

Home & Garden Top 50: Ecommerce Report

A benchmark report of 2023's leading Home & Garden retailers

Adobe Commerce & Magento Edition



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A Word from Fluid Commerce

“ Welcome to the fourth annual edition of our Home & Garden Top 50 Ecommerce Report, a benchmark report analysing the sector’s leading retailers built on Adobe Commerce or Magento.

The primary aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against.

The secondary aim of this report is to provide examples of ecommerce best practice, showcasing the brands that are performing at the top of their game.

Criteria

To keep pace with changing trends and consumer expectations, we've updated our scoring criteria for 2023 to include:

- Voice search
- Video on the product page
- Product recommendations in the add-to-cart message
- Add-to-basket on the category page
- Home page load time

- Reviews that can be filtered, sorted and searched
- Instant Bank Transfer
- Embedded social feed
- Regularly updated TikTok

Due to this new injection of criteria, many of our brands have dropped down the rankings.

For example, 2022’s number one, Soak&Sleep, has slipped down to 10th place this year.

This shows how it is critical to continually review, update and invest in your website.

Without this, brands will fail to keep pace with consumer expectations and technological advances, and so risk losing out to their competition.

The additional challenge this year is that merchants must also face a UK economy that has reduced the disposable income of many consumers.

This report is intended to help merchants decide what they could - or should - invest in in order to have a thriving ecommerce business in 2023 and beyond.

If you have any questions about this report, or want to find out your score, get in touch using the contact details on the back page of this report.



Adam Hindle
Managing Director - Fluid Commerce

”

A Word From Salesfire

“ Change is the only constant. Especially when we have recently lived through the single-largest migration to ecommerce in history. The year 2020, saw ecommerce grow by 4.5x in the UK.

With an estimated 12-24 million online retail stores worldwide, competition in ecommerce is fierce.

Alongside this major growth, evolving consumer behaviour and increasingly uncertain financial landscapes mean that retailers must adapt their strategies to the needs of modern shoppers in order to remain competitive.

It's no longer good enough to just be online. Retailers need to think strategically about how they can achieve sustainable, profitable growth.

This starts with understanding the state of the industry, modern consumers, and where it goes next.

Navigating the future of ecommerce

The Home and Garden industry is no different when it comes to keeping up with the ever-changing landscape that is ecommerce and identifying how to grow with the times.

Online shopping is here to stay and ecommerce retailers need to find ways to continue their growth and capitalise on new traffic in the online space.

Analysing valuable information contained in this report and benchmarking tools like Salesfire Trends, can keep you one step ahead of your competition.

Ecommerce businesses that want to grow in the coming year should reassess their strategies to keep up with the latest trends and drive results. Take note of the scoring criteria and delve deep into your current approach, to see what other avenues you could be exploring to achieve bigger and better results.

Retailers should focus on engaging their customer base with content that focuses on adding value to the customer journey, building brand loyalty, and driving the customer's lifetime values up.

Home & Garden Top 50

Congratulations to all of the merchants who have ranked highly and showed a true commitment to improving user experiences. We are pleased to see some of our customers featured in the report, demonstrating that conversion rate optimisation and on-site personalisation solutions can make a real impact.



Rich Himsworth
CEO - Salesfire

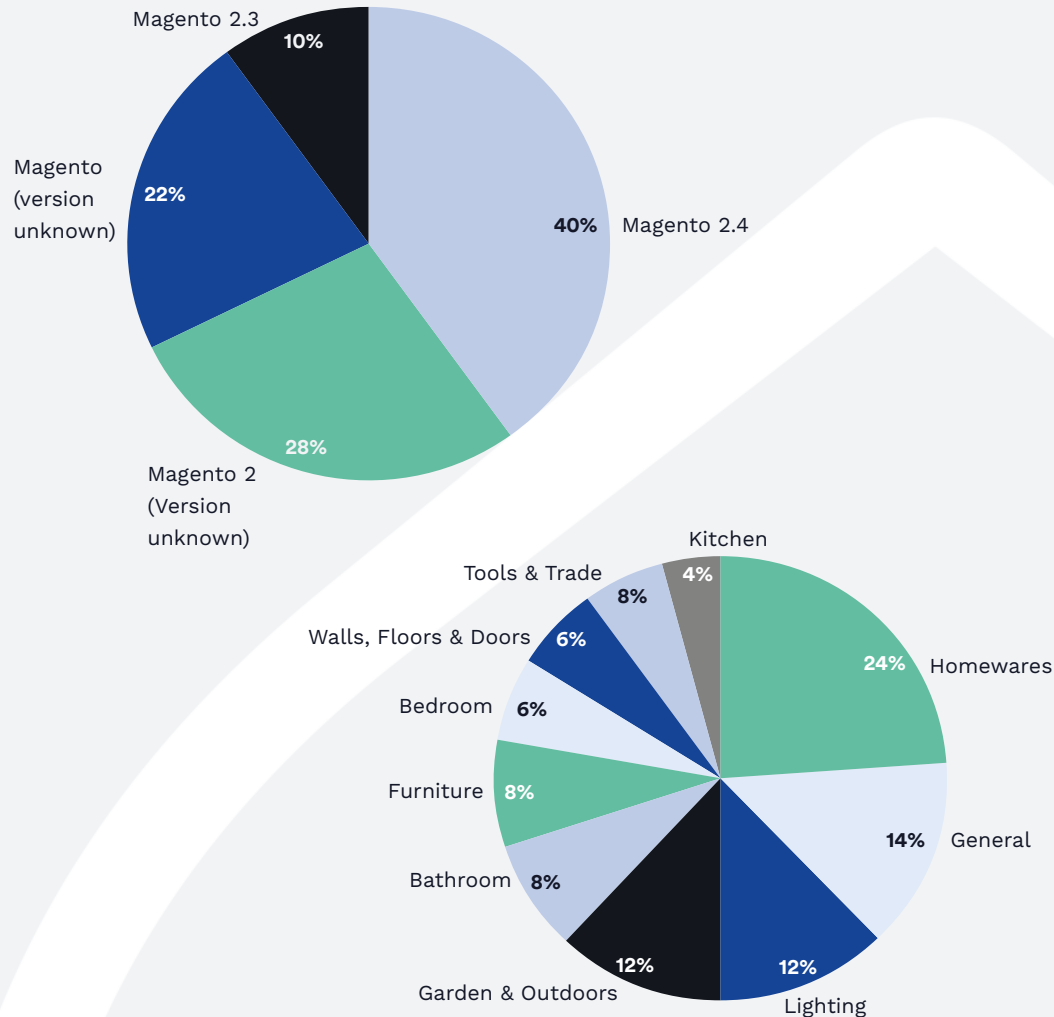
Methodology

Who we included and how we scored



Who We Included

The merchants featured in this report were selected to ensure a fair, diverse and accurate representation of the Home & Garden sector in the UK. Brands were included from Home & Garden sub-sectors, including Walls, Floors & Doors, Tools & Trade, Lighting, Homewares, General, Garden & Outdoors, Furniture, Bedroom and Bathroom.



How We Scored

Brands were evaluated across nine key ecommerce areas:

- Speed
- Navigation
- Trust
- Product Page UX
- Mobile UX
- Checkout
- Payment
- Delivery
- Community

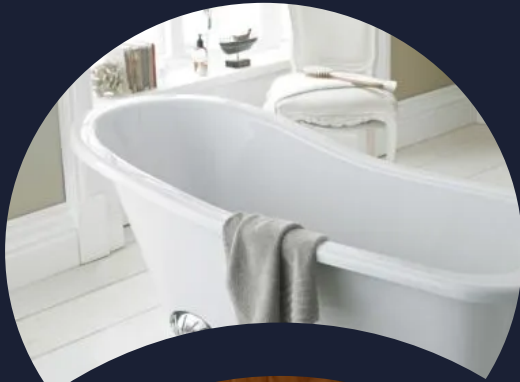
65 ecommerce elements were looked at as part of the research

26 points were available

Go to the end of this report for the full breakdown of criteria and points.

Benchmarking

How did each sub-sector perform?



Benchmarking

 **67%**

Average Score

The average score for all Home & Garden retailers featured in this report is **67%**

Broken down into sub-sectors, Bedroom and Cookware brands were the most successful in achieving ecommerce excellence.

Average Score Per Sector

 **72%**
Bedroom

 **72%**
Cookware

 **71%**
Lighting

 **70%**
Homewares

 **69%**
Walls Floors & Doors

 **68%**
General

 **67%**
Garden & Outdoors

 **67%**
Furniture











 **66%**
Tools & Trade

 **66%**
Bathroom







The Top 20 Retailers



The Home & Garden Top 20 Retailers

		2023	2022			2023	2022
	Litecraft.co.uk	85	New Entry		bakerybits.co.uk	78	New Entry
	happybeds.co.uk	80	New Entry		thepaintshed.com	77	↓ 79
	bigbathroomshop.co.uk	80	None Mover		roseandgrey.co.uk	76	↑ 71
	rockettstgeorge.co.uk	80	↑ 77		farrar-tanner.co.uk	75	New Entry
	frenchbedroomcompany.co.uk	78	None Mover		soakandsleep.com	74	↓ 81

The Home & Garden Top 20 Retailers

		2023	2022			2023	2022
	the home department store housingunits.co.uk	74	↓ 81		lampandlight.co.uk	72	↓ 75
	robertdyas.co.uk	74	↑ 72		portmeirion.co.uk	72	New Entry
	tilegiant.co.uk	74	↓ 77		simplelighting.co.uk	71	↓ 77
	charlesbentley.com	73	↑ 66		primrose.co.uk	71	↓ 79
	linenslimited.com	73	↓ 77		silentnight.co.uk	67	↓ 70

Lower Rankings

#21 - #50



Lower Rankings

	2023	2022		2023	2022
Moda Furnishings	70	↓ 77	OKA	64	↓ 71
Notcutts	69	↑ 67	Heals	64	↓ 70
Charlies	69	New Entry	Trading Depot	64	↓ 67
Lights.co.uk	69	New Entry	Tap 'n Shower	64	↑ 63
Bean Bag Bazaar	68	↓ 75	WoodBlocX	64	↓ 73
Dormeo	67	↓ 72	Logspan	62	↓ 67
Kilner	67	↓ 69	Iconic Lights	62	↓ 80
Lighting Direct	67	↓ 68	The Conran Shop	61	↑ 60
Cox & Cox	67	↓ 72	Aqualisa	60	New Entry
White Stores	66	↓ 67	Made By Zen	59	New Entry
Wood and Beyond	65	↓ 70	BathroomsByDesign	58	↑ 61
Dip & Doze	65	↓ 72	Cousins Furniture Stores	58	↓ 67
Wood2U	65	New Entry	Tom Dixon	58	↓ 65
Wrendale Designs	65	New Entry	Little Greene	57	↓ 64
Stoves Are Us	65	New Entry	Perch & Parrow	56	↓ 61

Happy Beds

Driving revenue, conversion rates and AOV with Salesfire



How Happy Beds drove revenue and AOV with Salesfire

Founded in 2010, **Happy Beds** expanded into ecommerce with the launch of its own website in 2012.

Since then, the company has continued to expand to accommodate business and product inventory growth.

By constantly learning, growing, and listening to what their customers want, they are able to showcase affordable, dreamy, and attractive pieces of furniture that bring your bedroom to life.

Happy Beds opened a discussion with Salesfire to maximise their on-site engagement, with a key focus being on reducing bounce rates and increasing conversions.

The solution

After a careful review of Happy Beds' current strategy, Salesfire Overlays were implemented to take on-site orders to the next level.

