



# Home Furnishings

Salience Index 2025

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the Online  
**Home Furnishings Sector.**

Want to go beyond the data within?  
Speak to our team, any time, through  
our site or social pages.



# Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

**Brett Janes**  
**Managing Director**  
01244 564 501  
brett@salience.co.uk



# Note

**We are search marketers with an edge. From data-fuelled content marketers to business and data analysts, UX designers and technical gurus, we have the skills and know-how to grow your brand in whichever direction it needs. From new site builds to market leading search campaigns, we're the go-to agency for household names, challenger brands and ambitious start-ups.**

Starting in Chester as an SEO & PPC agency, we've expanded our skills and team exponentially over the last 13 years to ensure our clients' digital activities are in peak condition, from analytics to content marketing, we have the skills in-house to give your brand the competitive edge required to compete in today's digital world.



# Our



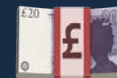
Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services



# Contents

- 01** Traffic Score Year on Year
- 03** Winners & Losers
- 05** Overall Traffic Scores
- 09** Keyword Trends
- 11** Emerging Trends
- 13** Receding Trends
- 15** The Latest News In Paid Media



**Online Home Furnishing Sector** has seen a 7% increase in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

"This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month."

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.



# Traffic Score Findings

Top 5 winners

01 NEXT

02 

03 

04 

05 



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01  wayfair.co.uk

02  dfs

03  JYSK

04 FURNITURE  
AND CHOICE

05 furniture123



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jan 2024	YoY Change	Compared to Market
next.co.uk	1	-	14,146,821	13,878,115	+2%	-5%
lkea.com	2	-	8,148,918	7,839,942	+4%	-3%
dunelm.com	3	-	5,031,714	4,001,993	+26%	+19%
wayfair.co.uk	4	-	1,304,235	1,336,485	-2%	-9%
thewhitecompany.com	5	-	695,729	636,397	+9%	+2%
furniturevillage.co.uk	6	-	553,641	501,732	+10%	+3%
habitat.co.uk	7	+1	544,453	383,618	+42%	+35%
dfs.co.uk	8	-1	352,307	419,083	-16%	-23%
oakfurnitureland.co.uk	9	-	324,070	336,924	-4%	-11%
sofology.co.uk	10	+1	303,588	159,187	+91%	+84%
scs.co.uk	11	+1	274,987	142,599	+93%	+86%
laredoute.co.uk	12	-2	247,968	166,641	+49%	+42%
dusk.com	13	+1	138,340	113,709	+22%	+15%
barkerandstonehouse.co.uk	14	+2	126,169	101,624	+24%	+17%
made.com	15	+2	125,588	100,708	+25%	+18%
vinterior.co	16	+7	92,386	69,792	+32%	+25%
cultfurniture.com	17	+5	92,107	75,951	+21%	+14%
jysk.co.uk	18	-5	91,938	115,677	-21%	-28%
daals.co.uk	19	+1	90,207	87,643	+3%	-4%
coxandcox.co.uk	20	-2	87,794	100,693	-13%	-20%
furniturebox.co.uk	21	+17	77,812	46,617	+67%	+60%
mybedframes.co.uk	22	-1	77,305	84,844	-9%	-16%
swooneditions.com	23	+2	77,296	66,349	+16%	+9%
loaf.com	24	+2	72,277	64,329	+12%	+5%
roselandfurniture.com	25	+19	67,403	39,225	+72%	+65%
heals.com	26	-2	65,531	66,587	-2%	-9%
nkuku.com	27	+6	65,400	52,968	+23%	+16%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jan 2024	YoY Change	Compared to Market
grahamandgreen.co.uk	28	+9	64,614	49,898	+29%	+22%
furniturechoice.co.uk	29	-14	60,949	102,724	-41%	-48%
furniture123.co.uk	30	-11	60,788	93,292	-35%	-42%
secretlinestore.com	31	+5	60,508	50,318	+20%	+13%
oakfurnituresuperstore.co.uk	32	-5	59,139	63,829	-7%	-14%
sophieallport.com	33	+6	54,168	44,092	+23%	+16%
