

# HOMESWARE REPORT

1 NOV - 1 FEB 2026

The brands and products that ruled search



MediaVision



## LOUIS VENTER

Founder & CEO | MediaVision

**The brands moving fastest are building the visibility that Les Binet's research links directly to future market share and share price.** Measuring Share of Brand Search (SoBS) and understanding wider market context is key though. Home Bargains and B&Q each added over a point to their SoBS and reported strong performance over peak, and while Argos saw a bigger 1.26-point gain, this didn't translate into greater financial performance due to pressures on larger ticket homeware items.

At product level, the data reveals where consumer attention is concentrating. Mirrors surged by 180,937 searches, sofas by 163,430, and mattress toppers by 96,433. These aren't marginal shifts - they represent significant demand migration that informs ranging, merchandising, and content priorities. Furniture categories continue to dominate share of search, with Living Room and Bedroom commanding the largest portions, while Home Décor and Kitchen & Dining categories show consistent week-on-week performance.

The strategic implication is clear: speed matters. Metis evaluates these trends weekly, identifying demand shifts 4x faster than traditional methods. That speed is the difference between capturing demand at full price and chasing it with discounts. In a market where paid search costs continue to rise, organic visibility isn't just a channel - it's margin protection. Every pound not spent on PPC can flow to brand investment or EBITDA.

This is also the moment where AI search platforms like ChatGPT and Google's AI Overviews are reshaping discovery. The brands that align their SEO strategy with real-time search data today will be the ones AI platforms cite and recommend tomorrow.

Our approach to delivering this intelligence has been recognised with six nominations at the Global Search Awards and five at the UK Search Awards, including our win for Best Use of Search - Fashion. The insights that follow provide the evidence to make decisions with confidence.



MediaVision

Interpreting

# SHARE OF SEARCH

This report combines Share of Wallet, Share of Brand and Share of Category, giving brands the most comprehensive data set yet to compare their performance against. All three are drilldowns into share of search, which has become a tried and tested leading metric for predicting overall long-term revenue growth. Brands like Adidas have led the way on rebuilding their brand tracking frameworks to focus on Share of Search and have seen the results in their bottom line.

In this report, we take Share of Search a step further, splitting it into three segments to provide greater context and detail. Share of Wallet provides the macro context that can help explain brand-level trends that you might be seeing. For example, a 2% drop in traffic for a single brand could be a real terms gain on direct competitors if they are in a market that has seen a 5% drop over the same time frame.

With this top down view, we can move on to Share of Category. How does your sub-section of your market compare with others? As opposed to Share of Wallet, this section can provide more actionable insight. What can stronger or weaker performance tell us about consumer attitudes to this sector during this period and what opportunities does that present, both for brands in and out of that sector?

Finally, we drill down to the brand specific level. Instead of looking at brand level graphs on their own, we're armed now with greater context to help interpret this date. Layer this context into your analysis to form strong rationale for the performance you are seeing at brand level and use it to form an action plan that is rooted in multi-level, real time data, giving those plans the best chance to succeed.