Across ecommerce, **68%** of customers abandon an order before they get to the checkout. Grabbing their attention before they leave the site is integral to continuing the buyer journey and improving conversion rates.

Happy Beds wanted to reduce basket abandonment and used an exit intent triggered campaign to highlight USPs to exiting visitors.

This campaign resulted in a **35.38%** conversion rate. A further campaign enabled Happy Beds to promote their 4.4 star rating on Trustpilot. This USP acted as a form of social proof and helped gain the trust of their audience.

Happy Beds also use urgency-instilled campaigns across product pages to highlight real-time data from their shoppers. This includes Salesfire's product views and product purchases campaigns that communicate the popularity of an item.

This encourages customers to complete their purchases quicker to avoid missing out.

The results

The combination of these campaigns, delivered at different moments in the customer journey, allowed Happy Beds to drive more conversions and boost average order value. The site has tracked over **8.4 million** impressions of Salesfire Overlays through exit intent triggered messaging and scarcity marketing tactics.

MoM, Happy Beds has seen:

- **12%** of revenue influenced by Salesfire
- **11%** of orders influenced by Salesfire
- **7.9%** increase in average order value
- **7.6%** conversion rate through Overlays
- Exit Intent triggered campaign to display USPs has a conversion rate of **35.38%**

Salesfire Happy beds™

Ecommerce Excellence

Themes, analysis and insights



Speed & Performance

Top Brands

litecraft

Runners Up

 **lights.co.uk**

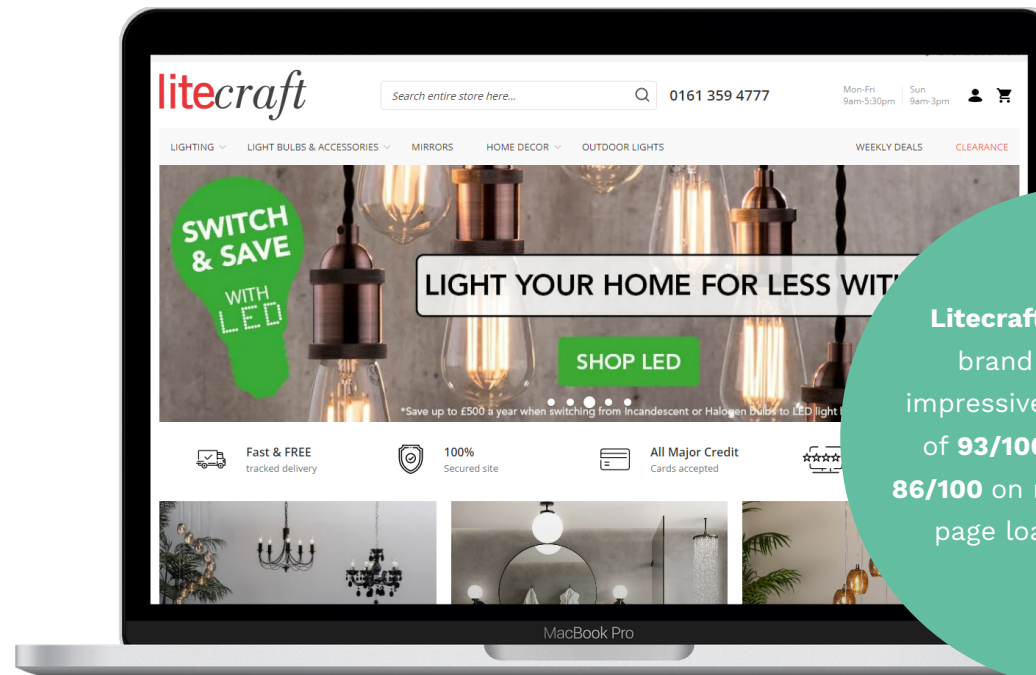

WOOD N BEYOND

Customers want a fast site to make their purchases as quickly as possible. A site that takes too long to load will lead to boredom or frustration - users will give up and shop elsewhere.

We collected the mobile and desktop Google Lighthouse scores of each site, and combined them with the load time of each homepage (using Pingdom) to produce a total score.

- Average desktop score: **66/100**
- Average mobile score: **30/100**
- Average homepage load time: **1.94 seconds**

These numbers represent a gentle improvement since last year's report. In 2022, the average desktop score was **59/100**, and the mobile score was **25/100**. This highlights how much importance merchants have placed on speed over the last 12 months.



Litecraft was the fastest brand overall, with an impressive Lighthouse score of **93/100** on desktop and **86/100** on mobile, plus a rapid page load speed of **0.43 seconds**

Key Takeaways: Speed & Performance



Average Mobile Performance

Top Mobile Performance (out of 100)

Lightcraft	86
Lights.co.uk	62
Farrar & Tanner	69
Wood and Beyond	73



Average Desktop Performance

Top Desktop Performance (out of 100)

Lights.co.uk	98
Litecraft	93
Wood and Beyond	94
Cox & Cox	92

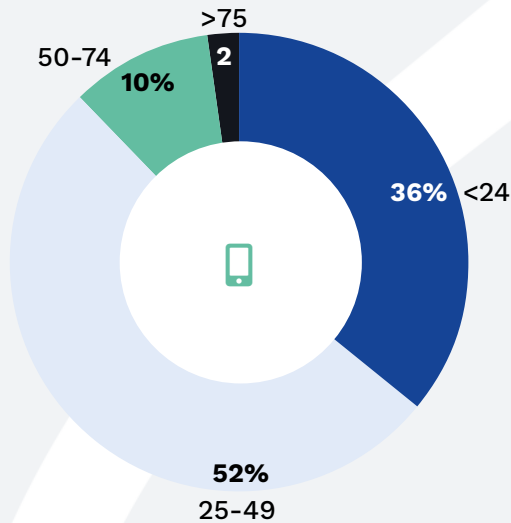


Average Page Load Time

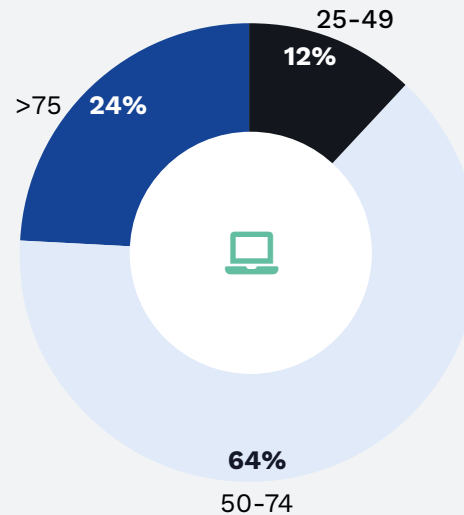
Fastest Page Load Speed (seconds)

Litecraft	0.43
Wrendale Designs	0.44
Rose & Grey	0.49
The Conran Shop	0.55

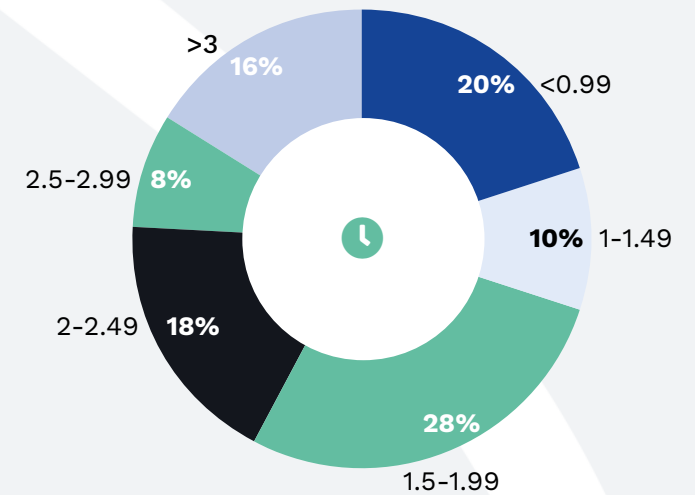
Mobile Lighthouse Score (out of 100)



Desktop Lighthouse Score (out of 100)



Page Load Time (Seconds)



Trust

Top Brands

 BIG BATHROOM SHOP

 ROCKETT ST GEORGE

 The Paint Shed

 Bakery Bits

 soak & sleep

CHARLES BENTLEY

The mark of a good website is its trust factor.

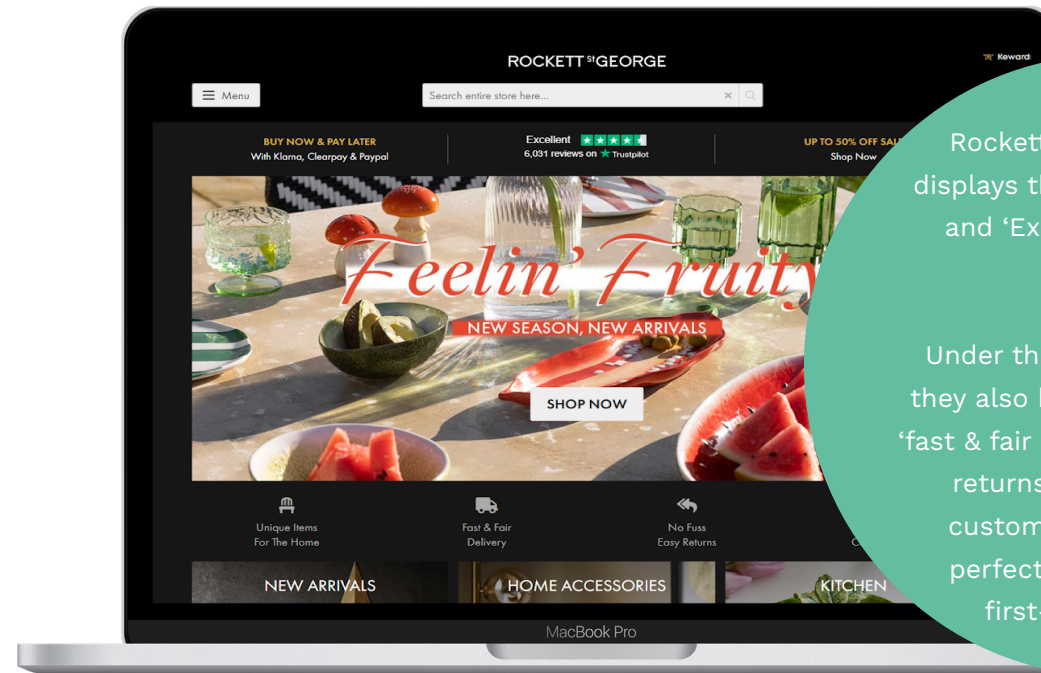
Customers who are new to the brand look for and appreciate trust signals on the home page such as:

- Reviews
- Awards
- Delivery options
- 'As featured in' logos

These trust signals give consumers confidence in a brand, and have the ability to convert shoppers from a casual browser into an active buyer.

Trust factors are also great for SEO, so brands should be confident in displaying their USPs prominently.

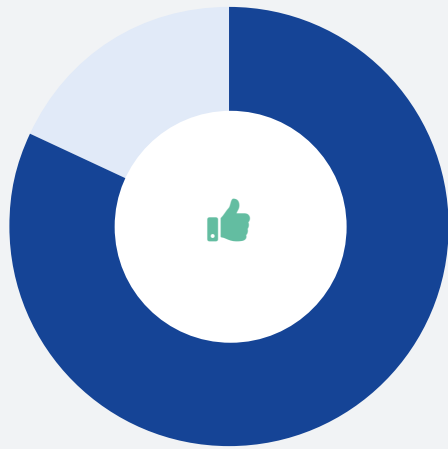
Home & Garden brands did well in this area, with **36%** achieving the maximum number of points.



