MediaVision

HOMEWARE REPORT

MARCH - MAY 2026

The brands and products that ruled search

LOUIS VENTER

Founder & CEO | MediaVision

The homeware market is increasingly being shaped by visibility, value perception, and cultural relevance rather than traditional retail dominance alone.

While established DIY and home improvement retailers continue to command the largest share of search, the biggest shifts this quarter suggest consumer attention is moving towards more lifestyle-led and interiors-focused discovery.

Screwfix remains the market leader on overall share of search at 10.12%, followed by B&Q at 8.79%, but both brands recorded year-on-year declines alongside Wickes and Toolstation.

That softening points to a broader stabilisation in demand as consumers shift focus from large-scale renovation projects towards aesthetic home updates and more expressive interiors purchases.

At the same time, value-led and trend-responsive retailers are accelerating.

Home Bargains shows the strongest year-on-year growth (+0.74), while Oak Furnitureland (+0.35), The Range (+0.23), and Furniture Village (+0.21) also gained ground.

These brands are benefiting from strong visibility across multiple channels.

The wider interiors landscape is also evolving, and we're seeing that shift reflected in search demand. Consumers are no longer searching purely for functional purchases; they are searching for identity, mood and lifestyle.

Share of brand search remains one of the clearest leading indicators of brand momentum because it reflects active consumer intent.

Brands that consistently grow visibility tend to build commercial resilience over time, particularly in competitive retail categories where discovery increasingly happens before consumers ever reach a store or website.

The strategic implication is speed. Using Metis, we can evaluate these shifts weekly and surface changes four times faster than traditional reporting cycles. In a fragmented search landscape, shaped by AI and social discovery platforms, the brands that understand where attention is moving first will be the brands that capture demand most effectively.

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. 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.

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 data. 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

CHILLY'S

URBAN OUTFITTERS

RIVER ISLAND

HUSH

ABBOTT LYON

OUR AWARDS

GLOBAL Agency Awards 2024 Winner
Best SEO Campaign

GLOBAL Agency Awards 2024 Winner
Most Innovative Agency of the Year

GLOBAL Agency Awards 2025 FINALIST

UK DIGITAL GROWTH AWARDS '24 WINNER
Best Use of AI in Digital

UK DIGITAL GROWTH AWARDS '24 WINNER
Best Use of Data

UK DIGITAL GROWTH AWARDS '24 WINNER
Innovation Award

UK SEARCH AWARDS 2024 | WINNER
Best Use of Data

EUROPEAN SEARCH AWARDS 2024 | WINNER
Best Search Software Tool

GLOBAL SEARCH AWARDS 2024 WINNER
Best UK SEO Campaign

UK SEARCH AWARDS
2025 WINNER
Best Use of Search In Fashion

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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.