**Adam Bly**

Growth Director | MediaVision

## WHO WE WORK WITH

NEW  
LOOK



URBAN OUTFITTERS

RIVER ISLAND

HUSH

ABBOTT LYON

MONSOON

ACCESSORIZE  
LONDON

## OUR AWARDS





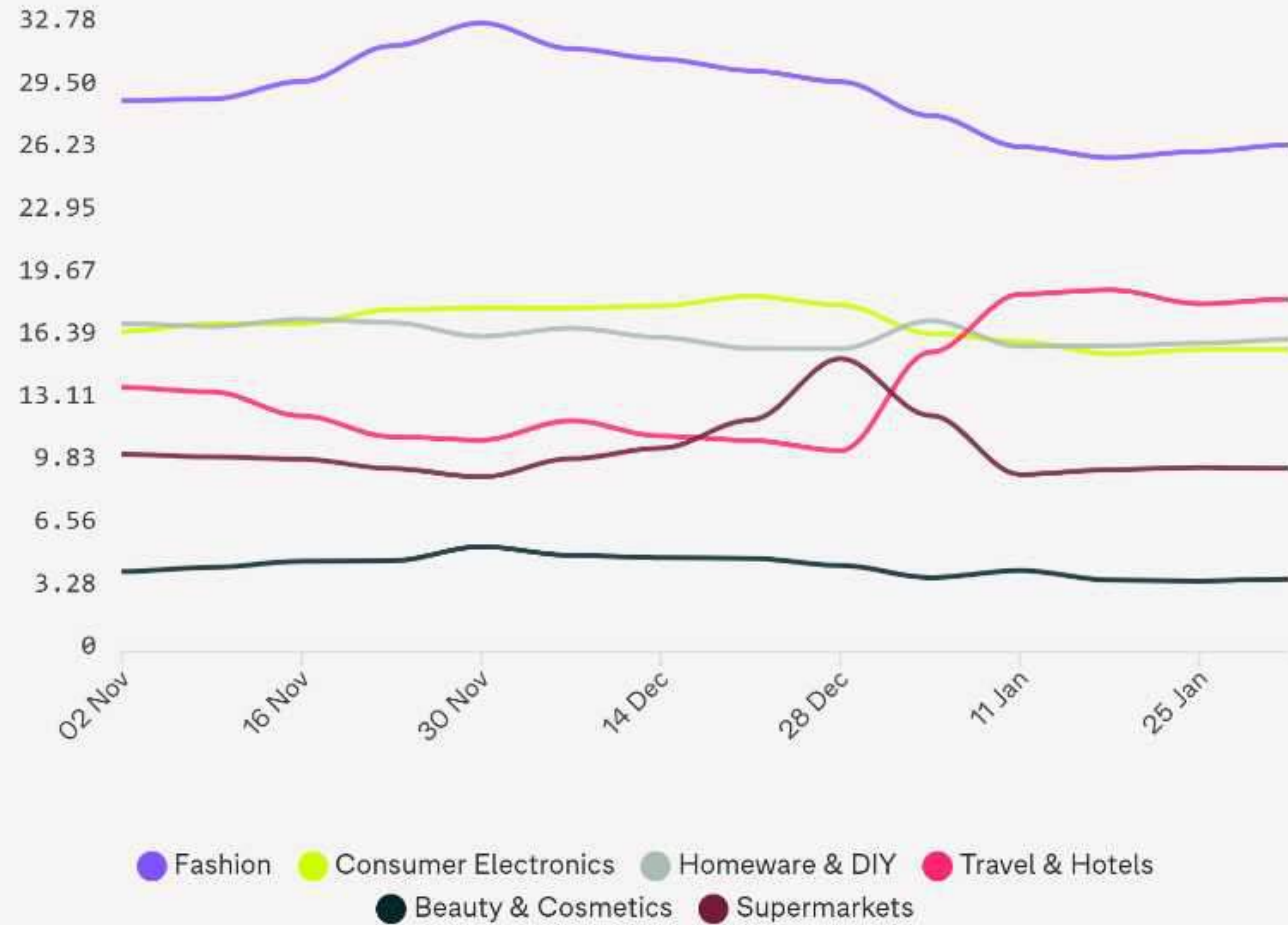
MediaVision

# WHERE'S THE MONEY GOING?

We are proud to introduce Share of Wallet, a proprietary Metis feature that groups major sectors to uncover where consumer spending is actually migrating.



# Share of Wallet





MediaVision



Growth Director | MediaVision

**The Share of Wallet data highlights a period of significant growth for the Travel sector, which is currently expanding at a rate almost perfectly inverse to the contraction we are seeing in Fashion.** This is not a surprise or a concern for any one market. January tends to bring about thoughts of sunny beaches and time away and it appears that consumers are redirecting spending from clothing in order to fund that distraction!