Rockett St George clearly displays their payment options and 'Excellent' reviews on Trustpilot.

Under the homepage banner, they also highlight their USPs - 'fast & fair delivery', 'no fuss easy returns', and 'exceptional customer care'. These are perfect to inspire trust in first-time shoppers.

Key Takeaways: Trust



82%

Reassurance messaging
on homepage



78%

Reviews on
home page



74%

Reviews on
product page

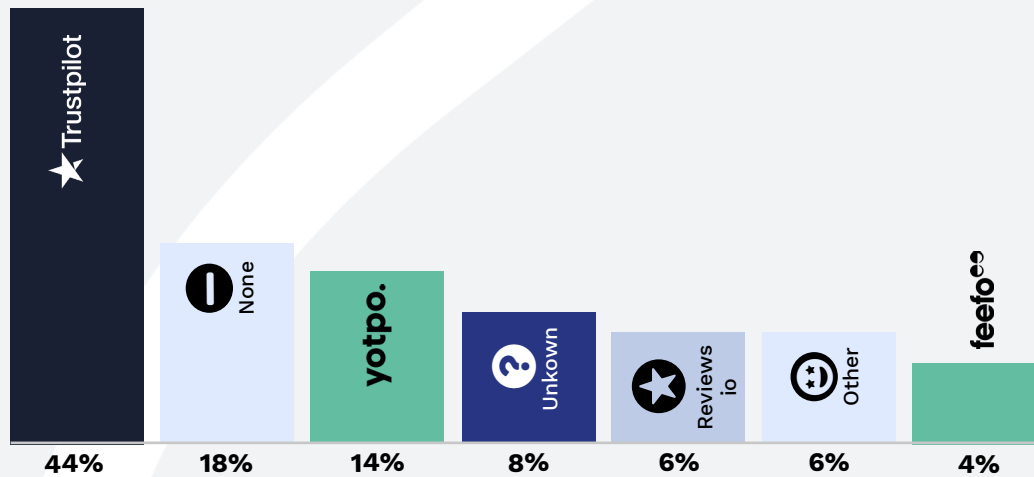


48%

Advanced reviews*

*Advanced reviews allows customers to search, filter and sort the available reviews

Review Platform



🔍 Navigation

Runners Up*



PORTMEIRION®



*No brand scored top marks for Navigation

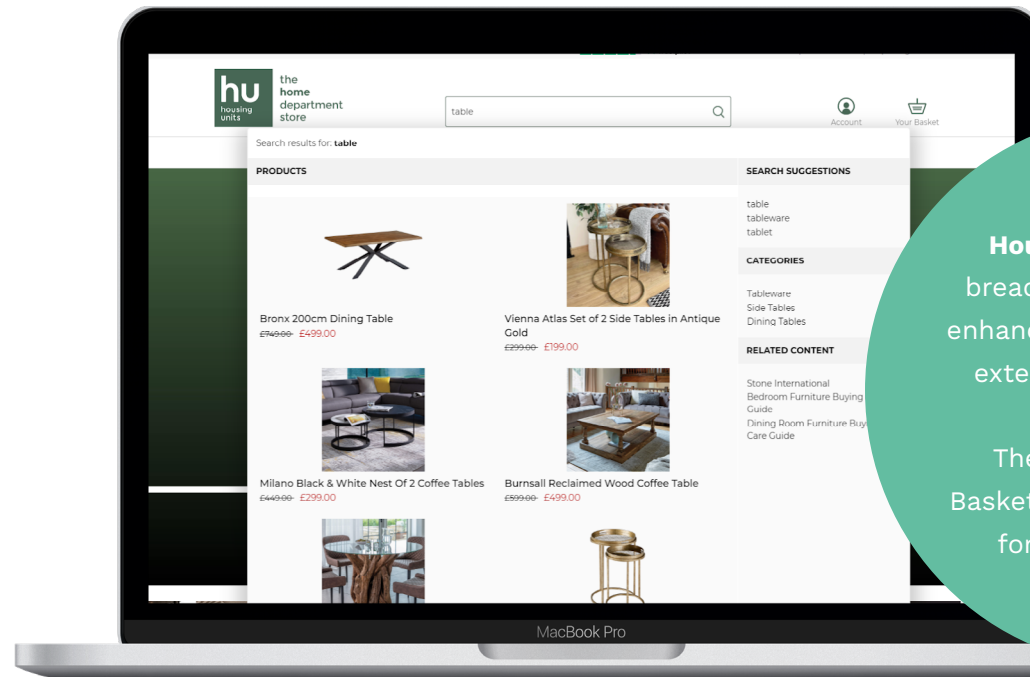
Navigation tools like breadcrumbs, search, sort and filter can all help brands to:

- Drive conversion rates
- Reduce bounce rates
- Build customer loyalty

This year, we added Voice Search as scoring criteria. **Soak&Sleep** and **Cox & Cox** are currently the only retailers to use this technology.

No merchants got full marks for navigation. They were let down by not offering:

- Live chat
- Voice Search
- Sort by Popularity, Bestseller or Top Picks
- 'Add to Cart' on the category page



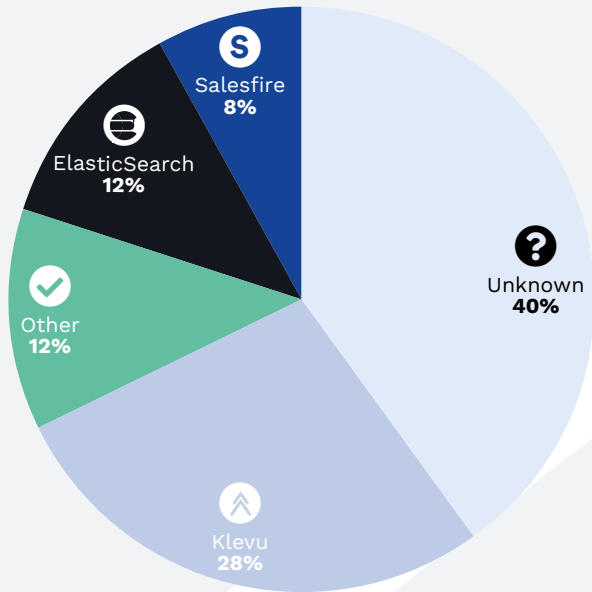
Housing Units provides breadcrumbs, live chat, an enhanced site search, and an extensive range of filters.

They also offer 'Add to Basket' on the category page for rapid conversions.

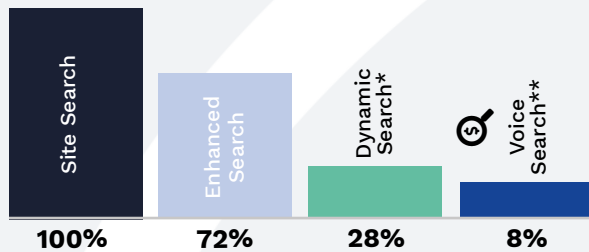
Key Takeaways: Navigation

Site Search Tech

Klevu was the most popular search solution - **28%** of merchants use it for product suggestions.



Site Search Options

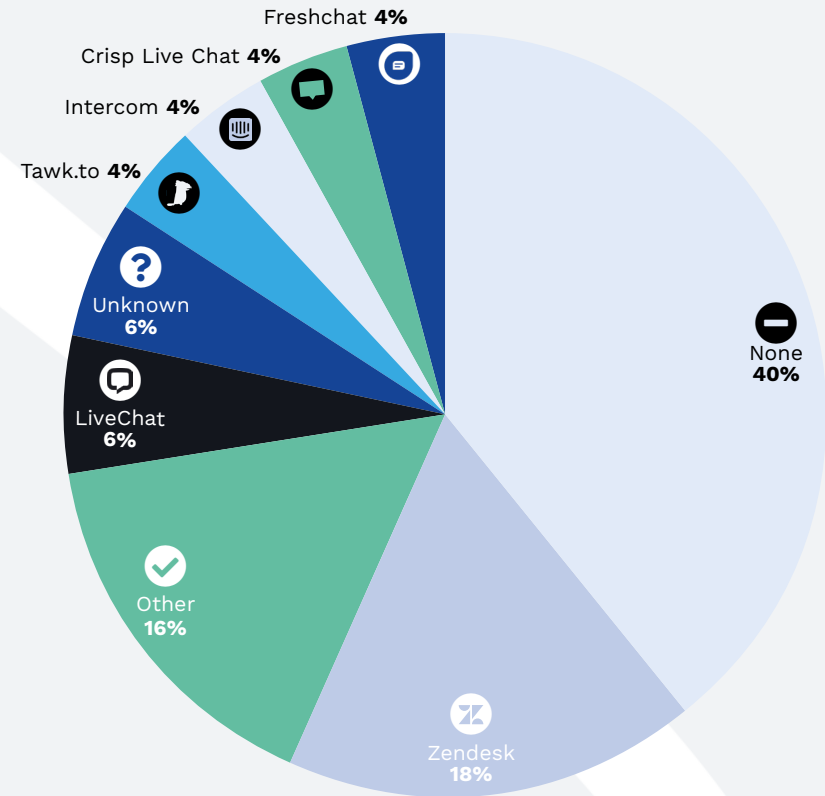


*Enhanced site search suggests products names and/or images, plus elements like categories, customer support and blog posts

**Dynamic site search suggests products names and/or images

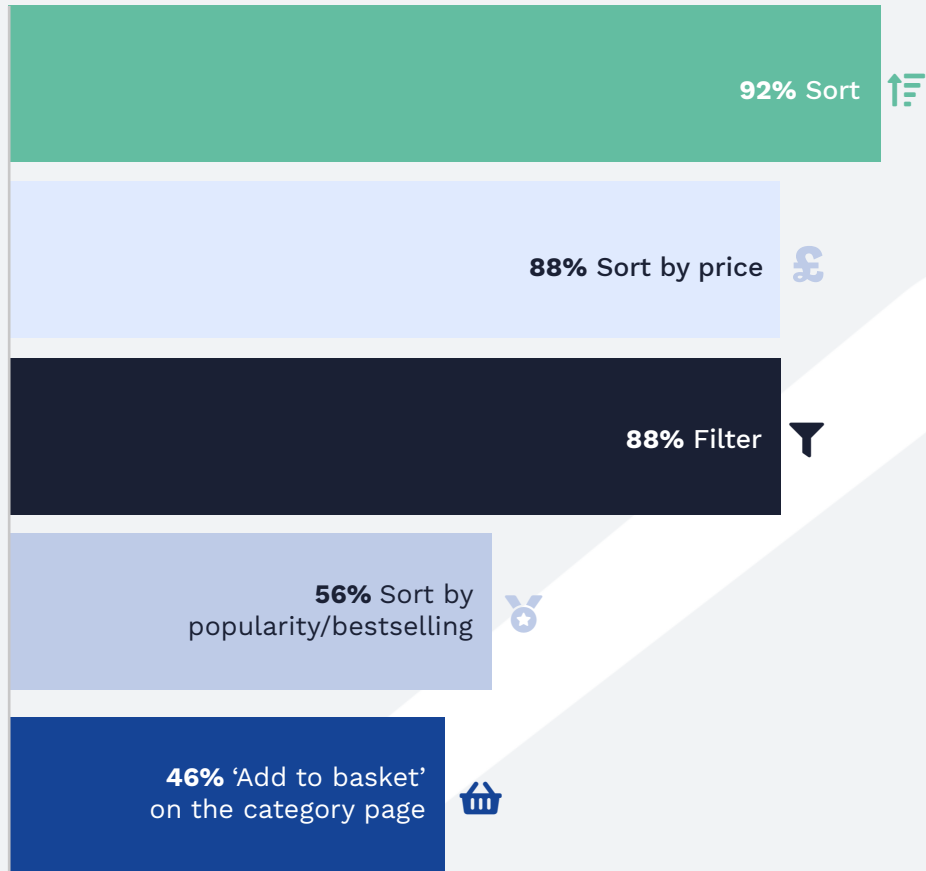
Live Chat

60% of merchants offered a live chat. **13** live chat solutions were identified and Zendesk was the most popular.