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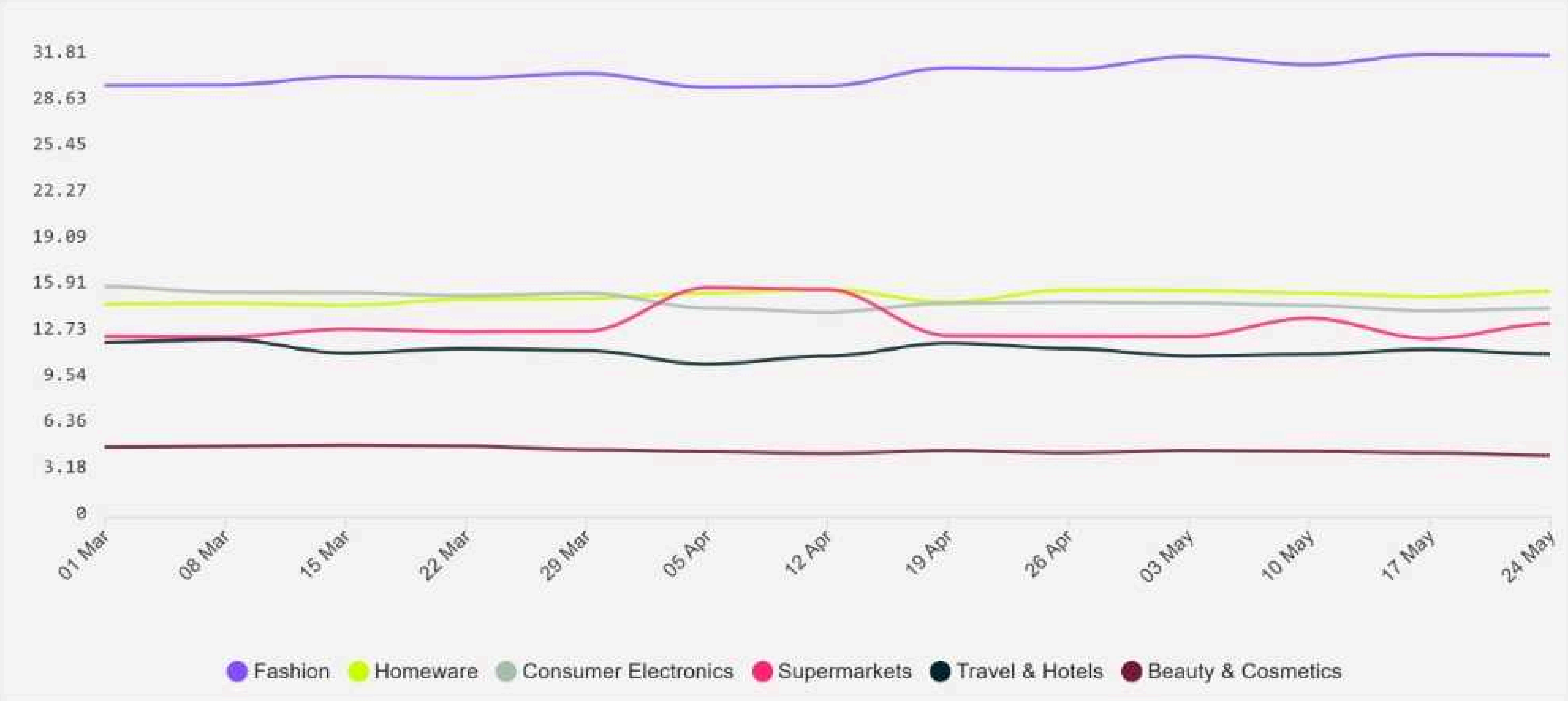
Share of Wallet



powered by Metis

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Growth Director | MediaVision

Fashion continues to dominate the Share of Wallet landscape, commanding over 30% of branded search demand, more than double the next nearest category. This is consistent with previous quarters and reinforces Fashion as a structurally protected category in terms of consumer attention, even as wider economic conditions tighten. Below Fashion, a more interesting story is unfolding.

Homeware has now moved ahead of Consumer Electronics, 15.09% vs 14.77%. Given how consistently Homeware has occupied the third or fourth slot in our reporting, moving into clear second position is a positive signal. It suggests consumers are prioritising spending on the home, choosing to invest in their immediate environment over larger, more deferrable electronics purchases. In a market where household budgets are under pressure, the fact that Homeware is holding and growing its share of attention is a strong endorsement of the category's resilience and relevance.

For Homeware brands, this is the kind of macro tailwind worth leaning into. Demand is there, and growing relative to its closest competitor categories. The question for any commercial team is whether your own revenue and traffic trends are reflecting that lift. If not, attention is being captured elsewhere within the category and it would be worth understanding where.

Supermarkets sit at 13.13%, a steady reflection of essential spending. There is little to read into here beyond the expected. Travel & Hotels has come off the peaks we saw earlier in the year, now sitting at 11.34%. This is not a concern. By this point in the calendar, much of the heavy research and booking activity has already happened. Demand naturally tails off as we move into the season itself. If anything, it reinforces how seasonally driven Travel is as a category.

Beauty & Cosmetics rounds out the visible categories at 4.48%, broadly in line with expectations. Strategic application: as always, SoW on its own answers very little. The value comes from holding this view of demand alongside your own revenue trends. With Homeware capturing a growing share of consumer attention, the key question is whether that demand is translating into your own revenue figures. If it isn't, the demand is going somewhere, whether that's competitors, marketplaces, or longer consideration cycles, and that gap is worth investigating.

