

# ORGANIC SECTOR REPORT

**HOMEWARE <CURTAINS+BLINDS> 2021**  
**6 MONTHS ON**

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# WELCOME

## **CRAIG BROADBENT** **ORGANIC SEARCH DIRECTOR**



From FTSE 250 organisations to independents, we've helped brands to climb for over 22 years. Our agility, experience and ability to look at the bigger picture has bred an approach that is tried and trusted by some of the UK's most loved brands, including NatWest, Halfords and LloydsPharmacy.

We exist to push the boundaries of search, and this spirit remains fundamental to our approach. We love helping brands realise their own personal ambitions, and regularly carry out industry research (like this report) to help brands digest and harness the overwhelming amount of data available to us. I hope this report helps to steer your own strategy.

Anyway, enough from me! Let's get into it...

**TO SPEAK TO CRAIG: [CAB@FUSIONUNLIMITED.CO.UK](mailto:CAB@FUSIONUNLIMITED.CO.UK)**



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## WHAT YOU'LL DISCOVER

This report has been prepared by the technical SEO team at Fusion Unlimited, an award-winning performance marketing agency based in Leeds. Inside, you'll get a snapshot of your true competitors and discover which brands have the greater share of clicks for key product groups in the curtains and blinds sector. Most interestingly, we have generated a 6 month league table to show how quickly the SERPs have changed this past year, who are the winners and who needs to take a closer look at adjusting their SEO strategy...

## THE SOURCE OF LEARNINGS

The core data set used in this report has been generated through our very own share-of-voice software, Natural Edge™, born right here at Fusion HQ, which you can read more about on page 25. This data is truly unique!

## IS THIS REPORT FOR ME?

If you're a manufacturer or retailer in the Curtains & Blinds industry and want to remain competitive, this is worth five minutes of your time, even simply to reassure yourself you're on the right track.

POWERED BY *natural edge*



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# BRAND TABLE

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## TOP 20: OVERALL SHARE OF ORGANIC VOICE

Here are the Top 20 performing brands in the Curtains & Blinds sector. Calculated by aggregating overall share of voice (SOV) for **1,000+** of the most relevant and highest volume keywords in the industry, we've then compared this with our previous report issued in April 2021.

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			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE	
1	-	DUNELM	20.44%	24.99%	11	↓ -9	TERRY'S FABRICS	5.57%	2.95%
2	↑ +2	NEXT	4.70%	7.83%	12	↓ -7	WAYFAIR	4.45%	2.81%
3	-	AMAZON	4.81%	6.00%	13	↓ -1	BLINDS DIRECT	2.37%	2.23%
4	↑ +4	THE RANGE	2.87%	4.65%	14	↑ +5	IKEA	1.8%	1.88%
5	↑ +1	BLINDS 2GO	3.23%	4.62%	15	↑ +7	ROMAN BLINDS DIRECT	0.92%	1.67%
6	↑ +1	ARGOS	3.18%	4.52%	16	↑ +2	SWIFT BLINDS DIRECT	1.39%	1.51%
7	↑ +2	CURTAINS 2GO	2.64%	3.88%	17	↑ +6	JOHN LEWIS	0.82%	1.42%
8	↑ +13	CURTAINS CURTAINS CURTAINS	1.01%	3.53%	18	↑ +24	SHAWS DIRECT	0.10%	1.00%
9	↑ +2	HILLARYS	2.50%	3.50%	19	★	VOILA VOILE	-	0.94%
10	-	247 BLINDS	2.60%	2.99%	20	↓ -5	NET CURTAINS DIRECT	1.82%	0.85%



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# POLE POSITION

Our brand table has helped identify the ever-changing domination of click share, revealing that the curtains and blinds industry is not only a competitive one but a volatile space to be. Since our last report in Spring 2021 we have a whole host of brands not only rising through the ranks but entering the top 20 too.

## RISING STARS



### ROMAN BLINDS DIRECT

Up 7 positions from Spring 2021, Roman Blinds Direct land themselves a spot in the top 20.



### SHAWS DIRECT

Up an incredible 24 positions, Shaws have jumped from position 49 to position 18!



### JOHN LEWIS

The retail giant has shimmied its way up the league table by 6 positions.



### VOILA VOILE

Et voila! Huge gains from Voila Voile who has appeared from nowhere into the top 20 league table.



### CURTAINS CURTAINS CURTAINS

Soaring through the table to position 8, up a weighty 13 positions since Spring 2021!



