

The UK Home & Interiors Digital Growth Benchmark

How leading UK home, furniture and interiors retailers compare across discovery, conversion and growth readiness — measured from publicly observable signals only.

Why this benchmark

Home and interiors is a considered-purchase category with long research cycles, high basket values and heavy reliance on visual and comparison-led discovery. That combination means growth is often constrained by discoverability and conversion confidence rather than by media spend. The benchmark exists to make those externally visible constraints comparable across a set of established UK retailers.

What is being measured

Six observable areas, weighted: organic and brand discovery footprint, AI and agentic discovery readiness, product and category experience, conversion and checkout friction, retention and lifecycle signals, and technical/performance readiness. Each area is scored from repeatable, publicly available signals with the evidence recorded so a score can be challenged.

Method

Outside-in only: no participant data, no analytics access, no interviews. Sites are sampled on a fixed protocol across device types, key category and product journeys, search and assistant surfaces, and public technical signals. Scores are relative within the sample rather than absolute.

Status and release

The sample frame and scoring protocol are built and being pressure-tested. No findings, rankings, participant names or scores have been published. Individual snapshots can be requested and are shared privately.

In summary

- Six weighted areas of externally observable growth readiness
- Relative scoring within a defined UK home and interiors sample
- Evidence recorded per score so results are challengeable
- No participant data, interviews or private analytics used

Important

The benchmark measures externally observable digital growth readiness. It does not claim to measure internal profitability, CAC, conversion rate or LTV.

Where this applies

The Growth Diagnostic — The benchmark measures from the outside; the diagnostic adds internal data, economics and capability to find the actual constraint.

Specialist Growth Programmes — Where discovery or conversion is the constraint, a focused workstream addresses it directly.