



Press Release

Contact

Andrew Phipps
UK Business Group Director
Homewares

Tel: +44 (0) 870 603 8140

E-mail:
Andrew.phipps@gfk.com

A Home for Homewares Sales Reporting

GfK Retail and Technology delivers on homewares data

14/12/11

GfK Retail and Technology is proud to announce the launch of its newest reporting deliverable – the Total Category Report on Homewares. As the name suggests, GfK has listened to the needs of retailers and developed a report that gives a view of the multi-billion pound homewares market. The breadth of the report means it is now possible to view the homewares product offering at a category level as opposed to being limited to a detailed view of a few lines.

The report is available on a weekly basis and offers a measurement of over 100 lines, with detailed reporting on products sold across the home market ranging from towels to vases, picture frames to glassware and furniture to light bulbs.

Andrew Phipps, Business Group Director for Homewares at GfK comments, "When gauging your performance against key retailers, analysing seasonality trends and assessing essential opportunities, we believe the homewares report will be a valuable tool in delivering the answers you seek".

Entitled "**Peak Trading – Homewares Performance**", [Andrew Phipps](#) will be presenting on the Homewares market at the **Spring Fair International 2012** on Tuesday 7th February 15.00 – 15.30 and Wednesday 8th February 11.00 – 11.30 (Theatre 7) Details of the session can be found [here](#).

-ENDS-

The GfK Group

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in



the three business sectors Custom Research, Retail and Technology and Media. The No. 5 market research organization worldwide operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales amounted to EUR 1.29 billion. For further information, visit our UK website: www.gfkt.com/uk. Follow us on Twitter: www.twitter.com/gfktuk.