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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.

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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.

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Annabelle Sacher

Head of Digital PR | MediaVision

The fastest-growing homeware brands all share a telling characteristic: none of them have grown through a single channel or tactic. Their rise reflects a deliberate, multi-faceted approach to building consumer preference over time.

What unites many of these brands is the breadth of their marketing investment. Influencer-led content generates awareness and cultural relevance. Customer case studies build trust and social proof. Thought leadership positions brands as credible voices within their category. Deals and discounts capture demand at the moment of intent. Trend-led content keeps brands visible during discovery. Creative campaigns do the harder, longer work of making brands memorable.

Home Bargains' success reflects the continued appeal of affordable, trend-led home updates, but also the power of social-first discovery, like TikTok hauls, seasonal drops and “new-in” finds.

And Oak Furnitureland's growth links neatly to predictions that interiors are becoming more personal, expressive and characterful. As shoppers move away from overly uniform spaces, homeware brands that tap into lifestyle-led inspiration naturally will win.

The insight here isn't that any one of these tactics is uniquely powerful, it's that they compound.

Brands that show up consistently across multiple touchpoints, in multiple modes, create a cumulative share of mind that eventually translates into visibility.

For brands not yet seeing this kind of growth, the lesson is clear: fragmented or single-channel strategies leave significant ground uncovered. The question isn't which tactic to prioritise, it's how to build an integrated strategy where each activity reinforces the others.

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Share of Brand Search: Fastest Growing

Top 20

Brand	Share of Search	Difference YoY
home bargains	5.90	0.74
oak furnitureland	0.43	0.35
the range	5.60	0.23
furniture village	0.37	0.21
oliver bonas	1.01	0.14
b&m	4.95	0.13
wren kitchens	0.36	0.1
dunelm	6.62	0.09
next home	0.25	0.08
the white company	0.38	0.06
wayfair uk	0.27	0.06
menkind	0.11	0.05
dfs	1.10	0.04
dusk	0.49	0.04
habitat	0.33	0.04
cox & cox	0.10	0.03
denby	0.06	0.03
toast	0.28	0.02
coat paints	0.05	0.02
m&s home	0.03	0.02

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TRENDSPOTTING

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

WHAT OUR CLIENTS SAY ABOUT US

"As our focus is on delivering long-term and sustainable growth our choice of organic search partner is a key growth pillar. From having worked with MediaVision...we are confident that they are the ideal partner to help drive online visibility and further growth for our brand."

Nick Ormerod
Director of Ecommerce,
New Look

"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

"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

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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

Jacky Lovato

Head of Content | MediaVision

This quarter's data highlights a homeware market split between established DIY leaders and fast-growing, value-led interiors retailers.

Screwfix continues to dominate overall share of search at 10.12%, followed by B&Q at 8.79%, reinforcing the scale and staying power of the home improvement category. However, both brands saw year-on-year declines, alongside Wickes and Toolstation.

Within interiors and home furnishings, Dunelm remains the clear market leader at 6.62% share of search, closely followed by IKEA at 6.57%, Home Bargains at 5.90%, The Range at 5.60% and B&M at 4.95%. Shoppers continue to respond strongly to retailers that combine breadth, affordability and convenience with trend-led inspiration.

Dunelm's leadership remains significant, but its more modest YoY growth of +0.09 reflects the maturity of an already highly visible brand, while faster-growing challengers continue to gain incremental attention.

We track these movements because share of brand search is one of the most reliable indicators of brand health. While it doesn't measure sentiment directly, it consistently correlates with market share, consumer intent and broader commercial performance.

Using Metis, these shifts can be tracked around four times faster than traditional reporting cycles, giving brands an earlier view of who's gaining ground and where consumer attention is beginning to move.

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Share of Brand Search: Who Ruled?

