

Dunelm investing in success despite challenging economy

The boss of out-of-town homewares retailer Dunelm said the business is continuing to invest in its future and remains confident for further growth despite the challenges facing the economy.

Chief executive Nick Wilkinson said sales figures for the start of 2023 were up 6 per cent year-on-year at £423 million, with growth both online and in its shops.

And he said profit forecasts for the full financial year remained unchanged despite months of turmoil on the UK and global economies.

Mr Wilkinson said momentum remained strong thanks to customers continuing to appreciate the “quality and value across the Dunelm range”, despite the challenging trading backdrop.

He said: “This was apparent through our successful winter sale and the positive launch of our new ranges for spring and summer as customers look forward to longer days and outdoor living.

“As we continue to seize the many opportunities we see, we are investing for the long-term and making good progress against our plans, which include the ongoing development and extension of our product ranges, building our customer data platform and optimising our marketing channels.

“These plans give us good confidence for ongoing success.

“Our core values continue to guide the business and during the quarter we passed the £1 million milestone in funds raised for our charity partner, Mind.

“I am particularly proud of our colleagues’ efforts to support

our communities at such an important time.”

The Leicestershire-headquartered business famously started out as a local market stall in 1979 selling ready-made curtains. The first superstore opened on 1991 and today Dunelm has 179 shops, the vast majority of which are based in out-of-town retail parks. It is listed on the London Stock Exchange and employs 11,000 people.

In a trading update the business said sales for the last nine months were up 5 per cent on a year earlier at £1.26 billion. Online sales now account for more than a third of all trading.

Read More

Related Articles

▪



[Leicester, Nottingham and Derby shop closures slowing](#)

BusinessLive

Read More

Related Articles

▪



[Sales hotting up at Dunelm with shoppers spending on its 'Winter Warm' ranges as they turn thermostats down](#)

BusinessLive