
Nothing matches the excitement of moving into a new home. The endless possibilities of how it could look, the mood boards, the scrolling for inspiration, imagining the perfect furniture, décor and little touches that make it truly yours. Every corner offers potential. Every room a blank canvas.

Where Should Homeware Retailers Allocate Their 2026 Budget?



Why are we telling you all this? Well, it's because this is the exact audience you should be targeting. The homemover is emotionally charged to spend money. They're eager to create their perfect home, and you can be there with bells and whistles to help them achieve this dream. And what's more, this isn't a once-in-a-year campaign; it's an all-the-time campaign. It's an audience that you can invest in year-round. Why? Because the nation is always moving!

Put a pin in your other campaigns. Easter, Black Friday, Christmas... yes, they're all important. Yes, you should continue to run these campaigns. But if you really want to see your efforts pay off, allocate some of your 2026 budget to the homemover audience. It's the one that will generate the best return on investment.

As a retailer, you see for yourself that when the property market is buoyant, your footfall and orders are up. There is an intrinsic link between the two. So, you can either a) wait for the property market to peak and enjoy the greater revenue it naturally generates for you or b) grab the reins and go directly to the homemovers yourself.

2026 – the property market is strong

Commentators have been rather confused about what to expect in 2026 and how economic issues will play out. Cost of living is taking a bite out of profits. The one certainty that you can rely on is that people will move home. These people will have empty spaces to fill, and many will have an immediate need for white goods and furniture. Even during economic uncertainty, the mover is spending money. This offers a golden opportunity for furniture and homeware retailers.

The press loves to put out headlines about a struggling property market. This is far from true. We've crunched the numbers, and 2025 was actually incredibly resilient with transactions up on 2024. Between January and November 2025, transactions were 10.1% greater than in 2024 and over 2.9% higher than pre-pandemic 2019. This is even despite the changes to Stamp Duty and the tumultuous rumours swirling in the lead-up to the Autumn Budget.

There are currently almost 1.5 million owner-occupied households in the process of moving, and this is 100,000 more than this time last year. This purchase-ready audience is ready for the taking!

What you need to keep in mind is that homemovers should be treated as a distinct audience, different to the rest of the population. Their behaviour is different: they spend more, shop across multiple categories and respond far better when targeting and timing are aligned to the move. Movers are more than 20 times more likely to buy furniture in the month they move, with over 31% of total orders occurring in that short time frame. Their average spend is also around 8.5% higher than that of non-movers. For retailers, few audiences offer the same combination of scale, intent and return.

Ride the Homemover Wave

Our data analysts identify when homemover demand peaks for different products and services. Broadband is considered a pre-move purchase as the mover will want this service secured within the first few days of move-in. (Who can live without the Internet these days!) For categories such as beds and sofas, purchasing activity consistently spikes around day one and two after keys have been collected.

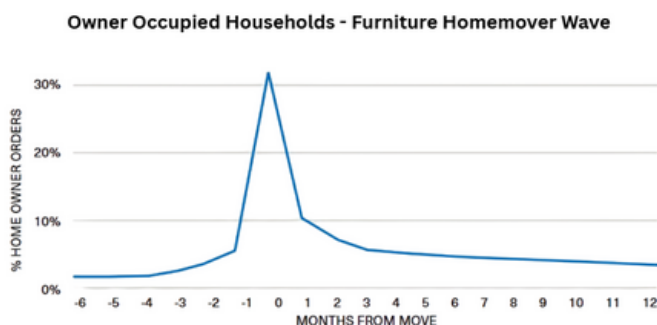
Flooring is 11 days post-move, so the mover can measure up, while soft furnishings peak in the second month after moving. The overall message is that practical essentials dominate in the first couple of days to make the new home liveable fast. Then, once people settle in, bigger ticket item purchases kick in.

We've found that many orders are placed early: 7.7% of orders arriving in the first week, 23.8% within the first month and the majority of the remaining activity occurs between days 8 and 176. This allows retailers to concentrate spend where intent is highest and conversion rates are strongest.