Key Takeaways: Navigation

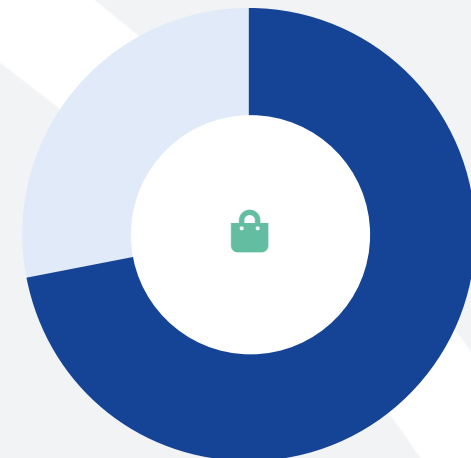
Filter & Sort



Breadcrumbs



90%
Breadcrumbs on category page



72%
Breadcrumbs on product page

Product Page

Runners Up*



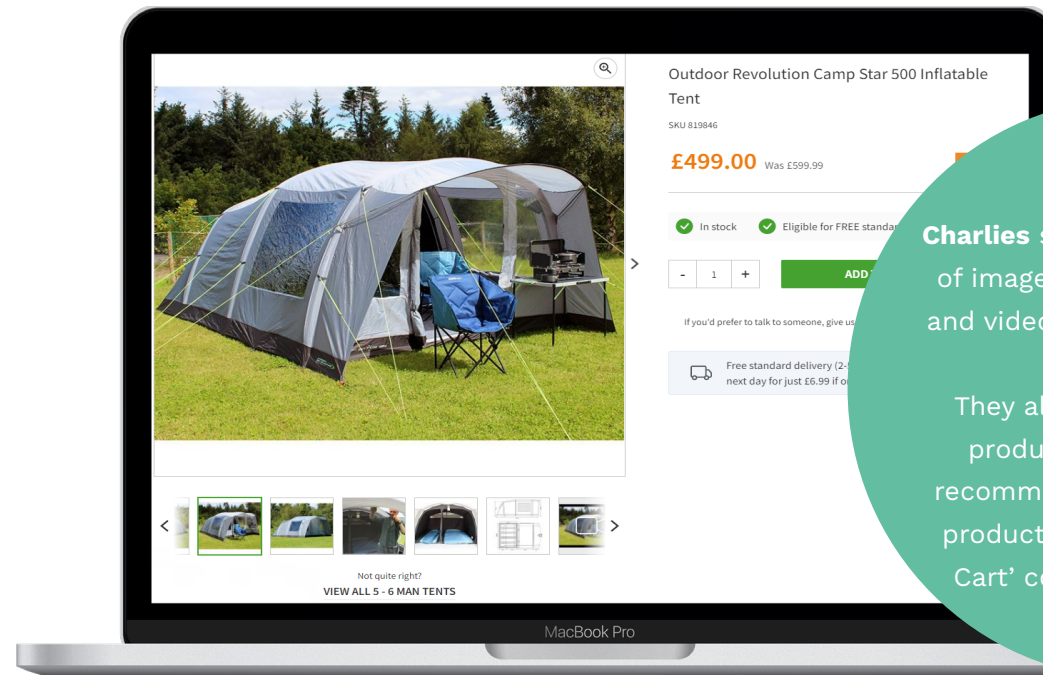
**No brand achieved top marks for Product Page*

A successful product page is one that answers any questions - and overcomes any objections - a shopper may have about a product.

This means providing detailed product information, plus videos, plenty of images, and intuitive zoom options.

It should also work as an upselling tool to boost conversion rates and average order values (AOV). It can do this by providing:

- Recommended product carousels
- Suggested products in the 'added to cart' confirmation message
- Visually similar search tool

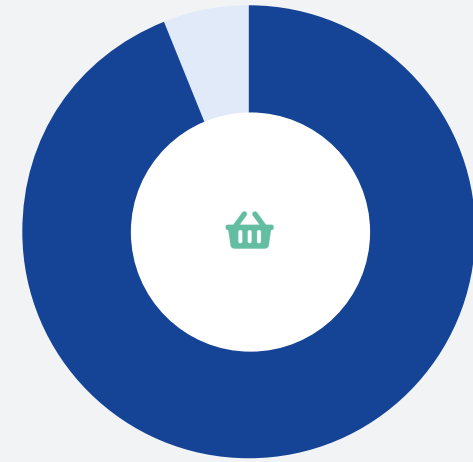
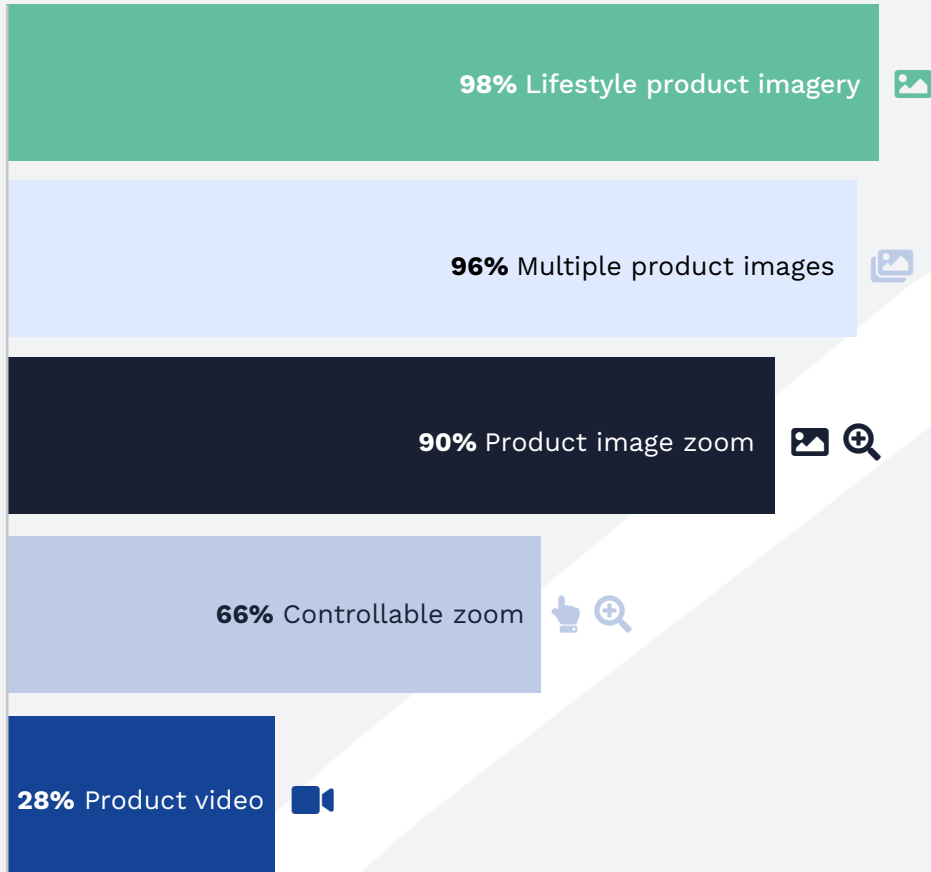


Charlies scored well with plenty of images, good zoom options and videos on its product page.

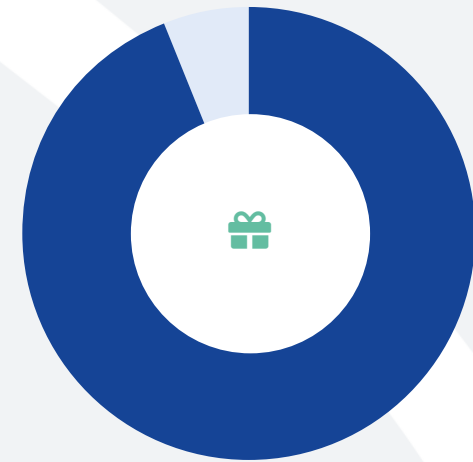
They also included detailed product info and product recommendations on both the product page and the 'Add to Cart' confirmation message

Key Takeaways: Product Page

Product Imagery



94% Stay on page after adding to the cart

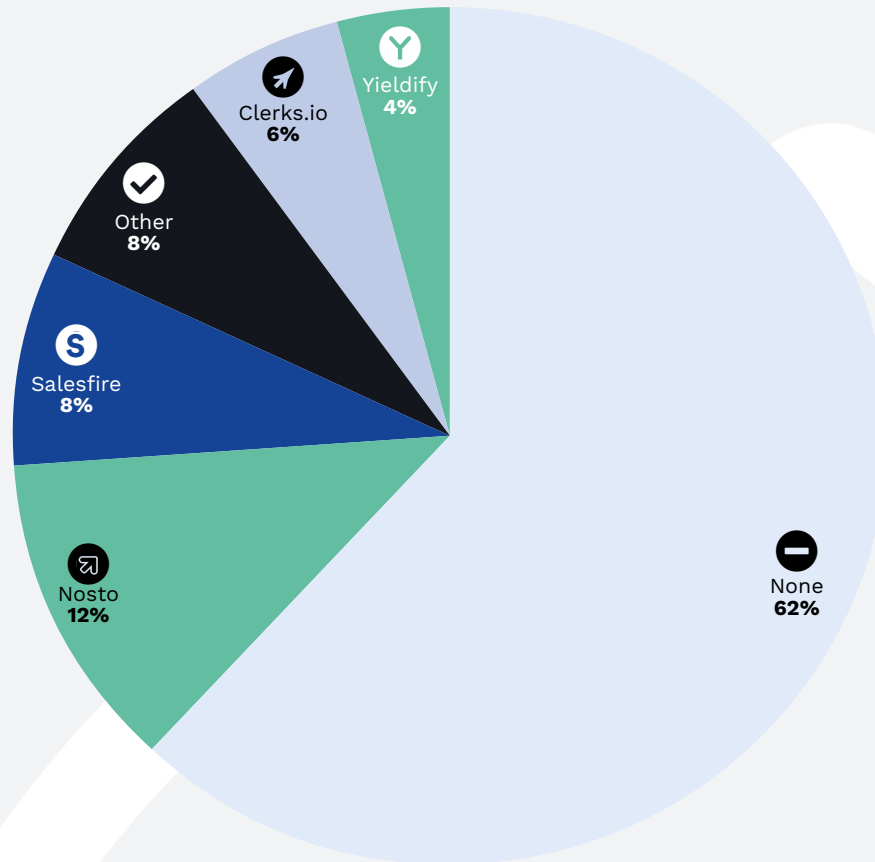


94% 'Added to cart' confirmation message

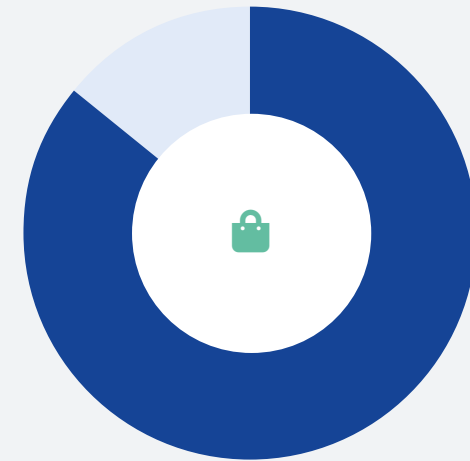
Key Takeaways: Product Page

Personalisation

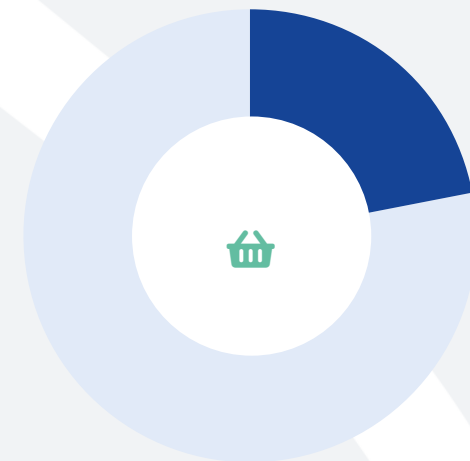
42% of brands used a personalisation solution