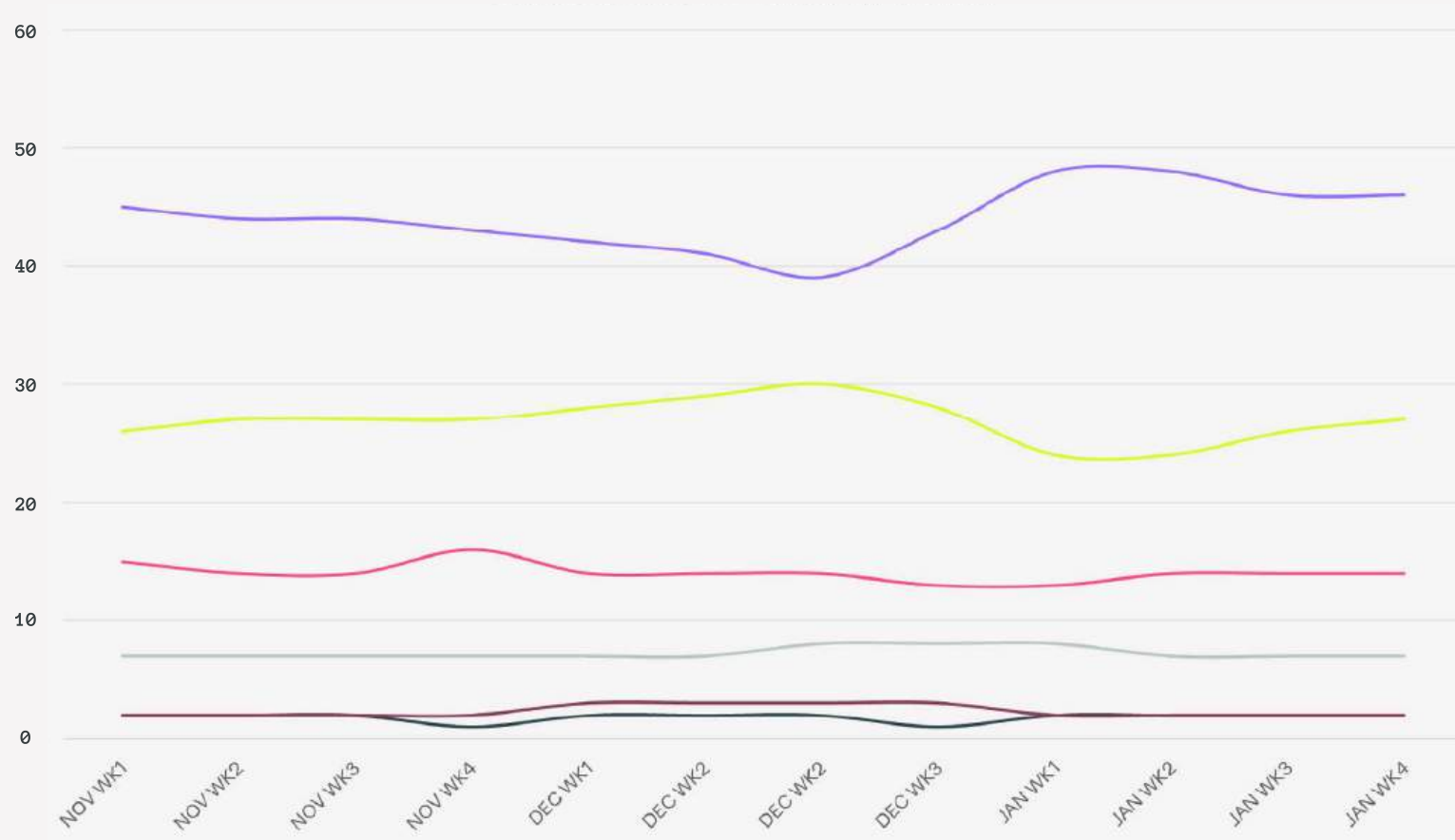
The Homeware and DIY market remains a robust and vital component of the retail economy. It continues to show health and resilience, consistently positioning as the third or fourth largest category in our reporting. A fairly stable sector in terms of share of wallet.

In other areas, supermarket spending has corrected significantly following the Christmas peak, though this is again simply a return to standard seasonal levels rather than an abnormal trend that requires any deeper investigation.

Within the Homeware sector specifically, the internal dynamics may be shifting. We are seeing furniture search volume effectively replace the losses previously seen in home decor and accessories. Other sub-categories remains stable, but this specific rotation suggests consumers are moving towards larger, considered purchases over smaller aesthetic updates.

**Strategic Application of this data:** For retailers, the true value lies in layering this demand data over internal revenue figures. A critical question for any commercial team is whether this rise in furniture search volume translates into revenue, and if so, what that lag time looks like. If these trends do not match revenue trends in the near future, this might prompt retailers to consider why. If the demand for the category is there but your revenue figures don't show this, you are losing out to competitors and it would be wise to consider why that might be!

# Share of Product Category Search



● Bathroom ● Furniture ● Home Décor & Accessories ● Kitchen & Dining ● Storage, Utility & Cleaning ● Textiles & Soft Furnishings



MediaVision

UNIFIED  
DEMAND.  
GUARANTEED  
ALIGNMENT.

## IS YOUR TEAM TRULY ALIGNED?

Imagine a platform that breaks down silos. Metis enforces unified commercial alignment, ensuring all teams focus on the highest-value market opportunities together.



MediaVision

# WHO GREW THE FASTEST?

Some brands stayed steady, others surged ahead with serious momentum. These are the brands that grew the fastest over the past three months.





## Annabelle Sacher

Head of Digital PR | MediaVision

Although it ranks first on our leaderboard, Argos's scale appears to be driven less by pure brand loyalty and more by a surge in value-seeking behaviour. Despite employing a layered strategy, including brand campaigns, data-led studies, product PR, influencer partnerships and value-led offers, the brand saw a decline in peak sales, highlighting just how intense online competition is, especially when consumer confidence is low.

