7	19	15.5	63
5. Ikea	6	3.5	2	14.5	18	59.5
6. The White Company	4.5	8.5	9.5	10.5	10	58
7. Anthropologie	7	8.5	7.5	14.5	5.5	57
8. John Lewis	5.5	5	9.5	15.5	10	57
9. Liberty	10	6	10	15	9.5	53.5
10. Marks and Spencer	1	7.5	9.5	10.5	7	53.5
11. Ferm Living	5.5	9	3	13.5	12	52.5
12. Matalan	1.5	4.5	7.5	9.5	12.5	51.5
13. Wayfair	0	3	10	16.5	18.5	48
14. Nest.co.uk	10	9	10	3.5	8.5	44
15. Atkin and Thyme	10	8.5	6	3	12	42.5
16. Homesense	4	0	0	13	15.5	42.5
17. OKA	5	5	5.5	8	12	41.5
18. West Elm	8.5	1.5	1.5	13	12	41.5
19. Made.com	0	9.5	5.5	11.5	14	40.5
20. Conran Shop	8.5	4.5	6	7	7	39
21. French Connection	8	8.5	7.5	5	2.5	38
22. Rockett St George	9	8.5	6	6	4	37.5
23. Maisons du Monde	0	5	4	9.5	10	36.5
24. Habitat	7	2	2.5	6.5	7.5	35.5
25. Not On The High Street	0	6	8	13	8.5	35.5
26. Amara	0	8.5	10	4.5	11.5	34.5
27. La Redoute	0	7.5	7	10	7.5	32
28. Loaf	6.5	4	2.5	7	6.5	32
29. Urban Outfitters Home	0	8.5	10	10.5	2	31
30. Pinch	9	0	0	2	10	25.5
31. Audenza	0	3.5	6.5	3	11	24
32. Rose and Grey	0	2	2	3.5	13	20.5

Sources: kicksta.co | independent.co.uk | telegraph.co.uk | instagram.com
trends.google.com | ahrefs.com

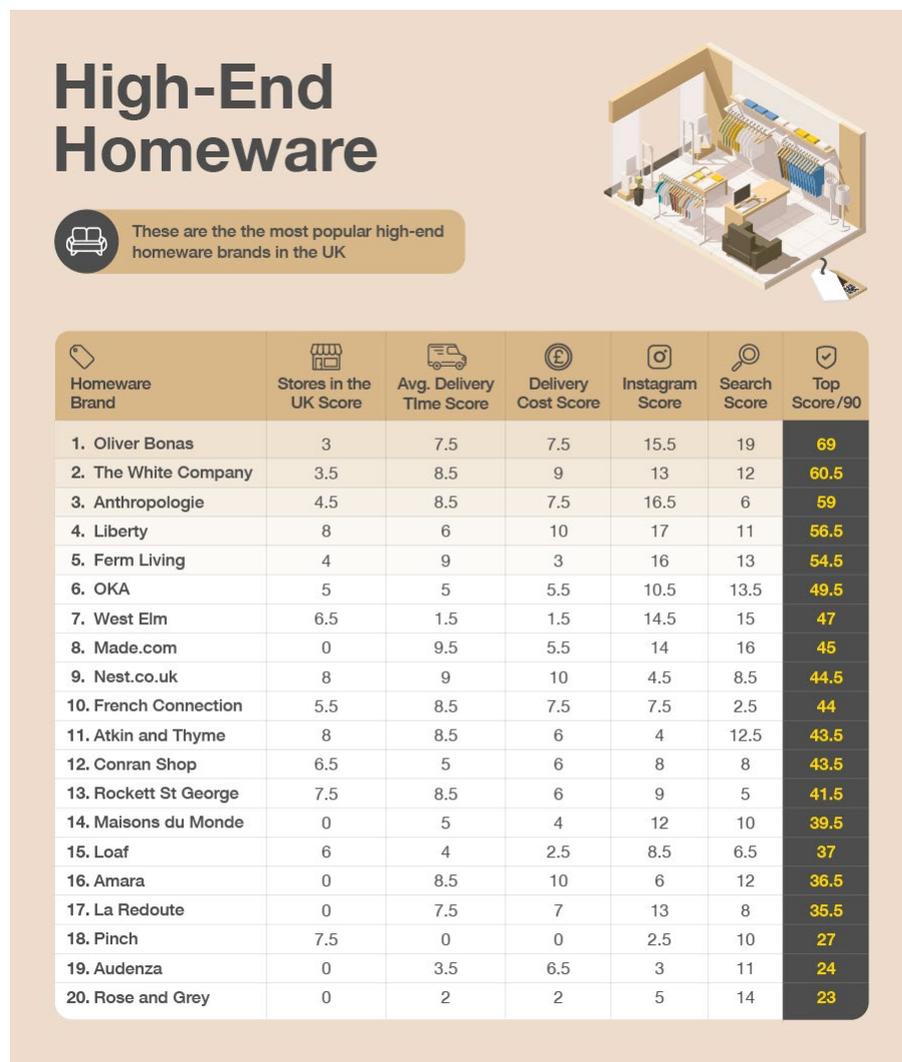
Taking all of the factors into account, it was Zara Home that took the top spot as the hottest homeware brand in the UK. With almost twice as many Instagram followers as any other homeware brand, as well as being the most mentioned brand, with 561,419 hashtags.