Top 20

Brand	Share of Search	Difference YoY
screwfix	10.12	-0.62
b&q	8.79	-0.22
dunelm	6.62	0.09
ikea	6.57	-0.15
home bargains	5.90	0.74
the range	5.60	0.23
b&m	4.95	0.13
wickes	3.88	-0.53
toolstation	3.69	-0.65
dfs	1.10	0.04
oliver bonas	1.01	0.14
homebase	0.68	-0.78
robert dyas	0.55	-0.13
jewson	0.51	-0.04
wilko	0.50	-0.15
howdens	0.49	-0.01
dusk	0.49	0.04
victorian plumbing	0.47	-0.02
oak furnitureland	0.43	0.35
anthropologie	0.40	0.01

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OLIVER YEE

Head of SEO | MediaVision

Looking at the fastest-growing product trends in homeware over the past quarter, we've seen sofa beds climb significantly, rising by nearly 63% and generating an additional 270,000 searches. This increase may suggest that homeowners are choosing to hold off on moving and instead make better use of their existing space amid ongoing uncertainty in the property market.

We've also seen people looking to improve their sleeping arrangements, with searches for mattresses increasing by 56% and mattress toppers seeing an even greater lift of 127% YoY.

Bedroommaxing doesn't appear to stop there, with bedside tables, wardrobes, dressing tables and mirrors also seeing growth this year. This further supports the theory that homeowners are looking to renovate and improve what they already have, rather than move property.

We've also seen this trend filter into other living spaces around the house, with sofas, corner sofas, coffee tables and TV stands also showing strong upticks in demand this year.

On the flip side, with the start of the year remaining much colder until the late-May heatwave, the market appears to have been less focused on improving outdoor spaces.

A host of garden-related searches have declined, including garden furniture, ornaments and chairs. More hands-on gardening searches have also softened, with spades, weed killer, watering cans and planters all seeing declines.

Non-brand Search Trends:

Top 20

Product	Difference YoY	% Change YoY	Search Volume
sofa beds	269,085	62.68%	698,355
mirrors	201,064	18.20%	1,305,760
sofas	196,272	39.63%	691,578
gaming chairs	158,950	100.73%	316,750
corner sofas	155,168	70.69%	374,679
mattress toppers	150,904	127.03%	269,701
mattresses	141,968	56.71%	392,306
wardrobes	132,244	29.86%	575,173
coffee tables	120,756	43.42%	398,844
office chairs	117,713	62.38%	306,415
hammocks	114,090	112.50%	215,506
dining tables	113,900	77.84%	260,223
pressure washers	108,461	34.81%	420,000
bedside tables	101,197	34.98%	390,490
dressing tables	89,511	44.72%	289,675
gazebos	88,260	18.04%	577,502
tv stands	86,038	72.28%	205,079
compost bins	85,456	129.33%	151,531
tapestries	81,503	23.89%	422,647
carpet cleaners	77,062	25.89%	374,755

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Non-brand search decline:

Bottom 20

garden furniture	-73,653	-3.42%	2,082,346
sun loungers	-47,903	-15.79%	255,484
garden ornaments	-28,940	-17.75%	134,073
pond pumps	-28,599	-29.87%	67,139
bistro sets	-24,175	-10.51%	205,930
rattan furniture	-21,610	-15.19%	120,625
garden arches	-18,025	-12.07%	131,268
spades	-16,736	-15.15%	93,753
weed killer	-14,282	-5.25%	257,614
fire pits	-13,552	-3.41%	384,384
hanging baskets	-10,953	-4.50%	232,438
garden chairs	-10,105	-2.33%	424,285
bookshelves	-8,137	-5.48%	140,363
garden benches	-7,811	-2.18%	349,858
plastic storage boxes	-7,239	-6.73%	100,334
watering cans	-6,989	-4.02%	166,705
coat racks	-6,614	-35.34%	12,100
garden umbrellas	-5,941	-6.08%	91,850
window cleaner	-5,822	-6.50%	83,798
soap dispensers	-5,768	-25.70%	16,673

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.

