

Market Share

A year of disruption across the retailing landscape

The below estimates cover 2020, the year in which COVID-19 fallout was most profoundly felt after its outbreak from March. This saw the bulk of stores close between March and June, before again closing from November into early December due to a second lockdown, triggering significant upheaval among multichannel retailers, who make up the vast majority of the marketplace. This, the redirection of demand online, an eventful year for the housing market and a polarisation of demand, sent shockwaves across the retail sector.

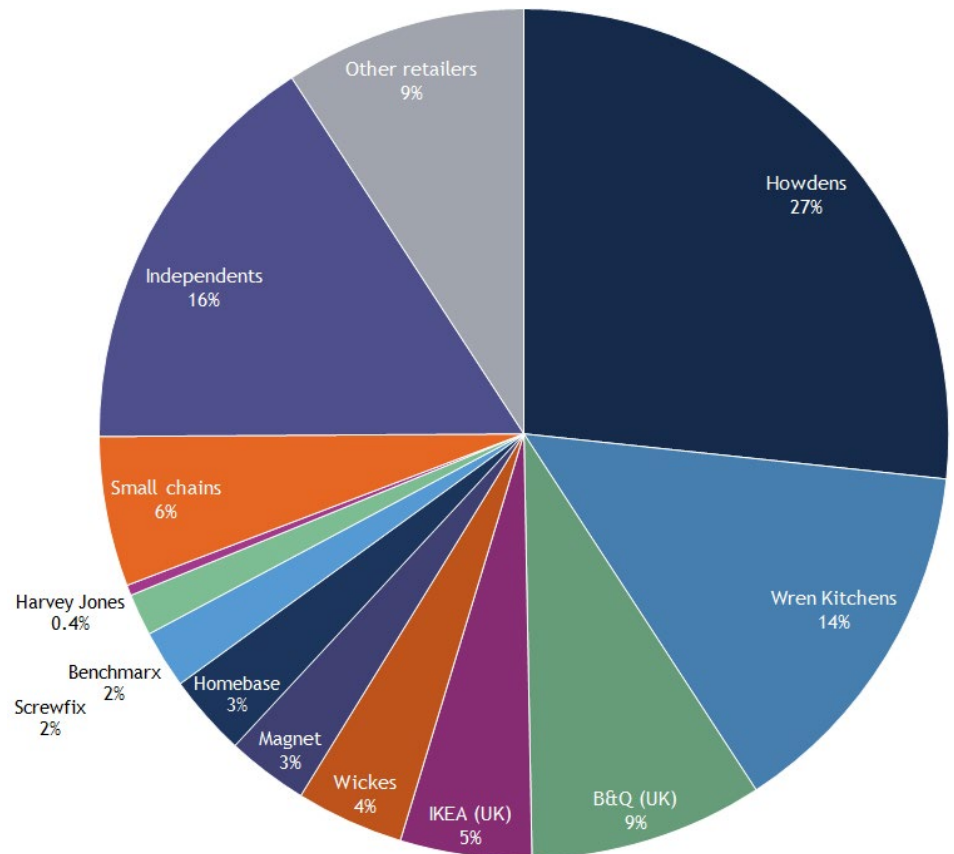
Despite this, the market remained impressively resilient in the face of uncertainty. This in part reflects the comparative lack of online-only retailers, which, in contrast to wider home retail, served as a major threat to specialists in the past year. There were some winners from this of course, such as the DIY sector; however, this structure stayed largely unchanged, as is reflected in Retailers where Households Spent Most for Kitchens.

Moving into 2021, there could be more significant changes to this, as many of these trends remained, at least for the first half of the year, not least given the third national lockdown from January to April. However, with all restrictions having lifted on 19 July, the second half of the year has seen an improvement in the trading environment, hopefully paving the way for greater normality moving forward.

Wren Kitchens continues to consolidate

As mentioned, there were some initial winners from this. Wren Kitchens was

FIGURE 30: SHARE OF CONSUMER SPENDING ON KITCHENS, 2020 (EST)



Note: estimates are not directly comparable with previous reports

Source: Mintel estimates

perhaps foremost in this, as the group saw another year of double-figure sales growth, which enabled them to consolidate their position in the market in 2020. This continued its recent form, with Wren the breakout performer of the past decade. The retailer gained from a number of early strategic decisions, its domestic logistics and production, and a strong performance online, which ultimately offset the losses incurred as a result of store closures.

Homebase and B&Q offered a springboard to regain share

The DIY retail sector capitalised well on its 'essential retail' status, which enabled the sector, and particularly Homebase and B&Q, to recover some ground in the past year. Despite this, they remain among the biggest losers of market share over the past five years; however, having re-established this foothold, particularly in-store, these retailers will look to build on this in the coming years.