Conversion Rate Optimisation



86%
Product recommendations



22%
Product recommendations in
'added to cart' message

Mobile UX

Top Brands



FRENCH BEDROOM
— Est. 2006 —

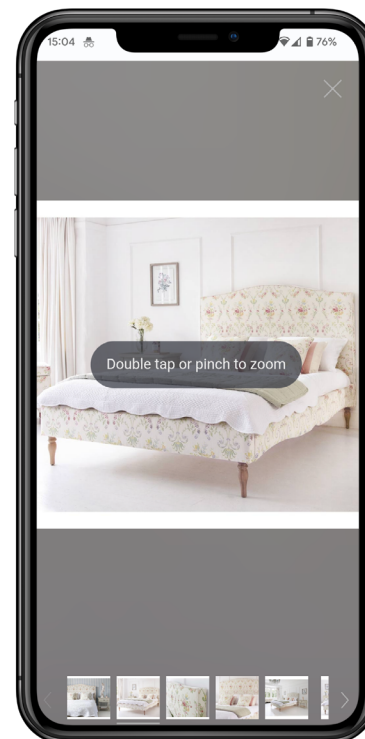
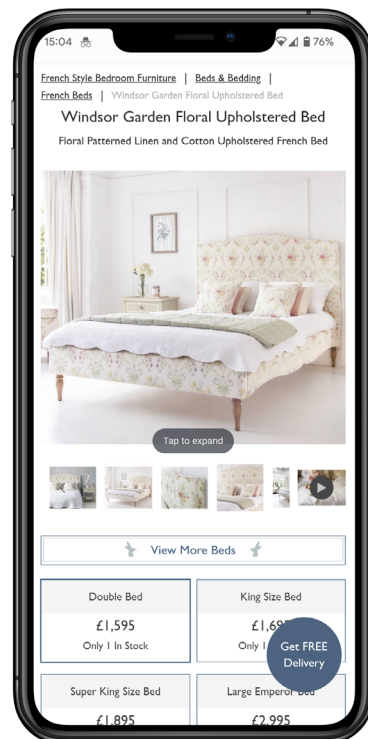
soak & sleep



LOGSPAN

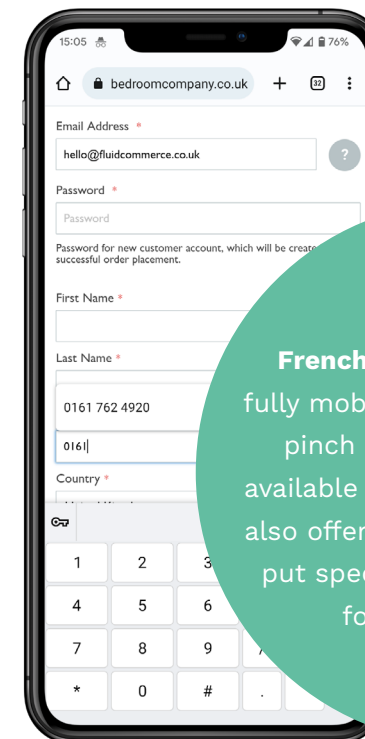
Phones and tablets dominate how shoppers research products, discover new brands and make purchases.

Offering a fast and intuitive mobile shopping experience is therefore fundamental to a retailer's online success.



16% of our brands scored top marks for providing a slick mobile experience. We scored for:

- An email and number input-specific keyboard at checkout
- Offering both double tap and pinch zoom options on product images

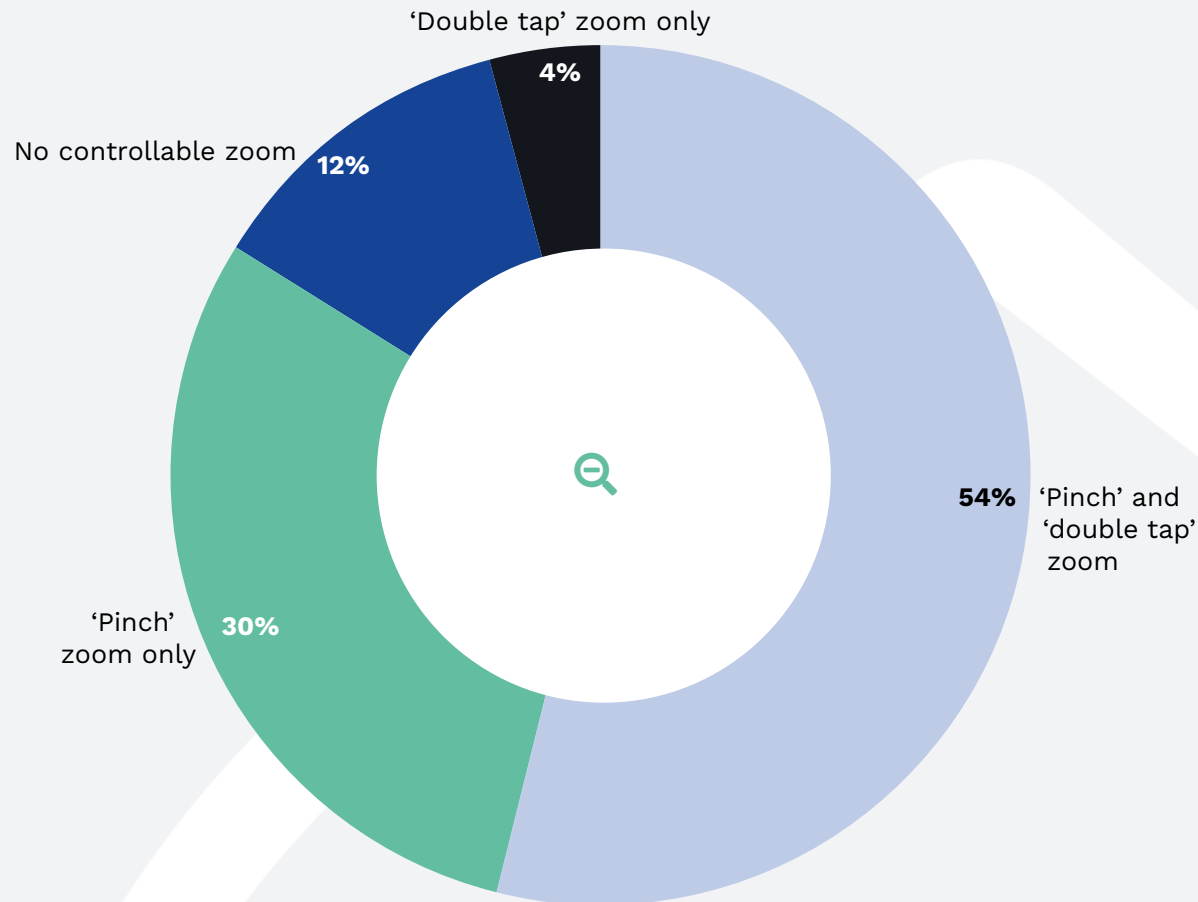


French Bedroom Company is fully mobile responsive, with both pinch and double-tap zoom available on product images. They also offer a number and email-input specific keyboard - perfect for a fast checkout

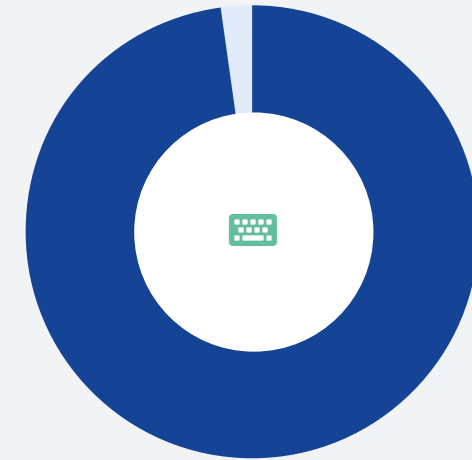
Key Takeaways: Mobile UX

Mobile Zoom

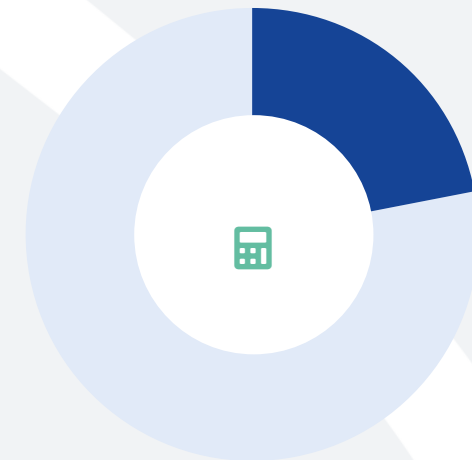
88% of brands offered zoom on mobile



Mobile Keyboard



96%
Input-specific email keyboards



22%
Numeric input keyboard

Checkout

Top Brands

Happy beds™

 BakeryBits

The PaintShed

RattanDirect

ROSE & GREY

PORTMEIRION®

36% of brands scored top marks for checkout, highlighting how seriously retailers take this area for achieving ecommerce success.

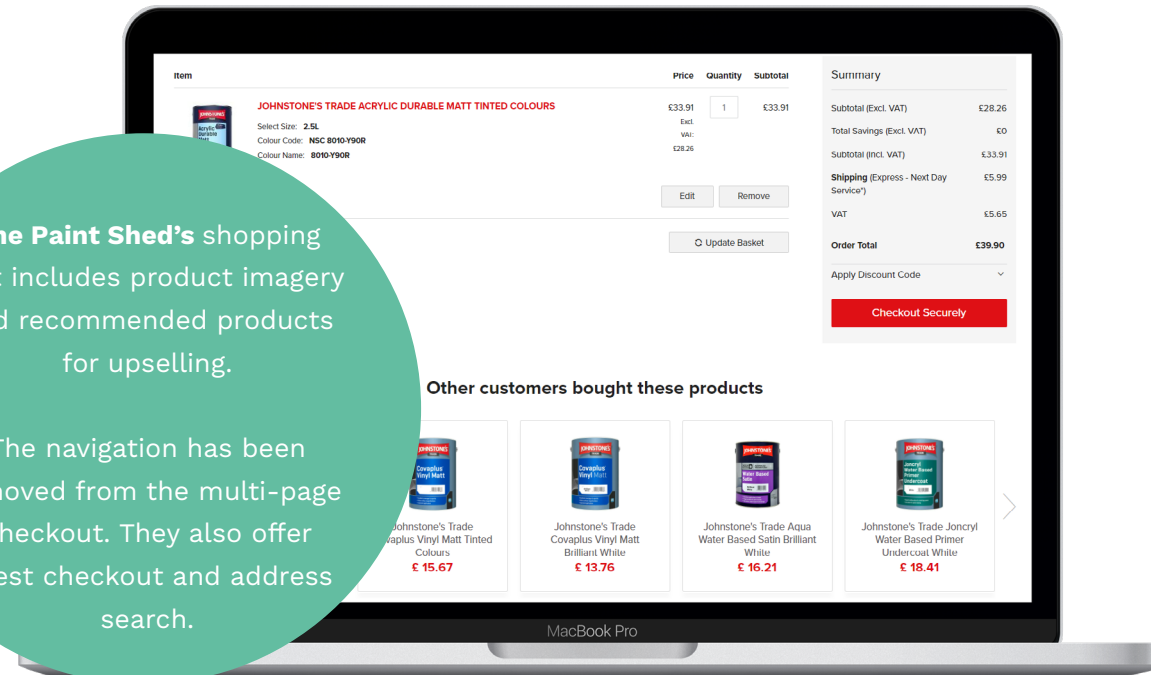
Once a shopper is ready to make a purchase, then the retailer must provide a distraction-free, secure and fast process. To achieve this, merchants removed the navigation at checkout, and provided a multi-section checkout.