gardentrading.co.uk	34	+13	52,540	34,788	+51%	+44%
featherandblack.com	35	-5	52,295	57,899	-10%	-17%
westelm.co.uk	36	-8	51,635	60,827	-15%	-22%
neptune.com	37	-5	51,176	53,098	-4%	-11%
futoncompany.co.uk	38	-4	48,674	52,263	-7%	-14%
oka.com	39	-8	47,730	53,876	-11%	-18%
homeessentials.co.uk	40	-5	44,137	51,947	-15%	-22%
furnitureinfashion.net	41	+2	41,682	40,587	+3%	-4%
danetti.com	42	-13	41,519	60,317	-31%	-38%
prettylittlehome.co.uk	43	+2	41,251	36,642	+13%	+6%
sohohome.com	44	-4	40,493	41,866	-3%	-10%
aosom.co.uk	45	-3	39,444	40,602	-3%	-10%
sterlinghome.co.uk	46	-	39,284	36,006	+9%	+2%
sassandbelle.co.uk	47	-6	38,904	41,439	-6%	-13%
harbourlifestyle.co.uk	48	+34	35,951	9,940	+262%	+255%
nordicnest.com	49	+6	34,622	22,536	+54%	+47%
homary.com	50	+26	32,602	13,111	+149%	+142%
rowenhomes.com	51	+5	25,563	20,832	+23%	+16%
roseandgrey.co.uk	52	-1	24,208	25,369	-5%	-12%
cousinsfurniture.co.uk	53	+1	23,145	23,124	-	-7%
qdstores.co.uk	54	-6	22,889	32,894	-30%	-37%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jan 2024	YoY Change	Compared to Market
fishpools.co.uk	55	-6	22,562	27,270	-17%	-24%
housingunits.co.uk	56	-4	21,579	24,263	-11%	-18%
homesdirect365.co.uk	57	-7	20,795	25,500	-18%	-26%
amara.com	58	+19	20,540	12,514	+64%	+57%
denelli.co.uk	59	-	20,378	20,065	+2%	-6%
sena-homefurniture.co.uk	60	+25	19,985	9,612	+108%	+101%
atkinandthyme.co.uk	61	-8	19,339	23,810	-19%	-26%
ncf.co.uk	62	+9	17,897	14,089	+27%	+20%
weavergreen.com	63	-2	17,656	18,665	-5%	-12%
vitra.com	64	+6	17,624	14,700	+20%	+13%
nest.co.uk	65	-5	17,276	18,756	-8%	-15%
ufurnish.com	66	+42	16,809	4,413	+281%	+274%
sweetpeaandwillow.com	67	-3	16,608	17,006	-2%	-9%
leekes.co.uk	68	-6	16,146	18,344	-12%	-19%
madeindesign.co.uk	69	+4	15,502	13,549	+14%	+7%
rowenandwren.co.uk	70	-5	15,197	16,695	-9%	-16%
olivias.com	71	+3	13,566	13,384	+1%	-6%
chilternoakfurniture.co.uk	72	-5	13,314	15,364	-13%	-20%
leelonglands.co.uk	73	-5	12,718	15,205	-16%	-23%
linensonline.co.uk	74	-5	12,575	15,182	-17%	-24%
dakohome.co.uk	75	-9	11,608	16,010	-27%	-35%
luxdeco.com	76	+3	11,361	11,753	-3%	-10%
willowandhall.co.uk	77	+6	10,451	9,730	+7%	-
boconcept.com	78	+9	10,192	8,987	+13%	6%
maisonsdumonde.com	79	+5	10,080	9,727	+4%	-3%
furl.co.uk	80	-8	9,986	14,089	-29%	-36%
cookesfurniture.co.uk	81	-1	9,172	11,337	-19%	-26%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jan 2024	YoY Change	Compared to Market
oakfurniturehouse.co.uk	82	-4	9,019	11,899	-24%	-31%
thedormyhouse.com	83	+10	8,684	7,413	+17%	+10%
gomodern.co.uk	84	-3	8,680	10,184	-15%	-22%
forrestfurnishing.co.uk	85	+15	8,502	5,713	+49%	+42%
furnituredirectuk.net	86	-29	8,424	20,577	-59%	-66%
pamono.co.uk	87	-1	8,208	9,139	-10%	-17%
nordichouse.co.uk	88	+2	7,930	8,290	-4%	-11%
my-furniture.com	89	-1	7,643	8,507	-10%	-17%
loft.co.uk	90	-1	7,095	8,477	-16%	-23%
tylko.com	91	+6	6,240	6,159	+1%	-6%
pavilionbroadway.co.uk	92	+3	6,126	6,744	-9%	-16%
arloandjacob.com	93	+6	5,978	5,752	+4%	-3%
aif.london	94	-	5,957	7,190	-17%	-24%
timothyoulton.com	95	+3	5,943	6,118	-3%	-10%
arighibianchi.co.uk	96	+11	5,929	4,463	+33%	+26%
taskers.com	97	-5	5,730	7,653	-25%	-32%
windowo.co.uk	98	+5	5,625	5,240	+7%	-
thedesignerrooms.com	99	+13	5,455	3,602	+51%	+44%
birdiefortescue.co.uk	100	+5	5,290	4,861	+9%	+2%



**Industry  
Variance**  
**+7%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 7% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.



ds Awards Awards Awards Awards Awards

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a “generic” search term within a brand name presents both great challenges and benefits.

