

NPD: Home textiles experienced double-digit growth

NPD Group's industry advisor for home expects another strong year of sales for the category. In a recent blog post, Joe Derochowski - who is also VP for home - said that home textiles dollar sales grew 13% over the first 11 months of 2020. Kitchen and bath products generated 31% sales growth through November. Home improvement was up 23% during the same period. For the full year, small appliances dollar sales jumped 25% and housewares 23%.

"Consumers' needs changed in 2020, and will continue to alter throughout this year," he wrote, "opening the door to new opportunities in the finishing touches that come from complementary categories like home textiles, housewares and appliances." Creating safe living environments continues to be important, "whether on the floor or in the air," and greater interest in do-it-yourself home improvement projects has helped boost the kitchen and bathroom categories.

At the same time, home products developers will need to adjust as consumers eventually resume travel and return to in-person work and schooling, Derochowski cautioned. The needs

of the consumer may look very different in the latter half of the year, he added.

"There are also elements of life in 2020 that will remain longer term - working from home more than before, increased pet ownership, movement to suburbs, more in-home space demands, etc.," he concluded. "Ultimately, home products will always be relevant, but the way consumers use them will continue to change." *Source: NPD*



JCPenney augments private label home brands

As part of its spring refresh, JCPenney is making category expansions under two house brands – and is prepping for the launch of a new home brand. In its announcement, the retailer said that as part of its strategy to strengthen its home merchandise assortment, the company will unveil a new modern home brand in April. It will mark the second home brand launch this spring,

following the debut in early March of the Fieldcrest brand as a JCPenney exclusive.

The spring season brand extensions take two key house brands into additional lifestyle categories. JCPenney's exclusive Liz Claiborne home assortment has added a home décor selection. It includes dec pillows, throws, picture frames, tabletop décor and artificial florals.

The Linden Street collection has expanded into dinnerware, serveware and table linens that reflect the artisan style offered by the core collection of towels, sheets and cotton drapes. New home décor offerings under the brand include indoor rugs, planters, vases, lanterns, baskets and wreaths. The company also announced the launch of three new swim brands as well as new apparel and activewear.

"There is a constant drive to refresh our brands to keep up with the changing needs of our customers," said Michelle Wlazlo, executive vice president and chief merchant.

Source: HFN Digital