Smart brands also included product imagery in the shopping cart and checkout. This stops the customer from leaving the checkout - and potentially not coming back - to double check what they have selected.

Providing a guest checkout and postcode search also speeds up the checkout process - especially for mobile users.

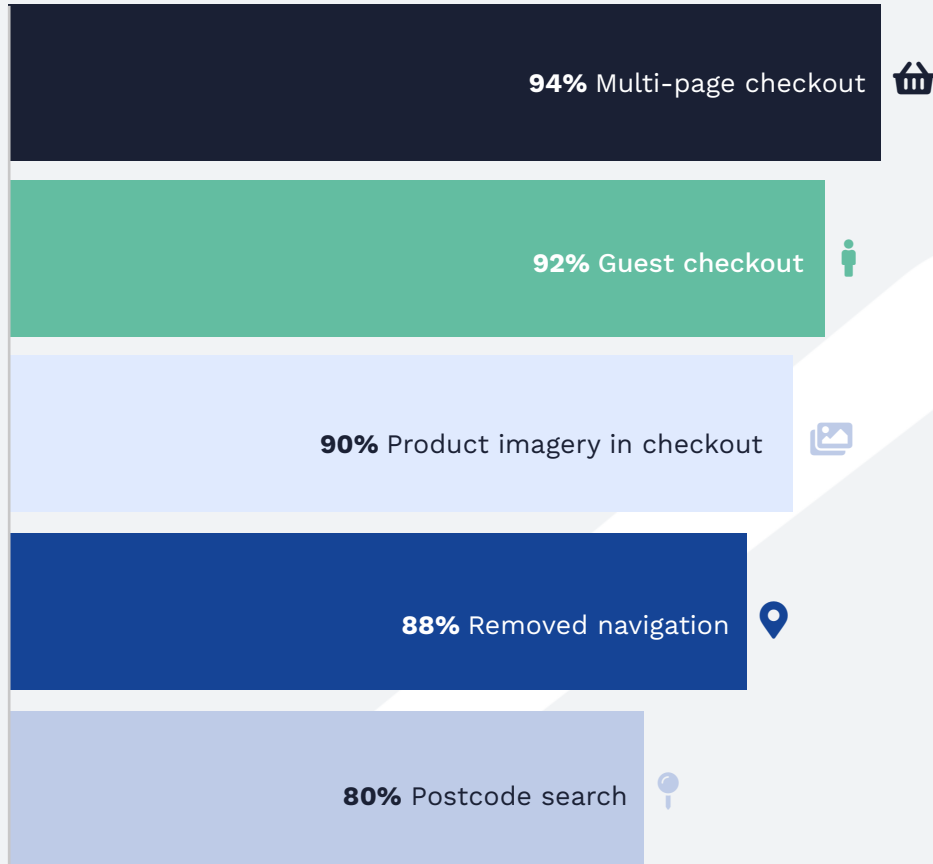
The Paint Shed's shopping cart includes product imagery and recommended products for upselling.

The navigation has been removed from the multi-page checkout. They also offer guest checkout and address search.

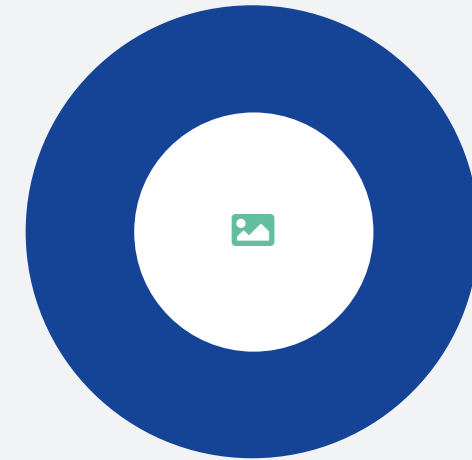


Key Takeaways: Checkout

Checkout



Shopping Cart



100%
Product imagery



54%
Product recommendations

Payment

Runners Up*



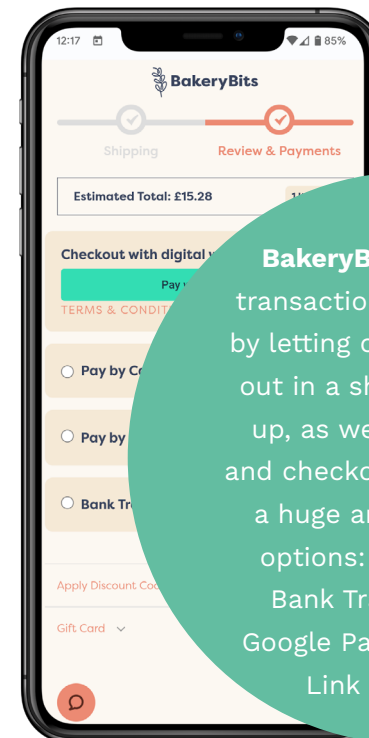
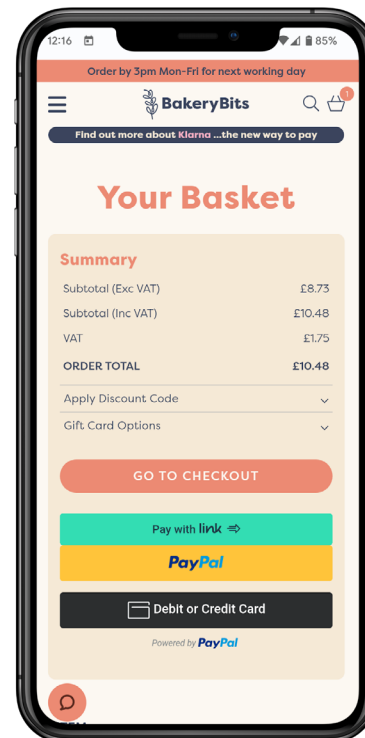
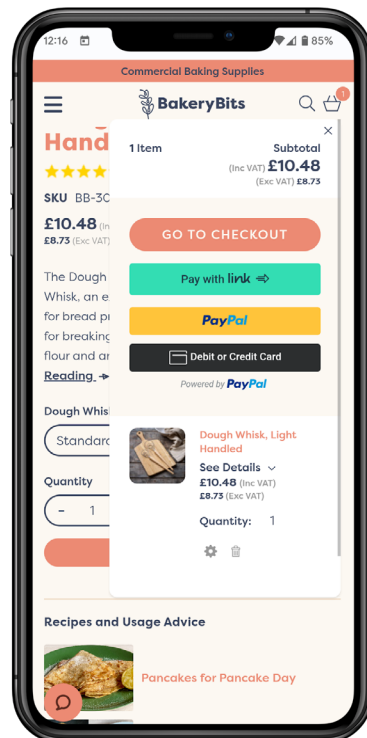
CHARLES BENTLEY



*No brand achieved top marks for Payment

Providing an array of convenient payment options for customers is critical for an effective checkout. Customers like to pay their way - on their schedule and with their preferred payment methods.

This can include Buy Now Pay Later solutions, such as those provided by Klarna, Clearpay or Laybuy. Alternatively, many shoppers prefer to use instant pay options from PayPal, Google, Amazon or Apple.



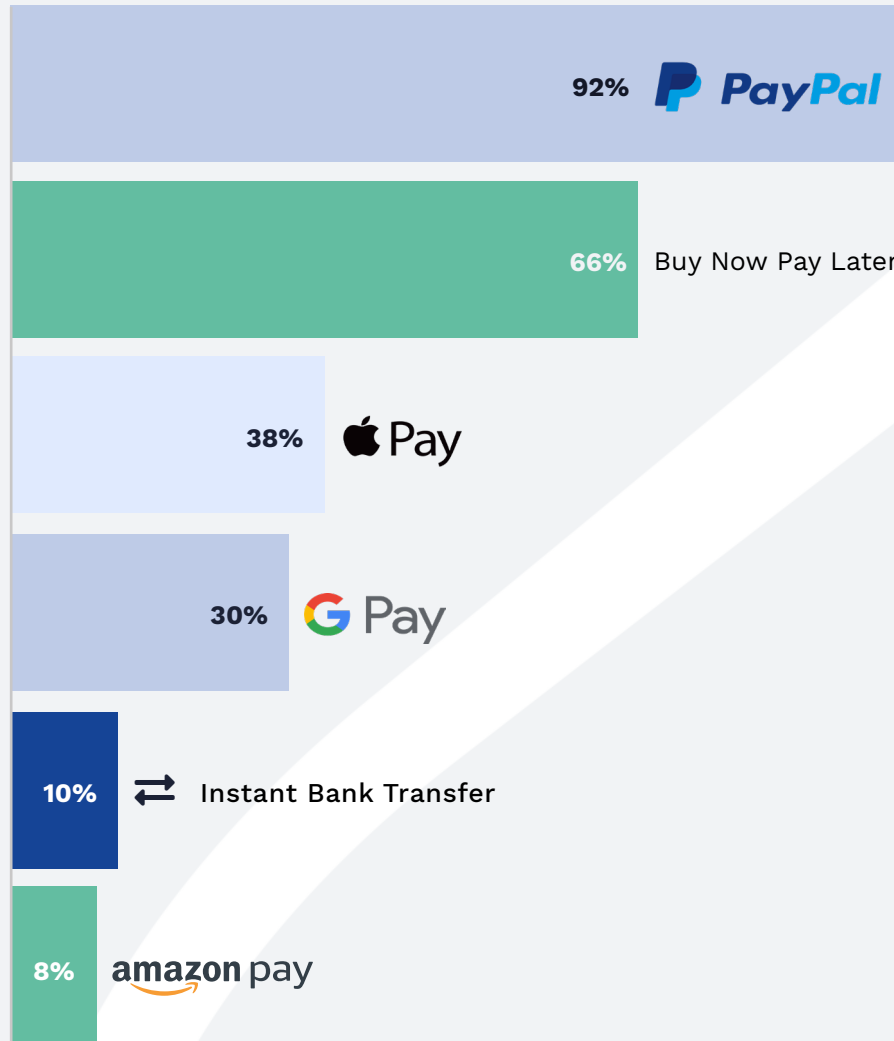
Displaying these payment options across the site - on the product page or homepage for example - is also a powerful way to encourage conversions.

None of our brands scored top marks for payment - although **BakeryBits** came close. The others fell down because they failed to offer a sufficiently wide enough range of payment options for their customers.