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# IT'S CURTAINS!

With winners have to come losers and since Spring 2021 a few brands haven't been able to maintain their SOV to keep them in the top 20. We've seen a selection of big-time brands and niche specialists lose their positions in the SERPs over the last six months.

## SUNSETTERS



### MATALAN

Down 8 positions, Matalan has gone from position 13 to 21 in SOV.



### TONY'S TEXTILES

The specialist fabric retailer has dropped a whopping 16 positions in the brand table over the last 6 months.



### UNBEATABLE BLINDS

Down 10 positions, Unbeatable Blinds come in at position 26, a sharp drop for the, now beatable, blind retailer...



### 247 CURTAINS

It's curtains for 247 curtains who have lost their top 20 position, knocking back 5 places to position 25.



# KEYWORD CATEGORIES

Using our proprietary software, Natural Edge, we've delved into the six biggest keyword categories in the Curtains & Blinds sector to discover the overall winning brands for each key product group, as well as group winners for Curtains and Blinds in their own right. We've aggregated the SOV from hundreds of relevant category keywords to give a thorough and true reflection. Over the next few pages, we've listed the top 15 performers in each product group.

ROMAN

ROLLER

BLACKOUT

MADE TO MEASURE

VENETIAN

VOILE



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# BLINDS

◀ PRODUCT CATEGORIES ▶

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# ALL BLINDS

Dunelm maintain their unassailable lead over the blinds category with a 19.87% click share, although this is down by 4.8% as other retailers look to make a claim on SERP visibility.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	24.6%	19.87%
2	-	BLINDS 2GO	9.93%	15.07%
3	↑ +1	247 BLINDS	7.34%	9.46%
4	↓ -1	BLINDS DIRECT	7.90%	7.04%
5	↑ +1	HILLARYS	5.43%	6.35%
6	↑ +2	ARGOS	2.96%	5.62%
7	-	SWIFT DIRECT BLINDS	3.59%	4.28%
8	↑ +6	NEXT	1.23%	3.56%
9	↑ +1	ROMAN BLINDS DIRECT	2.11%	3.42%
10	↑ +2	AMAZON	1.71%	2.90%
11	↑ +1	THE RANGE	1.71%	1.73%
12	↓ -1	MAKE MY BLINDS	1.89%	1.46%
13	↓ -4	TERRY'S FABRICS	2.18%	1.33%
14	↓ -10	UNBEATABLE BLINDS	5.19%	1.31%
-	↑ +4	ENGLISH BLINDS	0.62%	1.31%



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# ROMAN

As we look at a product level, specialist retailer Roman Blinds Direct maintain number one position and expands market share for relevant keywords with 19.72% click share.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	ROMAN BLINDS DIRECT	14.25%	19.72%
2	-	DUNELM	13.68%	15.68%
3	-	BLINDS 2GO	6.79%	10.09%
4	↑ +1	HILLARYS	6.36%	8.18%
5	↑ +1	NEXT	4.70%	8.01%
6	↑ +1	BLINDS DIRECT	4.33%	6.95%
7	↓ -3	TERRY'S FABRICS	6.36%	5.38%
8	-	247 BLINDS	3.89%	3.97%
9	-	SWIFT DIRECT BLINDS	3.15%	3.25%
10	↑ +2	AMAZON	0.69%	1.38%
11	↑ +2	JOHN LEWIS	0.52%	0.92%
12	↑ +2	BLINDS UK	0.51%	0.82%
13	↑ +2	ENGLISH BLINDS	0.39%	0.59%
14	↑ +10	MAKE MY BLINDS	0.26%	0.41%
-	↓ -2	JUST FABRICS	0.72%	0.37%

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# VENETIAN

Plenty of movement in the Venetian category with a big drop for Unbeatable Blinds and smaller declines for specialty retailers Wooden Blinds Direct and Blinds Direct Online.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	18.7%	24.90%
2	-	BLINDS 2GO	11.1%	15.09%
3	↑ +1	247 BLINDS	6.37%	9.17%
4	↑ +1	ARGOS	4.82%	9.08%
5	↑ +1	SWIFT DIRECT BLINDS	4.11%	6.46%
6	↑ +2	BLINDS DIRECT	3.76%	6.19%
7	-	HILLARYS	3.87%	4.85%
8	↑ +2	THE RANGE	2.28%	3.56%
9	↓ -6	UNBEATABLE BLINDS	7.67%	3.13%
10	↓ -1	AMAZON	2.88%	2.63%
11	-	MAKE MY BLINDS	1.42%	1.63%
12	↑ +2	ENGLISH BLINDS	0.52%	1.50%
13	↑ +2	CHEAPEST BLINDS	0.44%	1.25%
14	↓ -2	WOODEN BLINDS DIRECT	0.66%	0.94%
15	↓ -2	BLINDS DIRECT ONLINE	0.53%	0.75%