The brand’s vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term “Wholesale Sweets”.

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term “wholesale sweets” isn’t considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of “wholesale sweet” terms.

## Similar Challenges?

**Talk to an expert.**







**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
next	7480000	14%
dunelm	3350000	6%
ikea	3350000	7%
dfs	550000	6%
furniture village	301000	16%
oak furniture land	301000	6%
sofology	201000	22%
habitat	201000	6%
jysk	135000	30%
dusk	90500	57%
barker and stonehouse	90500	14%
neptune	90500	6%
made	90500	6%
loaf	74000	7%
oka	49500	19%
westelm	49500	18%

Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
nkuku	40500	43%
heals	40500	21%
furniture 123	40500	14%
daals	33100	29%
garden trading	33100	49%
vinterior	27100	199%
roseland furniture	27100	22%
futon company	27100	22%
oak furniture superstore	22200	21%
cult furniture	22200	13%
feather and black	12100	14%
homary	8100	15%
secret linen store	8100	6%
sterling home	2900	11%
harbour lifestyle	1900	14%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
ottoman bed	90500	43%
carpet dealers near me	49500	6%
chandelier	49500	8%
blackout blinds	40500	15%
blackout blinds for windows	40500	15%
blackout roller shades	40500	15%
stair runner	33100	14%
stair runner carpet	27100	14%
stair runner rugs	27100	14%
trundle bed	27100	15%
online carpets	22200	30%
small double bed size	22200	22%
carpet near me	22200	13%
king ottoman bed	22200	14%
king size ottoman bed	22200	14%
plantation shutter blinds	22200	14%

Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
shutter blinds	22200	14%
small double ottoman bed	18100	14%
iranian rugs	14800	40%
living room rugs	14800	14%
wall lamps for living room	12100	32%
wall lights living room	12100	32%
no drill blinds	9900	50%
blinds for windows	8100	55%
shop curtains	3600	84%
double blinds	2400	380%
corner bed	2400	350%
rug shop	2400	109%
ruggable rugs	1900	262%
blinds shop	1900	145%



Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
the white company	301000	-9%
la redoute	201000	-13%
scs	201000	-6%
home essentials	74000	-33%
sophie allport	40500	-26%
sass and belle	27100	-18%
danetti	18100	-13%
pretty little home	12100	-17%
aosom	12100	-23%
furniture choice	9900	-13%
furniture box	8100	-6%
furniture in fashion	5400	-13%
swoon editions	5400	-13%
my bedframes	210	-29%

Receding Products


# Receding Products

Keyword	Search Volume	Interest Trend
sofa and bed	301000	-13%
beds	201000	-7%
rugs	165000	-7%
mirrors online	135000	-6%
single bed	110000	-12%
bunk beds	110000	-12%
roller blinds	74000	-13%
double bed frame	60500	-7%
day bed	49500	-18%
divan bed	49500	-13%
kids bed	49500	-13%
vertical blinds	49500	-13%
cabin bed	40500	-18%
net curtains	40500	-18%
rugs for sale	33100	-23%
beds for sale	33100	-13%

Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
wall mirror	33100	-13%
perfect fit blinds	22200	-23%
door curtain	22200	-17%
grey rug	22200	-24%
round mirrors	22200	-18%
chandelier light	18100	-29%
gray bed	18100	-24%
blinds near me	14800	-38%
blinds store near me	14800	-38%
roller blinds near me	14800	-38%
thermal curtains	14800	-14%
thermal drapes	14800	-14%
curtains for living room	8100	-38%
curtains for bedroom	6600	-49%

 **Next** is dominating the  
brand search game.

**This is far more than  
technical SEO  
fundamentals, achieving  
this requires a full frontal  
assault on search.**

**Brett Janes**  
**Managing Director**

01244 564 501  
Brett@saliency.co.uk

[Book a Chat](#)



# Ooo Nice Clients...

**Dreams**

**carpetright.**

*Lindt* 

HARVEY MARIA®  
— FABULOUS FLOORS —

**sunny**

 **early  
learning  
centre**

**PÂTISSERIE  
VALERIE**

  
**FLOORING KING**

  
**The Entertainer**  
TheToyShop.com

PAPIER

 **BRITA®**

 **JUSTMYLOOK**

  
**Totally Wicked®**

**LiveScoreBet™**

  
healthspan

**PORCELANOSA**



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links





# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

**Come across any head-scratchers in this report so far?**

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?



// **Salience.**