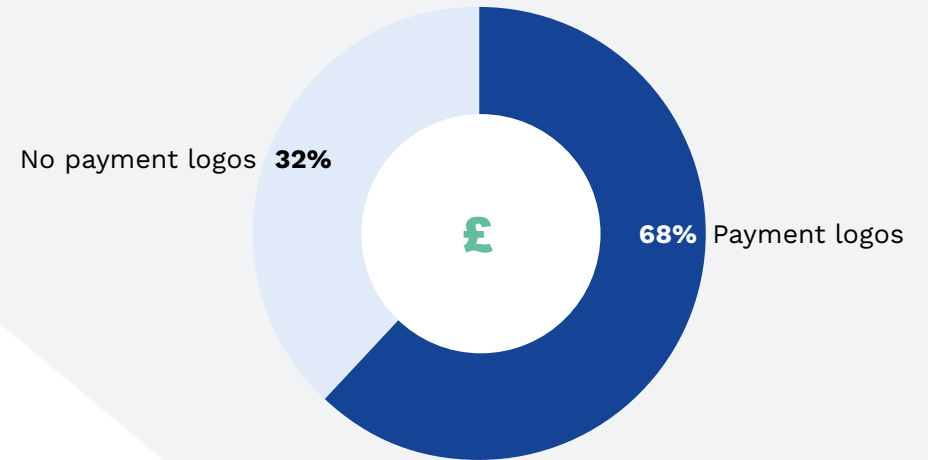
BakeryBits encourages transactions at every stage by letting customers check-out in a shopping cart pop up, as well as in the cart and checkout. They also give a huge array of payment options: Klarna, Instant Bank Transfer, Paypal, Google Pay, Apple Pay and Link instant pay.

Key Takeaways: Payment

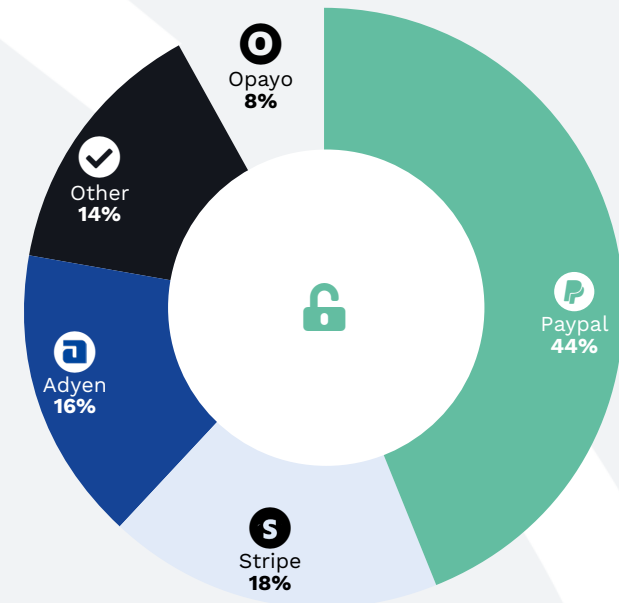
Payment Options



Payment Logos Before Checkout



Secure Payment Gateway



Delivery

Top Brands

litecraft

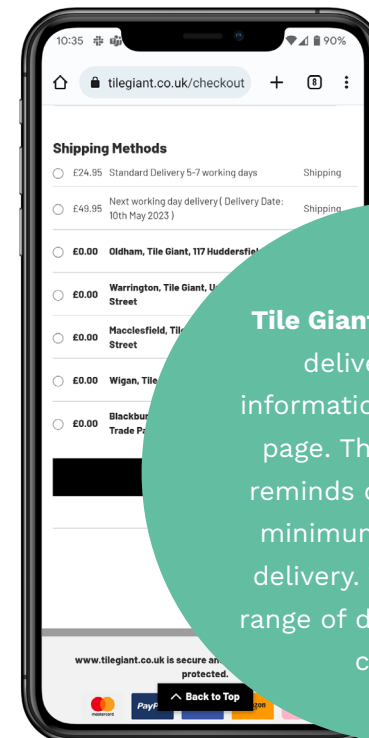
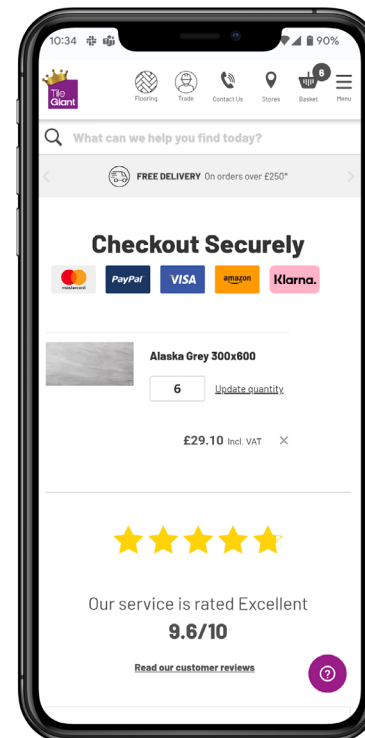
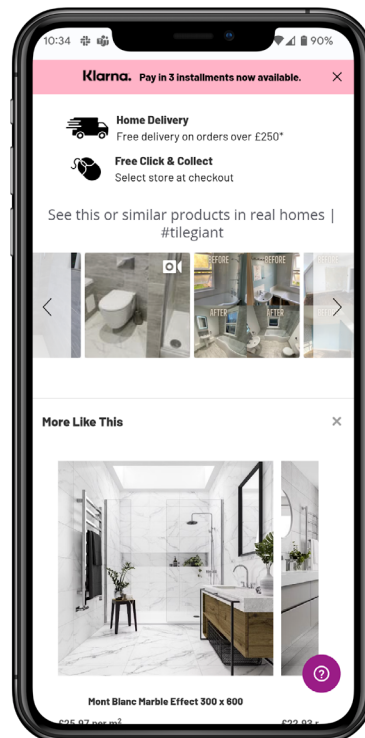
Tile
Giant

Having an efficient and transparent delivery & returns service is essential for boosting conversion rates and building customer loyalty.

Shoppers want to choose when their goods arrive, and how much it will cost. We scored for Free Delivery, Next Day Delivery, Named-Day Delivery and Click & Collect.

Brands who scored well did so because they notified shoppers of these options long before checkout. Unexpected costs or long delivery times can lead to abandoned carts.

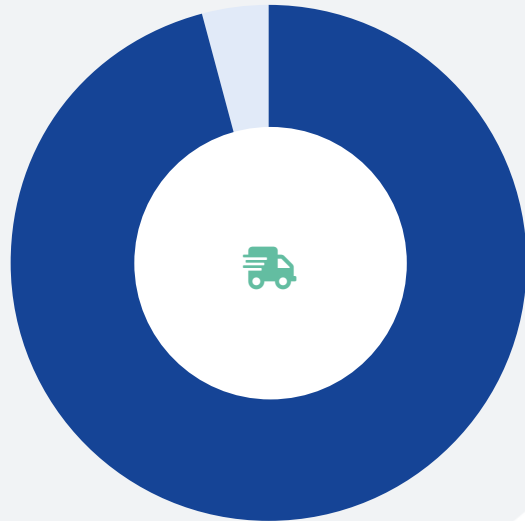
Overall, merchants did well in this category. Those who want to improve should look to offer Click and Collect and provide a named-day delivery service.



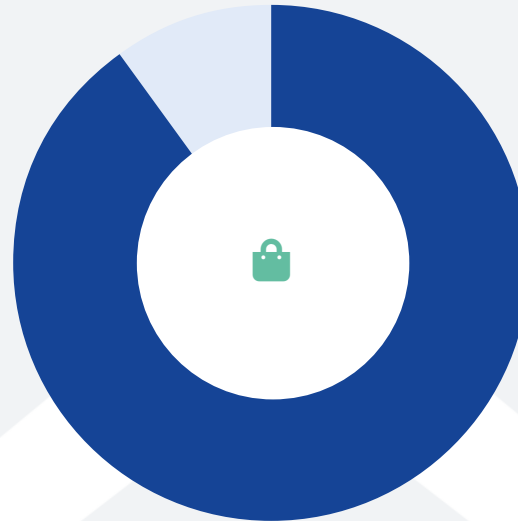
Tile Giant clearly displays delivery & returns information on the product page. The shopping cart reminds customers of the minimum spend for free delivery. They also offer a range of delivery options at checkout.