Over the past quarter brands like Home Bargains and B&Q have seen fast growth in share of brand search, driven not by a single campaign or channel, but by sustained, multi-touchpoint brand discovery. Each has combined brand storytelling, product relevance, value-led offers and cultural visibility to build and compound consumer preference over time. Home Bargains has converted community buzz into brand demand by amplifying value messaging through UGC and creator-led product moments alongside store openings and regional coverage, turning peer recommendation into a powerful driver of branded search. B&Q has focused on authority and relevance, blending product innovation, sustainability-led PR, store expansion and influencer inspiration to reinforce trust while remaining culturally present.

In short, Home Bargains and B&Q haven't grown their share of brand search by chasing search. They've grown it by reacting to the temperature of the market with strong value-led messaging, earning attention, trust and relevance repeatedly, until brand-led search becomes the natural next step.

Share of brand search is a clear indicator of success elsewhere. It grows fastest when brands invest in consistent, multi-channel discovery that earns attention, trust and relevance over time - making brand-led search the natural outcome, not the objective.



MediaVision

# Share of Brand Search: Fastest Growing

## Top 20

Brand	Share of Search	Difference YoY
argos	15.45	1.26
home bargains	4.92	1.13
b&q	7.29	1.03
the range	4.25	0.97
tk maxx	6.56	0.79
ikea	7.33	0.76
screwfix	8.61	0.62
b&m	3.77	0.59
dunelm	6.64	0.51
wickes	3.39	0.36
oak furnitureland	0.59	0.3
marks & spencer	1.06	0.25
john lewis	6.06	0.19
urban outfitters	1.16	0.17
dusk	0.57	0.15
howdens	0.71	0.15
wayfair uk	0.31	0.13
furniture village	0.49	0.13
dfs	1.12	0.13
Oliver Bonas	0.85	0.11



MediaVision

# WHAT OUR CLIENTS SAY ABOUT US



“While of course providing the content & technical support you'd expect from a quality SEO agency, MediaVision's real strength has been in the way they've helped us grow our organic search traffic by leveraging their data and technology to identify & capture trending search opportunities faster than the competition.”

**Andy Berks**  
Chief Customer Officer,  
Monsoon Accessorize

**MONSOON**  
Accessorize

“Partnering with MediaVision has enabled us to unlock growth and make significant improvements to our organic search rankings at speed. The team are able provide a combination of great technical expertise as well as valuable market insight, and their quickfire, trend responsive approach to SEO sets them apart.”

**Ashley Addison**  
Head of Media, River Island

**RIVER ISLAND**

“What attracted me to MediaVision over others in the market was their unique approach to data and how we could build an SEO strategy around it. By reacting to real-time weekly demand trends, we're able to align the team with what our customers are searching for in near real time, allowing us to react faster than the market.”

**Tom McEwan**  
Head of Performance, Urban Outfitters

**URBAN OUTFITTERS**



MediaVision

DE-RISK  
STRATEGY.  
GUARANTEE  
ROI.

## ARE YOUR BETS DE-RISKED?

Imagine a platform that validates every strategic choice. Metis provides real-time demand data to de-risk multi-million-pound range and marketing investments.



MediaVision

# TRENDSPOTTING

What's made us double tap,  
screenshot and add to bag lately?





## Jacky Lovato

Head of Content | [MediaVision](#)

Share of Brand Search (SoBS) is a brilliant barometer for brand health, but as the latest data shows, you have to look past the top-line numbers to see the real story. Over the last quarter, Argos held a dominant share, but with sales dipping during peak, the reality is this surge was likely driven by a hunt for discounts rather than true brand loyalty.

In contrast, B&Q and Home Bargains experienced healthier growth, successfully tapping into the value-driven consumer. By positioning themselves as accessible yet high-quality options, they've resonated with shoppers who are increasingly price-conscious and quality-focused. B&Q excelled by weaving compelling storytelling into its DIY social content and boosting its presence on Pinterest, while Home Bargains has nailed effective use of YouTube and user-generated content, driving authentic engagement.

The leaderboard also underscores a critical truth we're witnessing across retail: long-term growth depends on the ability to pivot as quickly as demand shifts. Homebase's decline serves as a stark reminder of what happens when this connection is lost. As they've acknowledged, self-induced blunders like underestimating winter demand or dropping hero ranges can lead to a total disconnect between stock and shopper demand.

