



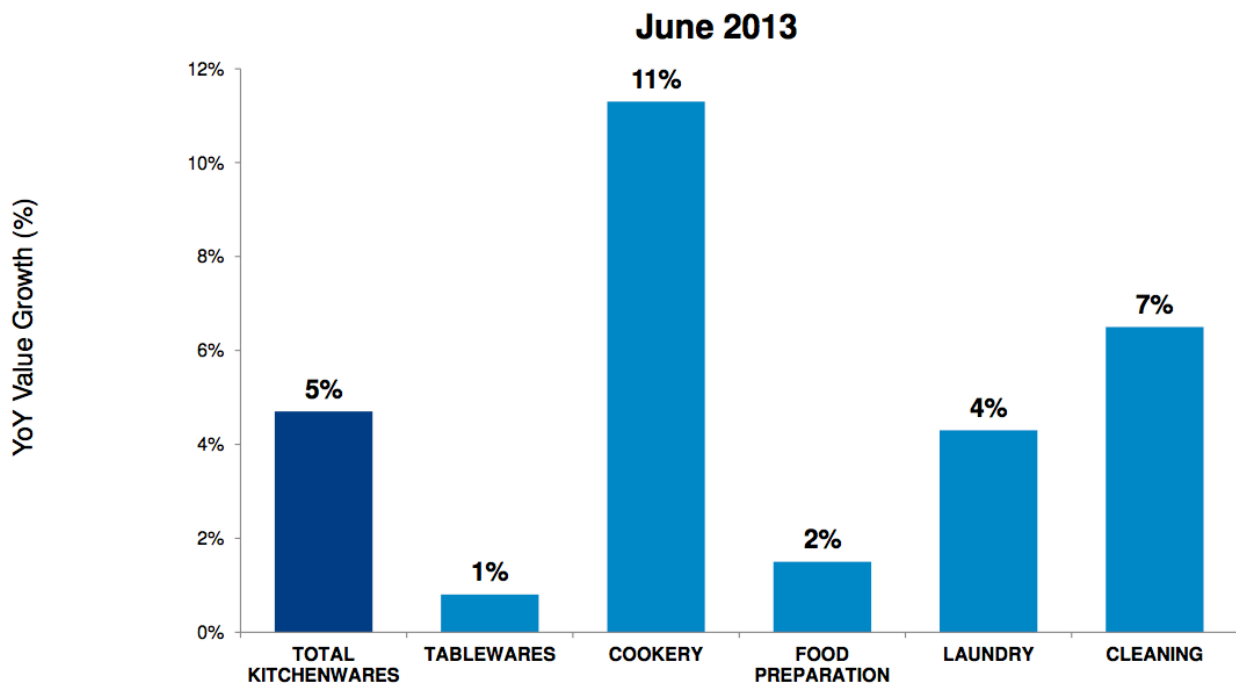
JUNE SEES THE KITCHEN GAIN FOCUS IN THE HOMEWARES MARKET

The overall Homewares market saw 2.8% growth year-on-year (YOY) in June 2013, strengthening from the 2.5% growth in May and 1.7% seen in April. Increasingly it is the kitchen that is driving the overall market performance, with both big-ticket furniture and smaller kitchenwares products seeing growth. Here, growth has negated value declines in other major Homewares areas, such as textiles (-3.3%) and home accessories (-4.1%).

Continuing the trend seen throughout the first half of 2013, major domestic appliances, and fitted kitchens and furniture sales rose 5.3% YOY. This was accompanied by a 4.7% growth in kitchenwares, driven in particular by cookery (up 11.3%), as pots, pans and other cookery proved popular. Food storage sales also reflected the strong kitchen trend, seeing an 11.6% increase.

Also within the kitchen, the laundry area saw growth as ironing accessories jumped 7.1%. Containing airers, clothes lines and pegs, this category benefited from the better weather throughout the month as people utilised the fresh air rather than tumble dryers, which declined 14.2% in June.

Cookery is driving kitchenwares sales



Written by Daniel Qualtrough