

Market share

Howdens holds a dominant 30% market share

Howdens is targeting growth in the higher-priced kitchen segment where it has been historically under-represented. In 2023, new product sales contributed around 22% of total UK sales.

Wren Kitchen's sales rose an estimated 5% in 2023, boosted by new stores and the addition of a bedroom range.

B&Q's sales were bolstered by its robust online marketplace, featuring over 1.2 million products.

UK: estimated market shares of the kitchen and kitchen furniture market, 2021-23

	2021 %	2022 %	2023 %
Howdens	29	30	30
Wren Kitchens	16	17	18
B&Q	9	9	9
IKEA	4	4	5
Wickes	4	5	5
Magnet	3	3	2
Homebase	3	2	2
Benchmark	2	2	2
Screwfix	2	2	2
Small chains	5	5	5
Independents	15	15	15
Other retailers	8	6	5

Source: company reports and accounts/Mintel