We're not just creating SEO impact for our clients

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

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

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LEADERBOARDS

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Share of Brand Search:

Top 70

Brand	Share of Search %	% Difference YoY
screwfix	10.12	-0.62
b&q	8.79	-0.22
dunelm	6.62	0.09
ikea	6.57	-0.15
home bargains	5.90	0.74
the range	5.60	0.23
b&m	4.95	0.13
wickes	3.88	-0.53
toolstation	3.69	-0.65
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homebase	0.68	-0.78
robert dyas	0.55	-0.13
jewson	0.51	-0.04
wilko	0.50	-0.15
howdens	0.49	-0.01
dusk	0.49	0.04
victorian plumbing	0.47	-0.02
oak furnitureland	0.43	0.35
anthropologie	0.40	0.01
the white company	0.38	0.06
portmeirion	0.37	-0.01
furniture village	0.37	0.21
wren kitchens	0.36	0.1
habitat	0.33	0.04
topps tiles	0.33	-0.03

Brand	Share of Search %	% Difference YoY
lakeland	0.33	0.01
homesense	0.32	-0.06
dreams	0.31	0
toast	0.28	0.02
wayfair uk	0.27	0.74
next home	0.27	0.08
sofology	0.25	0
scs	3.88	-0.53
bensons for beds	3.69	-0.65
zara home	1.10	0.04
h&m home	1.01	0.14
barker and stonehouse	0.68	-0.78
carpetright	0.55	-0.13
neptune	0.51	-0.04
emma bridgewater	0.50	-0.15
daals	0.49	-0.01
loaf	0.49	0.04
menkind	0.47	-0.02
cox & cox	0.43	0.35
laura james	0.40	0.01
oka	0.38	0.06
magnet	0.37	-0.01
victoria plum	0.37	0.21
heals	0.36	0.1
nkuku	0.33	0.04
denby	0.33	-0.03

Brand	Share of Search %	% Difference YoY
dunoon	0.06	0
rockett st george	0.05	0
joseph joseph	0.05	0
coat paints	0.05	0.02
george home	0.05	0.01
soho home	0.05	0
swoon	0.04	0
buildbase	0.04	-0.03
hay	0.04	0
lick	0.04	0
harveys	0.03	0
piglet in bed	0.03	0.01
fired earth	0.03	-0.02
pooky	0.03	0
primark home	0.03	0.01
better bathrooms	0.03	0
rowen homes	0.03	0.01

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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.

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Non-brand trend Leaderboard:

Top 130

Product	Difference	% Change YoY	Search Volume
sofa beds	269,085	62.68%	698,355
mirrors	201,064	18.20%	1,305,760
sofas	196,272	39.63%	691,578
gaming chairs	158,950	100.73%	316,750
corner sofas	155,168	70.69%	374,679
mattress toppers	150,904	127.03%	269,701
mattresses	141,968	56.71%	392,306
wardrobes	132,244	29.86%	575,173
coffee tables	120,756	43.42%	398,844
office chairs	117,713	62.38%	306,415
hammocks	114,090	112.50%	215,506
dining tables	113,900	77.84%	260,223
pressure washers	108,461	34.81%	420,000
bedside tables	101,197	34.98%	390,490
dressing tables	89,511	44.72%	289,675
gazebos	88,260	18.04%	577,502
tv stands	86,038	72.28%	205,079
compost bins	85,456	129.33%	151,531
tapestries	81,503	23.89%	422,647
carpet cleaners	77,062	25.89%	374,755
bed frames	70,843	67.43%	175,897
ceiling lights	69,878	36.69%	260,353
curtains	68,510	21.55%	386,350
ceiling fans	66,511	120.22%	121,834
pergolas	66,417	11.69%	634,529
artificial grass	66,398	18.20%	431,252

Product	Difference	% Change YoY	Search Volume
rugs	66,223	25.16%	329,383
ottoman beds	63,141	39.63%	222,474
ergonomic chairs	59,201	214.01%	86,864
armchairs	58,110	51.32%	171,331
floor lamps	56392	39.12%	200,560
tv units	56005	52.00%	163,712
clocks	54432	26.63%	258,805
wall art	53719	46.78%	168,549
dining chairs	53185	25.65%	260,536
double bed frames	51827	69.26%	126,652
steam cleaners	51414	64.23%	131,466
sideboards	51338	36.22%	193,091
garden gnomes	50747	151.38%	84,269
shoe racks	50654	25.21%	251,601
chest of drawers	45427	13.61%	379,170
water features	44488	63.73%	114,294
pillows	42918	38.61%	154,080
outdoor rugs	41128	15.25%	310,818
ottomans	40722	39.97%	142,599
bedding sets	39200	49.72%	118,049
bar stools	38401	21.96%	213,246
laundry baskets	37957	27.89%	174,064
tv cabinets	35227	84.60%	76,868
bunk beds	33888	19.38%	208,773
3 seater sofas	33523	60.32%	89,095
shower curtains	33350	38.00%	121,113

