

## Our market



### The kitchen market

- 29 million homes in the UK. 18 million owned and 11 million rented
- UK kitchen and joinery market of £11.5bn<sup>1</sup>
- The market continues to shift from DIY to 'Do It For Me'
- Howdens sells to the Trade sector, who supply a broad range of markets, including owner-occupied homes, private rentals and social housing
- Our Contracts division supports the increasing demands of the new build market

### Structural drivers

- Population growth: by 2030 UK population will grow by 5% and will have 2m new citizens (ONS<sup>2</sup>)
- Ageing UK housing stock will drive renovation. Average age of UK housing stock is 70 years (ONS<sup>2</sup>)
- Healthy consumer balance sheets and high employment. UK consumers saved over £200bn during the pandemic (ONS<sup>2</sup>)
- Increased end user interest in sustainable products. 44% of households are switching off or moving to more energy efficient appliances (NatWest)
- Entrepreneurial builders are well placed to win kitchens and joinery work as part of wider home refurbishment projects. They are supported by Howdens' in-stock, trade-only business model

### Recent trends

- Post pandemic UK hybrid working, at up to 5 times pre-pandemic levels, leads to increased wear and tear in the home
- Consumer mindset more focused on design and use of kitchen space to maximise flexibility (Howdens' proprietary data)
- An ageing population with significant purchasing power choosing to age in place. Baby boomers own nearly half, £2tn, of all British housing equity
- As mortgage rates rise and the cost of living crisis puts pressure on household budgets, data suggests that people are staying put and investing in their current homes rather than moving

### Growing our market

- Product to compete at all price points. Take more market share
- Continue excellent customer satisfaction with both builders and end-users

- Reach more builders

With 500K+ customer accounts Howdens supply to 1 in 3 tradespeople. Opportunity to grow customer base further.



<sup>1</sup> Howdens estimates based on proprietary data.  
<sup>2</sup> Office of National Statistics.