

**Bed Bath & Beyond:** Quantifying the impact of the closure of Linens N Things on category market share for bed linens, kitchen accessories, and home furnishings.

## Study Description

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|------------------------|---|
| Methodology            | Web-based survey  |
| Data collection period | August 2009   |
| Survey audience        | A survey among 2,256 consumers drawn from a random sample of the U.S. population (mix of respondents by household income level and geographic region). Responses from a subset of these respondent (n=571) who were former Linens n Things customers were analyzed to determine market share shifts in this category following the store closure. |

## Study Objectives

Wedbush Decision Metrics surveyed U.S. consumers to assess their purchasing behavior for bed linens, bath items, kitchen accessories, and home furnishings. Specifically, we explored four key areas regarding consumer purchase behavior in this category.

- Estimate size of addressable customer universe for each retailer
- Determine current market share by retailer in the product category
- Gauge market share shifts following the closure of Linens n Things
- Forecast changes in overall spending levels for household items (e.g., linens and housewares) as compared to other key product categories (e.g., clothing, groceries, entertainment, dining out, electronics, recreational activities, etc.)

## Tables / Charts Included in This Report

1. Current market share (unaided response top-of-mind preference) by retailer and household income segment
2. Market size (size of total addressable customer universe) for each top retailer including Bed Bath & Beyond, Walmart, Target, Kohl's JC Penney and other top competitors segmented by household income levels
3. Percentage of former Linens n Things customers who have shopped at Bed Bath & Beyond within the past year
4. Unaided responses to where former Linens n Things customers purchase the same items they used to purchase at Linens n Things
5. Shift in market share following Linens n Things closure
6. Forecasted overall spending level on household items (e.g., linens and housewares) for the coming six months as compared to other key product categories.

**For additional information on this study or to purchase this report, please contact:**

Dan Meichenbaum

Phone: (415) 263-6628

Email: dan.meichenbaum@wedbush.com