Product	Difference	% Change YoY	Search Volume
side tables	33072	31.10%	139,414
electric blankets	33014	252.15%	46,107
table lamps	32836	41.88%	111,247
blankets	31876	63.35%	82,192
2 seater sofas	31613	52.03%	92,370
blinds	30176	8.42%	388,595
high chairs	29678	33.79%	117,517
footstools	29251	56.91%	80,650
spoons	29084	19.81%	175,881
leather sofas	29008	64.80%	73,771
spotlights	28980	15.57%	215,063
bedding	28954	33.13%	116,346
blackout curtains	28780	23.61%	150,676
bathroom mirrors	28665	25.29%	142,012
roman blinds	28369	25.67%	138,862
shoe storage	28058	20.15%	167,282
single bed frames	27852	73.79%	65,598
slow cookers	27511	34.07%	108,256
outdoor lighting	27038	20.53%	158,740
bookcases	26977	28.50%	121,634
bath panels	26727	23.60%	139,983
throw blankets	25965	222.68%	37,625
corner desks	25942	36.08%	97,836
bath mats	25921	37.46%	95,116
wall lights	25905	22.73%	139,852
cot beds	25243	39.61%	88,979

Product	Difference	% Change YoY	Search Volume
tumblers	24977	58.07%	67,986
bathroom cabinets	24625	17.42%	166,025
king size bed frames	23897	47.30%	74,414
hampers	23184	71.06%	55,808
fitted wardrobes	22400	30.19%	96,600
accent chairs	22329	30.41%	95,748
lanterns	21876	25.58%	107,398
bedside lamps	21816	24.60%	110,499
round dining tables	21815	44.08%	71,302
photo frames	21197	23.39%	111,810
bbq grills	21163	18.96%	132,788
chandeliers	20756	19.57%	126,821
indoor plants	20380	21.30%	116,059
duvet covers	20215	28.94%	90,063
bathroom storage	20186	26.49%	96,395
bed sheets	19953	20.96%	115,169
sprinklers	19860	48.61%	60,713
cushions	19744	14.84%	152,757
roller blinds	19627	12.58%	19627
bath towels	19044	62.70%	49,419
dinner sets	18483	20.47%	108,798
venetian blinds	18307	15.22%	138,628
pans	18206	22.75%	96,188
mugs	18206	23.35%	96,188
doormats	18205	49.67%	54,857
divan beds	18096	24.06%	93,319

Product	Difference	% Change YoY	Search Volume
bean bags	18085	13.48%	152,282
mattress protectors	17962	69.66%	43,746
modular sofas	17957	51.23%	53,006
tv brackets	17848	39.83%	62,655
headboards	17646	30.07%	76,321
picture frames	17635	14.87%	136,215
blackout blinds	17089	9.56%	195,819
garden tables	16867	9.11%	201,948
corner wardrobes	15975	34.65%	62,083
garden storage	15718	10.18%	170,174
fleece blankets	15641	267.78%	21,482
wooden bed frames	15566	66.36%	39,022
shower heads	15450	14.81%	119,749
oak dining tables	15253	153.30%	25,203
toilet seats	15205	10.12%	165,406
parasols	14762	5.47%	284,499
table runners	14635	39.36%	51,814
wall mirrors	14074	26.63%	66,916
bird feeders	13965	41.20%	47,861
kids rugs	13416	70.37%	32,482
cushion covers	13353	19.95%	80,290
wine glasses	13176	25.33%	65,202
throws	13018	26.33%	62,463
shutters	12937	19.38%	79,697
led lights	12779	12.34%	116,303
fitted sheets	12753	61.72%	33,417

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.


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