Key Takeaways: Delivery & Returns

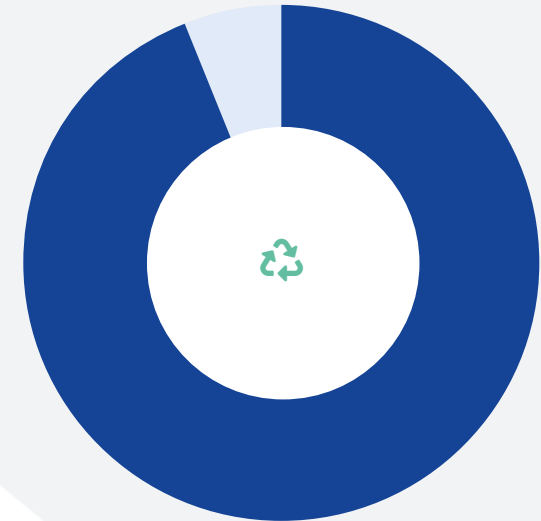
Communication



96%
Dedicated delivery page

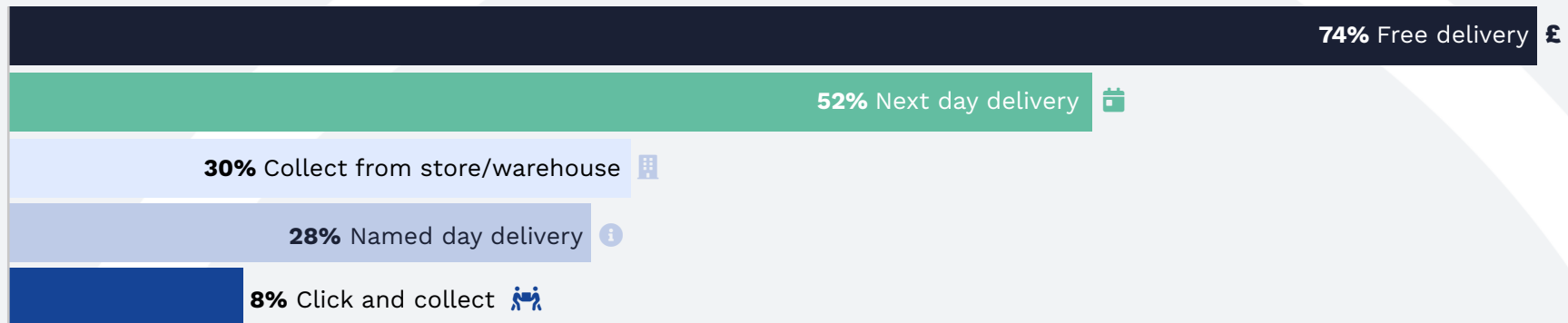


90%
Delivery information on the product page



94%
Dedicated returns page

Delivery Options



Community

Runners Up*

litecraft

Happy beds™

THE CONRAN SHOP

**No brand achieved top marks for Community*

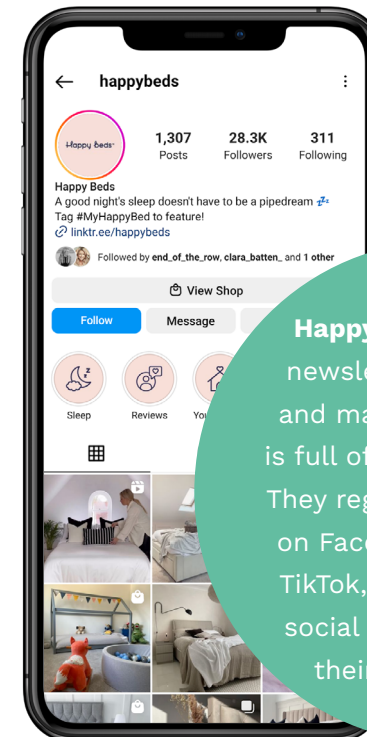
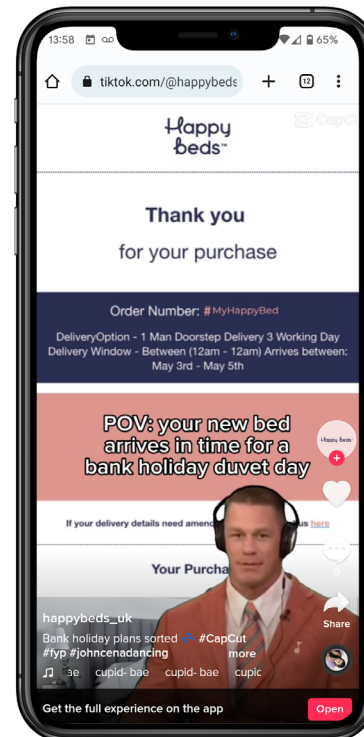
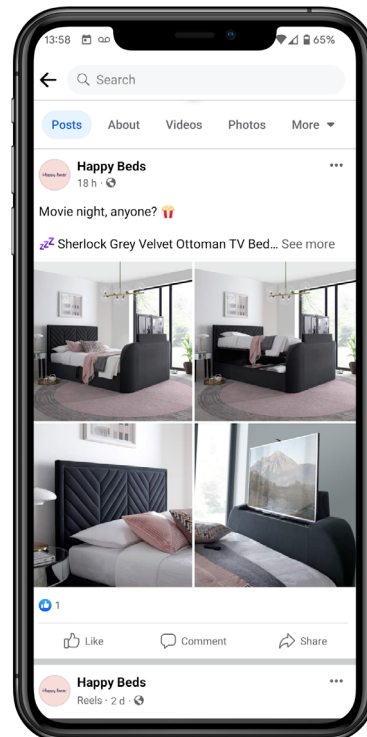
Engaged customers become loyal brand ambassadors, which are essential for making repeat purchases and to advocate for a store and its products.

Most brands build these relationships through their social media channels, their blog and newsletters.

However, in this year's report, brands struggled in this area - no company scored top marks.

Facebook was the most popular social media channel, with **88%** updating it regularly. TikTok was the least popular, with just **14%** of merchants using this platform.

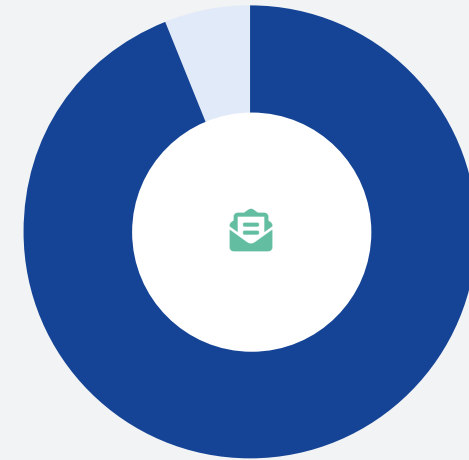
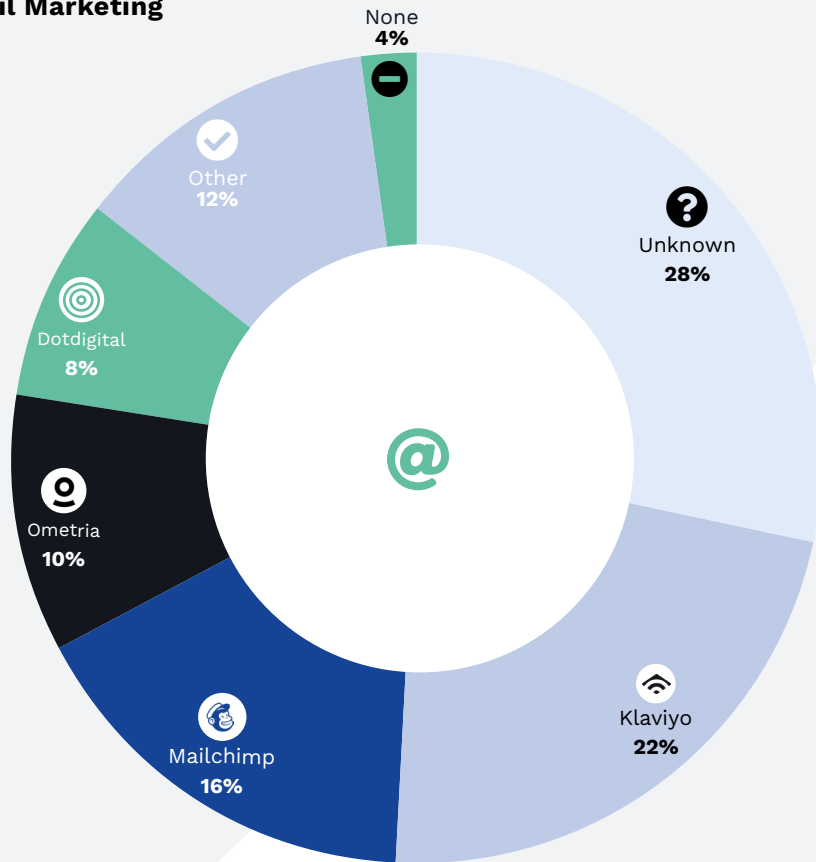
Meanwhile, **94%** displayed a clear newsletter sign-up form, although only **46%** used a pop up to encourage sign ups.



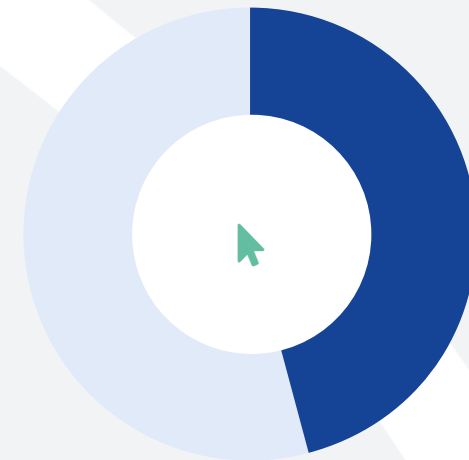
Happy Beds has a clear newsletter sign up form, and maintains a blog that is full of useful information. They regularly post content on Facebook, Instagram & TikTok, and also feature a social media carousel on their product pages.

Key Takeaways: Community

Email Marketing

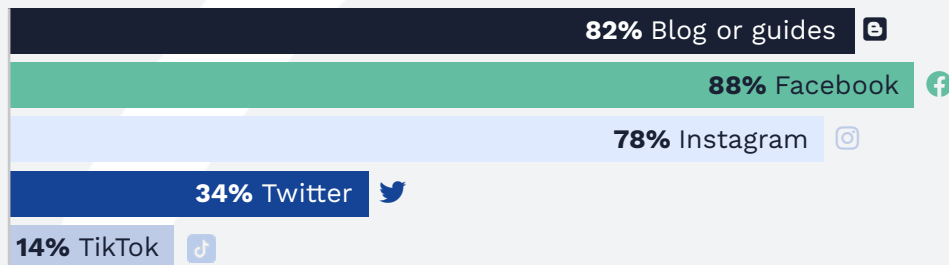


94%
Clear newsletter sign up form



46%
Email sign up pop-up form

Social Media



Scoring Criteria

The scoring system is based on Fluid Commerce's view of ecommerce best practice. Scores are weighted across 65 criteria with 26 points available. Retailers' final scores are converted to a percentage using the formula: $=100/26*(\text{total points})$.

Speed & Performance

Mobile Lighthouse Score:

- 0.25 pts for 25-50
- 0.5 pts for 50-75
- 0.75 pts for 75-100

Desktop Lighthouse Score:

- 0.25 pts for 25-50
- 0.5 pts for 50-75
- 0.75 pts for 75-100

Homepage Load Time:

- 0.25 pts for 1.5-1.99 seconds
- 0.5 pts for 1-1.49 seconds
- 0.75 pts for <0.99 seconds

Delivery & Returns

Communication

0.25 pts for dedicated delivery page
0.25 pts for dedicated returns page
0.5 pts for delivery information on the product page

Delivery

0.5 pts for next-day delivery
0.5 pts for named-day delivery
0.5 pts for free delivery
0.25 pts for click and collect
0.25 pts for click and collect from store or warehouse

Navigation

0.5 pts for filter on category page
0.25 pts for 'add to basket' on category page

0.25 pts for breadcrumbs on category page
0.25 pts for breadcrumbs on product page

0.5 pts for sort
0.25 pts for sort by price
0.25 pts for sort by popularity/top picks/bestsellers

0.5 pts for on-site search
0.5 pts for enhanced search
0.25 pts for dynamic search
0.25 pts for voice search

0.5 pts for live chat

Mobile

0.5 pts for mobile-responsive website

0.5 pts for zoom
0.25 pts for "Double Tap" zoom
0.25 pts for "Pinch" zoom

0.25 pts for email-input keyboard
0.25 pts for numeric keyboard

Product Page

0.5 pts for product image
0.5 pts for lifestyle product imagery
0.5 pts for multiple product images
0.5 pts for video(s)
0.5 pts for product recommendations

0.5 pts for product zoom on desktop
0.5 pts for controllable zoom on desktop

0.5 pts for stay on page after adding to cart
0.5 pts for add-to-cart message
0.25 pts for product recommendations in add-to-cart message

0.5 pts for personalisation

Community

0.25 pts for email newsletter sign up
0.5 pts for email newsletter pop up
0.25 pts for active blog or helpful guides section

0.25 pts for social feed on website

0.25 pts for active Facebook
0.25 pts for active Twitter
0.25 pts for active Instagram
0.25 pts for active TikTok

'Active' = updated within the last two weeks

Checkout & Payment

Cart

- 0.5 pts for product image in cart
- 0.5 pts for product recommendations in cart

Checkout

- 0.5 pts for product image
- 0.5 pts for a multi-page checkout
- 0.5 pts for removed navigation
- 0.5 pts for address search
- 0.5 pts for guest checkout

Payment

- 0.5 pts for visible payment logos before checkout
- 0.25 pts for Buy Now Pay Later
- 0.25 pts for Bank Transfer
- 0.25 pts for PayPal
- 0.25 pts for Amazon Pay
- 0.25 pts for Google Pay
- 0.25 pts for Apple Pay
- 0.0.25 pts for secure payment provider, e.g. Adyen, Paypal, Stripe or Opayo

Trust

0.5 pts for reassurance signals on homepage
0.5 pts for reviews on the homepage
0.5 pts for reviews on product page
0.25 pts for enhanced reviews, incl. sort, filter and search

This report was created by Fluid Commerce in partnership with Salesfire

All research was conducted in March 2023

Your Score

Discover your score by using the Fluid Ecommerce Excellence Calculator:

www.fluidcommerce.co.uk/ecommerce-excellence-calculator

Get In Touch





Salesfire

Salesfire provides retailers with intelligent conversion rate optimisation solutions that maximise sales, boost AOV and drive revenue.


Optimising the most influential touchpoints of the customer journey, Salesfire's range of solutions allows you to enhance product discovery, deliver hyper-personalised experiences and convert more visitors into customers.

Say hello

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Fluid

COMMERCE

Fluid Commerce is a multi-award-winning ecommerce growth agency. We offer ambitious brands the insight, advanced skills and technical expertise to build their ecommerce presence and become market leaders.

Focused on Home & Garden, Health & Beauty, Fashion, Jewellery & Accessories and B2B, we are the go-to specialists for Adobe Commerce (Magento), Hyvä, PPC, Paid Social and Amazon Marketing.

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