

## Market share

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### Howdens captures 32% of kitchen furniture spending

Trade-only Howdens strengthened its lead as the UK's top kitchen trade supplier, gaining market share despite a contracting market. Investments focused on new ranges, depot expansion, and digital upgrades.

Wren Kitchens saw turnover drop in 2024 blaming tough market conditions and a weak housing market but opened five new showrooms.

UK: leading retailers estimated market share of kitchen furniture spending, 2023 and 2024

	2023	2024
	%	%
Howdens	30	32
Wren Kitchens	17	17
B&Q	9	9
IKEA	5	6
Wickes	5	5
Magnet	2	2
Homebase	2	1
Small chains	8	8
Independents	12	11
Other retailers	10	9
Total	100	100

*Homebase entered administration in November 2024*

**Source:** company reports and accounts/Mintel