Ultimately, real-time data is the key to staying ahead. It's not enough to spot trends; the true advantage lies in the agility to pivot your stock and strategy weeks ahead of the competition. This proactive approach shifts a brand from reacting to market shifts to actively anticipating and shaping them.



MediaVision

# Share of Brand Search: Who Ruled?

## Top 20

Brand	Share of Search	Difference YoY
argos	15.45%	1.26
screwfix	8.61%	0.62
ikea	7.33%	0.76
b&q	7.29%	1.03
dunelm	6.64%	0.51
tk maxx	6.56%	0.79
john lewis	6.06%	0.19
home bargains	4.92%	1.13
the range	4.25%	0.97
toolstation	3.94%	0.11
b&m	3.77%	0.59
wickes	3.39%	0.36
homebase	2.07%	-10.51
wilko	1.97%	-0.41
urban outfitters	1.16%	0.17
dfs	1.12%	0.13
marks & spencer	1.06%	0.25
oliver bonas	0.85%	0.11
howdens	0.71%	0.15
ikea uk	0.68%	0.11



MediaVision



## OLIVER YEE

Head of SEO | MediaVision

The biggest risers and fallers from a product trend perspective make for interesting reading, showing that elements of homeware are reactive to seasonality and weather in the same way that much of fashion is which makes weekly demand data valuable across various verticals.

Given that the cold snap this winter was relatively short and didn't arrive until early 2026, the decline in firepits (down 11% this year) and heated throws (which saw a decline of over 33,000 searches) can likely be attributed to the milder winter we have experienced thus far.

At the same time, there was a notable shift towards home improvements, especially in non-brand products, which saw the most significant increases in search volume.

For instance, there was a clear appetite across the UK to enhance comfort in the home, particularly with sofas, which saw a 19% uplift, amounting to over 160,000 more searches YoY. Corner-style sofas also saw an increase of more than 80,000 searches this year. The living room emerged as a focal point, with demand also rising for coffee tables, TV units, curtains, and mirrors, all of which were product categories that saw the largest increases of all the product trends we tracked.

In line with Christmas being centered around hosting guests at home, it was interesting to see an uptick in demand for dining chairs (up 13%) and dining tables (up 15% YoY). Additionally, the demand for sofa beds rose by over 115,000 searches, with mattresses and mattress toppers also seeing significant increases.



MediaVision

# Non-brand Search Trends:

## Top 30

Product	% Change YoY	Search Demand Difference
mirrors	11%	180,937
sofas	19%	163,430
sofa beds	12%	116,436
mattress toppers	42%	96,433
corner sofas	16%	81,338
bedside tables	16%	78,928
flowers	7%	76,022
mattresses	16%	74,269
gazebos	15%	65,347
glasses	19%	65,286
carpet cleaners	15%	58,851
pergolas	10%	54,474
tv units	25%	49,020
dining tables	15%	47,979
office chairs	15%	47,408
dining chairs	13%	42,230
coffee tables	8%	41,093
curtains	8%	40,339
water features	244%	38,496
sideboards	13%	37,764



MediaVision

# Non-brand search decline:

## Top 30

Product	% Change YoY	Search Demand Difference
heated throws	-19%	-33,903
fire pits	-11%	-30,834
rattan furniture	-16%	-16,242
computer desks	-13%	-15,448
beach towels	-11%	-13,942
nursing chairs	-45%	-12,420
garden edging	-9%	-12,004
sun loungers	-12%	-9,141
hanging baskets	-7%	-8,973
storage boxes	-3%	-8,200
nest of tables	-7%	-8,050
dried flowers	-10%	-7,840
desk lamps	-10%	-7,676
dinner sets	-5%	-7,214
washing up liquid	-21%	-7,173
outdoor rugs	-6%	-6,982
parasols	-13%	-6,750
single duvet covers	-15%	-6,672
toilet roll holders	-4%	-6,618
spades	-7%	-6,540



MediaVision

MEASURE  
AUTHORITY.  
SECURE  
MARKET  
SHARE.

## ARE YOU WINNING SHARE OF SEARCH?

Imagine a platform that provides a real-time competitive brand view. Metis measures and allows you to accelerate your 'Share of Brand Search,' the definitive metric for future market share.