In second place was Oliver Bonas which boasts around 365,000 hashtag mentions on Instagram, falling just short of Zara Home. Unlike Zara, if purchasing a product online a delivery charge is included.

Next has been one of the biggest players in the industry for decades, resulting in the department store taking third place. The brand has an impressive social media presence of 1.7 million followers and 279,430 hashtag mentions.

High-End Homeware: The UK's Top Luxury Brands, Ranked

From household labels to disruptive young upstarts, the report reveals which high-end homeware brands are best in class.



Sources: kicksta.co | independent.co.uk | telegraph.co.uk | instagram.com trends.google.com | ahrefs.com



Oliver Bonas has gone from strength to strength in recent years and has taken the top spot as the hottest luxury homeware brand in the study. The store impresses with its fast-moving homeware collection, highlighted by their 37% increase in searches and 199,000 search volume.

Whether you're looking for an ottoman or a beanbag, you're likely to find it at The White Company, the homeware brand is all about tranquility and subdued colour which suggests why this luxury brand takes second place in the reports high-end rankings. The brand boasts an impressive 705,000 Instagram followers and 93,878 hashtag mentions.

Anthropologie is well-known for bohemian (yet luxe) clothing and homeware styles. The high-end brand boasts 4.1 million Instagram followers and 135,679 hashtag mentions. With only 16 stores in the UK.

High-end, luxury furniture brand Rose and Grey came last in our study with only 97,700 Instagram followers and 1,943 hashtag mentions. With an average wait of 7 weeks for delivery, you'll be waiting a while for the brand's exquisite craftsmanship.

High Street Homeware: The UK's Top High Street Homeware Brands

Brands that were previously exclusively fashion, have launched homeware lines that cater to a huge range of interior tastes. Whether you're a minimalist, love a little Bohemian inspiration, or art-deco mad you'll find plenty of pieces.

High Street Homeware

These are the the most popular high street homeware brands in the UK



Homeware Brand	Stores in the UK Score	Avg. Delivery Time Score	Delivery Cost Score	Instagram Score	Search Score	Top Score/90
1. Zara Home	7	7.5	10	20	15	58.5
2. Next	1	10	3.5	17	14	50
3. Ikea	5.5	3.5	2	14.5	18	49
4. H&M Home	6.5	5.5	7	19	15.5	45
5. Homesense	4	0	0	13	15.5	43
6. John Lewis	5	5.5	9.5	15.5	10	41.5
7. Matalan	1.5	4.5	7.5	9.5	12.5	39.5
8. Marks and Spencer	1	7.5	9.5	10.5	7.5	37
9. Wayfair	0	3	10	16.5	18.5	35
10. Habitat	6	2	2.5	6.5	7.5	30
11. Not On The High Street	0	6	8	13	8.5	21.5
12. Urban Outfitters Home	0	8.5	10	10.5	2	12.5

Sources: kicksta.co | independent.co.uk | telegraph.co.uk | instagram.com trends.google.com | ahrefs.com

Zara Home takes the top spot as the hottest high street brand as well as taking the number one spot for the overall ranking.

The international high street fashion chain has proved its worth on the furnishings front with some highly covetable homeware. This is thanks to its fast-changing and affordable offerings that manage to tap into the zeitgeist of a younger audience.

Even more appetising is the brand's free delivery option with deliveries delivered within five days on average.

Next Home takes second place as the best high street homeware brand option for renters and homeowners alike. The brand also takes joint second place with made.com on the affordability rankings, scoring 109 out of a possible 130 - the brand came out as one of the best stores for purchasing those all-important rental essentials.

The Swedish homeware giant Ikea takes third place in the high street rankings. With a whopping 1 million followers on Instagram and 204,878 hashtag mentions, the affordable brand has 21 stores in the UK and 424 worldwide.

Urban Outfitters Home took the last position in the high street rankings as the brand slowly developments its homeware offerings. The brand also saw a -12% decrease in search interest.

Find the full report here: <https://www.essentialliving.co.uk/blog/hottest-homeware-brands-every-renter-needs/>