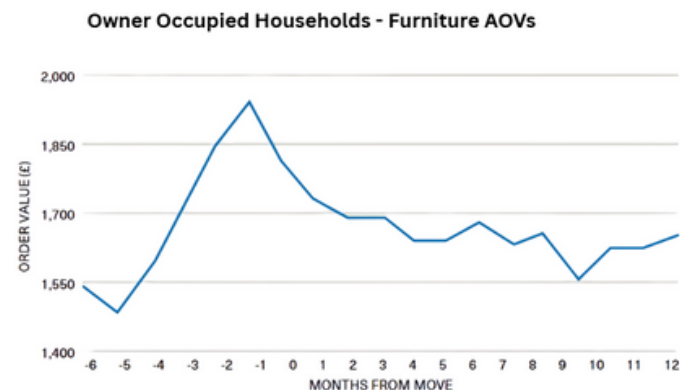
How much is the homemover worth?

Let's say a mover has a homeware spend of £1,500 (a conservative average), and we know that there were £1.1 million transactions recorded in 2025. This means movers represent a potential retail opportunity of £1.65 billion. When we include rental moves on top of that, the revenue rises to £2.4 billion.

Take a look at our Homemover Wave below. This shows at what point the homeowner orders furniture in the months before, during and after the move. You can clearly see the peak around the time of the move.



Looking at the average order value, we see a similar 'wave' of activity around the move period:



While moving home can place pressure on household finances, it also forces a set of unavoidable buying decisions. Movers are often willing to stretch budgets to create a space that feels right, making this a uniquely high-value moment for brands as customers' wallets are open.

Decisions about purchases don't start after moving day. Long before keys change hands, future movers are gathering inspiration, saving ideas, bookmarking products, sharing links with partners and visualising how their next home will come together.

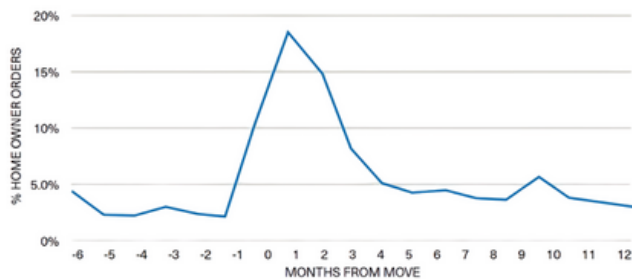
Spend patterns differ sharply between movers and non-movers. During the month of a home move, furniture purchases by movers average £1,800 per order, compared with £1,660 among the wider population. Notably, spending intensifies even further in the period immediately after the move, which consistently delivers the highest order values.

Brands that show up during this research phase earn familiarity and trust, increasing the likelihood of conversion when purchase intent peaks. Messaging and promotions that acknowledge the moving journey feel more relevant, more timely and more effective.

Rental returns

What about the rental market? Each year, there are around 500,000 private rental home moves. While renters are generally less likely than buyers to invest in furniture, they still represent a sizeable and commercially relevant audience. For private renters who do purchase, activity peaks in the month following the move, accounting for nearly 19% of all furniture orders placed by this group. The renters Homemover Wave follows a similar peak to that of the owner-occupier:

Private Rental Households - Furniture Homemover Wave



Regional differences

Home moving behaviour varies significantly by region. Residents in the South East region are most likely to move, nearly 12% more likely to move than the average UK citizen. In contrast, Inner London residents are 41% less likely to move than the UK average. You can see the regional differences in the table below, as this will give you an idea of which areas of the UK you may wish to target the homemover:

UK BY REGION	% UK home movers	% UK residential homes	More/less likely to move than UK average
South East	15.0%	13.5%	11.6%
North West	11.4%	11.4%	0.4%
East of England	10.2%	9.2%	10.2%
South West	9.9%	8.8%	12.5%
Scotland	9.0%	8.8%	2.4%
West Midlands	8.4%	8.6%	-1.6%
Yorkshire & The Humber	8.4%	8.4%	-0.3%
East Midlands	7.7%	7.3%	5.6%
Inner London	4.7%	7.8%	-40.6%
Wales	4.6%	4.8%	-4.8%
North East	4.3%	4.1%	5.0%
Outer London	4.0%	4.7%	-13.8%
Northern Ireland	2.4%	2.6%	-8.9%

How viable is this strategy?

Does targeting homemovers work?

In short, yes! One of our clients, a leading home furnishings retailer, achieved a return on investment of £7.90 for every £1 invested when we worked together to build a direct mail campaign targeting homemovers.

By overlaying their transactional data with our residential property market insights, we could see that the mover was worth 37% more to the retailer than a non-home mover. Another one of our clients, a bed retailer, achieved an impressive £16:1 return on investment using our multichannel campaign to homemovers.

As we said, you only have to see retail spend rising as the property market booms to see that targeting the homemover audience is a no-brainer.