 MediaVision

# LEADERBOARDS





#### BUYERS :

- > Demand seasonality to inform trade planning
- > Historic trends to inform future buys
- > Identify ranging opportunities
- > Identify category expansion opportunities

#### MERCHANDISERS :

- > Clear view of consumer demand
- > Faster decision making
- > Automated tasks reducing manual work

#### INSIGHT TEAMS :

- > Clear weekly view of consumer demand
- > Clear weekly view of brand demand and share of brand search
- > Clear weekly view of competitor brand demand
- > Rapid identification of rising trends 4x faster than the competition

#### DIGITAL AND MARKETING TEAMS :

- > Optimise SEO & paid search strategy
- > Grow organic search traffic by extending coverage
- > Increase efficiency of marketing spend by reducing / re-deploying paid search spend
- > Understanding share of brand search weekly

#### CUSTOMERS :

- > Helps give the customer the right product at the right trading time, helping to limit margin erosion for a business

#### TRADING TEAMS :

- > Site trading & content relevant to current search demand, driving conversion
- > Improved taxonomy & categorization.
- > Optimised product copy & titles

# We're not just creating SEO impact for our clients

We help clients embed Metis data across all teams  
to maximise growth and profitability.





MediaVision

# Share of Brand Search:

## Top 90

Brand	Share of Search %	Difference YoY
argos	15.45%	1.26
screwfix	8.61%	0.62
ikea	7.33%	0.76
b&q	7.29%	1.03
dunelm	6.64%	0.51
tk maxx	6.56%	0.79
john lewis	6.06%	0.19
home bargains	4.92%	1.13
the range	4.25%	0.97
toolstation	3.94%	0.11
b&m	3.77%	0.59
wickes	3.39%	0.36
homebase	2.07%	-10.51
wilko	1.97%	-0.41
urban outfitters	1.16%	0.17
dfs	1.12%	0.13
marks & spencer	1.06%	0.25
oliver bonas	0.85%	0.11
howdens	0.71%	0.15
ikea uk	0.68%	0.11
victorian plumbing	0.63%	0.06
oak furnitureland	0.59%	0.3
dusk	0.57%	0.15
furniture village	0.49%	0.13
jewson	0.49%	0.02
the white company	0.48%	0.07

Brand	Share of Search %	Difference YoY	Brand	Share of Search %	Difference YoY
lakeland	0.47%	0.02	flying tiger copenhagen	0.08%	0.04
robert dyas	0.43%	-0.01	nkuku	0.07%	0
dreams	0.42%	0.08	soho home	0.07%	0
topps tiles	0.41%	0.01	dunoon	0.07%	0.01
homesense	0.38%	0	joseph joseph	0.07%	0.01
habitat	0.38%	0.06	buildbase	0.06%	-0.03
anthropologie	0.35%	0.06	very co uk	0.06%	0.02
scs	0.35%	0	denby	0.06%	0.01
wren kitchens	0.33%	0.05	swoon	0.05%	0.01
toast	0.33%	0.06	sophie allport	0.05%	0
carpetright	0.31%	-0.31	hay	0.04%	0.01
wayfair uk	0.31%	0.13	piglet in bed	0.04%	0.01
next home	0.30%	0.08	rowen homes	0.04%	0.02
sofology	0.29%	0.03	bensons	0.04%	0
zara home	0.26%	0.04	better bathrooms	0.04%	0
portmeirion	0.26%	0.04	harveys	0.03%	0
h&m home	0.22%	0.03	primark home	0.03%	0.01
barker and stonehouse	0.20%	0.02	leekes	0.03%	0
neptune	0.19%	0.02	dwell	0.03%	0
loaf	0.16%	0.02	brabantia	0.02%	0
victoria plum	0.14%	-0.06	house of hackney	0.02%	0
emma bridgewater	0.13%	0.03	spear & jackson	0.02%	0
cox & cox	0.12%	0.05	snug	0.02%	0
menkind	0.11%	0.02	farrow & ball	0.02%	0.01
oka	0.11%	0.03	ferm living	0.02%	0
heals	0.09%	0.01	boconcept	0.02%	0

Brand	Share of Search %	Difference YoY
amara	0.02%	0
tap warehouse	0.02%	0
vitra	0.02%	0
simba sleep	0.02%	0
tom dixon	0.01%	0
furniture and choice	0.01%	0
kartell	0.01%	0
bathstore	0.01%	-0.01
big bathroom shop	0.01%	0
matalan home	0.01%	0
made com	0.01%	0





MediaVision

BE CITED,  
NOT JUST  
SEEN.

## IS YOUR BRAND AI READY?

Imagine a platform that makes your product data citable by Google's LLMs. Metis future-proofs your brand, establishing you as a trusted source in the age of AI search.



MediaVision

# Non-brand trend Leaderboard: Top 150



Product	% Change YoY	Difference YoY
mirrors	11%	180,937
sofas	19%	163,430
sofa beds	12%	116,436
mattress toppers	42%	96,433
corner sofas	16%	81,338
bedside tables	16%	78,928
flowers	7%	76,022
mattresses	16%	74,269
gazebos	15%	65,347
glasses	19%	65,286
carpet cleaners	15%	58,851
pergolas	10%	54,474
tv units	25%	49,020
dining tables	15%	47,979
office chairs	15%	47,408
dining chairs	13%	42,230
coffee tables	8%	41,093
curtains	8%	40,339
water features	244%	38,496
sideboards	13%	37,764
garden chairs	22%	37,576
pressure washers	15%	36,669
wardrobes	5%	36,533
floor lamps	9%	35,031
blinds	7%	34,874
chest of drawers	8%	33,310

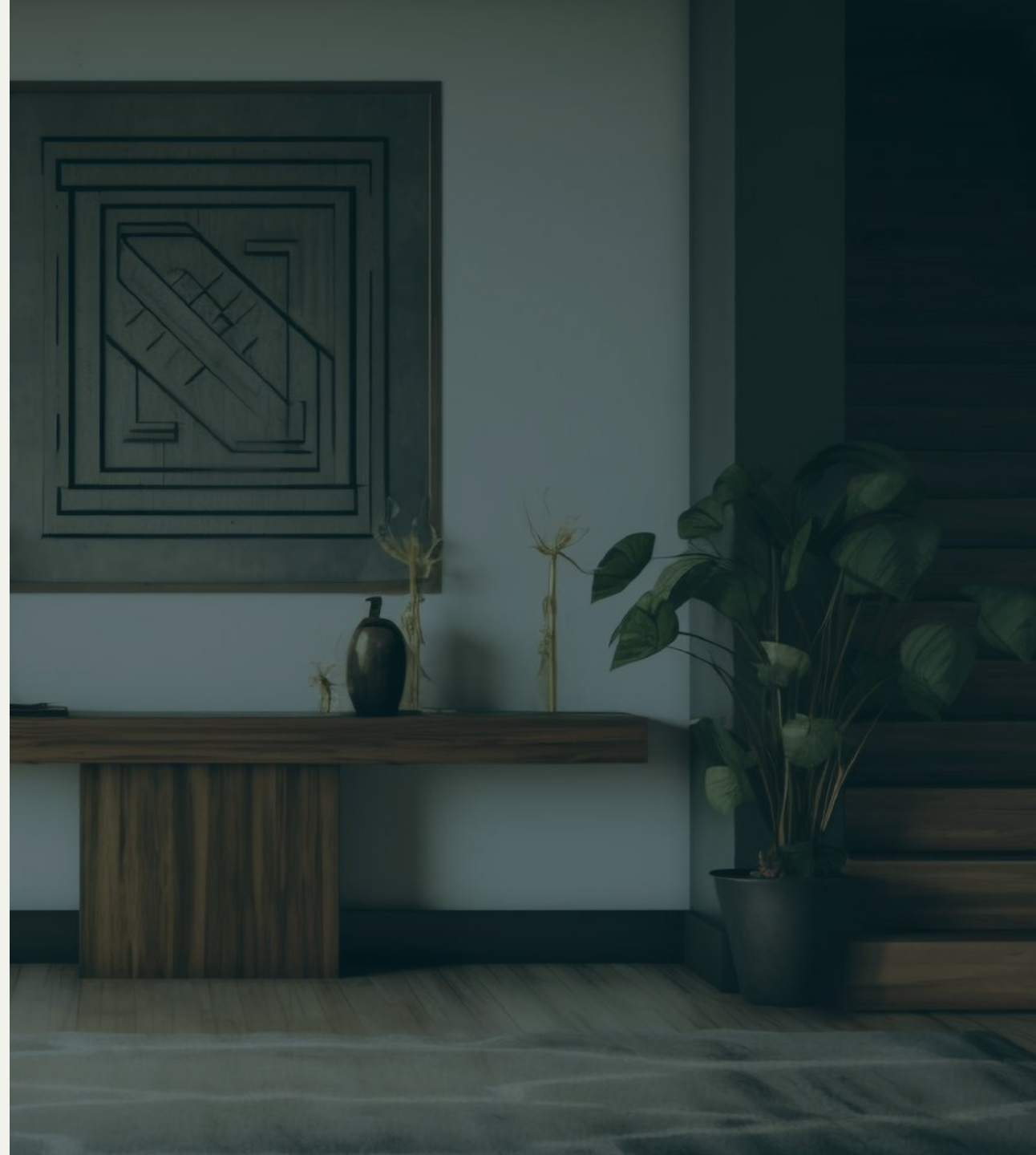
Product	% Change YoY	Difference YoY
ceiling lights	9%	32,711
buffets	26%	31,990
dressing tables	7%	31,956
bookshelves	19%	31,557
blackout curtains	21%	31,456
ottomans	25%	30,836
tv stands	11%	29,694
pillows	18%	29,177
ceiling fans	93%	28,445
wall lights	14%	28,275
ottoman beds	9%	26,690
armchairs	10%	24,669
roman blinds	14%	24,534
ergonomic chairs	104%	24,485
spoons	20%	23,907
lanterns	34%	23,789
hammocks	57%	23,688
wall art	11%	20,886
spotlights	8%	20,800
bar stools	9%	20,719
2 seater sofas	16%	19,974
tv cabinets	19%	19,510
stainless steel pans	27%	19,357
modular sofas	24%	19,243
chandeliers	15%	19,214
pans	19%	18,790

Product	% Change YoY	Difference YoY
table lamps	9%	18,711
picture frames	12%	18,611
gaming chairs	5%	18,239
compost	13%	18,221
blackout blinds	11%	17,845
curtain poles	8%	17,500
double bed frames	9%	17,415
photo frames	12%	16,828
seeds	19%	16,603
cacti	23%	16,421
shoe storage	7%	15,958
bath mats	12%	15,392
bathroom storage	10%	15,349
king size bed frames	9%	15,046
mattress protectors	29%	14,969
steamers	21%	14,273
bedding sets	13%	14,203
succulents	42%	13,181
garden gnomes	36%	13,164
bowls	12%	12,969
media units	71%	12,661
bed frames	5%	11,855
footstools	9%	11,785
venetian blinds	6%	11,474
herbs	17%	11,416
corner wardrobes	14%	11,218

Product	% Change YoY	Difference YoY
bath towels	26%	11,200
bookcases	6%	10,986
electric blankets	21%	10,921
indoor plants	9%	10,559
curtain tracks	23%	10,374
hampers	13%	10,358
wooden bed frames	21%	10,009
shutters	11%	9,997
roller blinds	4%	9,858
vases	8%	9,754
fertilizer	49%	9,696
3 seater sofas	9%	9,583
sprinklers	49%	9,342
swivel chairs	18%	9,172
pan sets	32%	8,999
towel rails	9%	8,944
bedside cabinets	13%	8,864
bed sheets	7%	8,856
garden tables	9%	8,566
cushions	7%	8,534
round coffee tables	13%	8,443
chesterfield sofas	9%	8,070
made to measure curtains	16%	8,012
sheer curtains	36%	7,596
garden benches	7%	7,542
thermal curtains	16%	7,346

Product	% Change YoY	Difference YoY
wine glasses	10%	7,232
toy storage	11%	6,907
outdoor cushions	7%	6,898
sliding door wardrobes	11%	6,827
steam cleaners	45%	6,785
corner desks	4%	6,584
storage baskets	12%	6,556
bedside drawers	17%	6,537
porcelain	9%	6,503
side tables	14%	6,435
mops	5%	6,148
pencil pleat curtains	12%	6,112
voile curtains	9%	5,953
bedside lamps	3%	5,868
blankets	7%	5,858
adjustable beds	21%	5,838
ladder shelves	11%	5,757
under bed storage	9%	5,648
occasional chairs	19%	5,574
fitted wardrobes	4%	5,486
small desks	9%	5,306
memory foam pillows	9%	5,283
ready made curtains	11%	5,234
fitted sheets	19%	5,142
door curtains	7%	5,138
dishwasher tablets	8%	4,960

Product	% Change YoY	Difference YoY
eyelet curtains	11%	4,898
vacuum cleaners	31%	4,881
abstract art	6%	4,873
saucepans	9%	4,858
baking trays	19%	4,846
table runners	9%	4,843
bird houses	18%	4,735
trowels	11%	4,703
patio furniture	10%	4,666
wooden blinds	5%	4,622
plant stands	5%	4,575
glass coffee tables	20%	4,501
dressing table mirrors	15%	4,322
curtain hooks	7%	4,245
fabric sofas	34%	4,227
planters	4%	4,175
garden tools	7%	4,114
cake tins	10%	4,112
cast iron pans	5%	4,051
non stick pans	20%	4,009





MediaVision

VALIDATE  
INVESTMENT.  
OPTIMISE  
BRAND  
CAPITAL.

## DID THAT CAMPAIGN WORK?

Imagine a platform that tracks demand lift from PR/TV. Metis validates high-cost brand investments by linking them directly to tangible increases in brand search volume.



MediaVision