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# ROLLER

We're rolling all over the place in the Roller category with little movement at the top but changes in position for every other brand. An impressive arrival of Roller Blinds Direct who are up 11 positions and a SOV increase by 1.93%.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	26.46%	33.28%
2	-	BLINDS 2GO	10.58%	12.23%
3	↑ +1	247 BLINDS	8.79%	9.00%
4	↓ -1	BLINDS DIRECT	8.94%	7.49%
5	↑ +3	ARGOS	2.91%	5.06%
6	↓ -1	HILLARYS	4.54%	4.70%
7	↓ -1	SWIFT DIRECT BLINDS	4.01%	4.16%
8	↑ +2	AMAZON	1.80%	3.36%
9	↑ +5	NEXT	0.50%	2.65%
10	↑ +11	ROLLER BLINDS DIRECT	0.35%	2.28%
11	↓ -2	THE RANGE	2.67%	2.18%
12	↑ +2	ENGLISH BLINDS	0.97%	1.70%
13	↑ +5	B&Q	0.38%	1.22%
14	↓ -1	ORDER BLINDS	1.02%	0.65%
15	↑ +23	BLINDS 4 UK	0.09%	0.63%



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# VOILE

Dunelm has been knocked out of the top 5, 247 Blinds has been kicked to the curb, it's all change for Voile curtains. Newcomers Blinds 4 UK, Hillarys and John Lewis all make huge gains for this on-trend category.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	↑ +3	BLINDS 2GO	8.40%	24.53%
2	↑ +1	SWIFT DIRECT BLINDS	9.04%	12.64%
3	↑ +2	AMAZON	7.30%	9.45%
4	↓ -3	247 BLINDS	5.13%	9.27%
5	↑ +13	HILLARYS	0.57%	9.12%
6	↓ -4	DUNELM	10.78%	5.91%
7	↑ +14	BLINDS 4 UK	0.39%	4.15%
8	-	IKEA	3.89%	3.78%
9	↑ +1	HOMEBASE	3.14%	2.53%
10	↑ +31	JOHN LEWIS	0.04%	2.36%
11	↑ +3	ARGOS	1.32%	1.71%
12	↓ -1	MAKE MY BLINDS	2.79%	1.33%
13	↓ -1	ORDER BLINDS	1.96%	1.32%
14	↓ -1	BLINDS DIRECT	1.76%	1.24%
15	-	WAYFAIR	0.74%	0.95%

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# MADE TO MEASURE

Let's take a moment to recognise Dot Com Blinds' 48 position gain from Spring 2021, soaring into position 12 with a 2.19% click share of the highly competitive 'made to measure' space.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	↑ +2	247 BLINDS	9.93%	26.78%
2	↑ +3	HILLARYS	5.76%	13.20%
3	↑ +1	DUNELM	6.13%	11.11%
4	↑ +6	NEXT	1.03%	7.12%
5	↓ -4	MAKE MY BLINDS	14.98%	6.03%
6	↓ -4	UNBEATABLE BLINDS	12.14%	5.46%
7	↓ -1	BLINDS DIRECT	4.99%	5.06%
8	↑ +1	BLINDS 2GO	3.31%	4.87%
9	↓ -2	SWIFT DIRECT BLINDS	4.07%	3.11%
10	↓ -2	TERRY'S FABRICS	3.60%	2.37%
11	-	BLINDS 4 UK	0.51%	2.33%
12	↑ +48	DOT COM BLINDS	0.02%	2.19%
13	↓ -3	ENGLISH BLINDS	0.97%	1.63%
14	↑ +1	WOODEN BLINDS DIRECT	0.40%	0.83%
15	↓ -2	BLINDS DIRECT	0.51%	0.68%

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# BLACKOUT

Big name retailers dominate the blackout blinds category with Dunelm, Argos, Amazon and Next making the cut. Smaller retailers have been able to establish higher % SOV in the last six months but many fail to hit double digits.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	26.25%	26.36%
2	-	BLINDS 2GO	15.60%	16.03%
3	↑ +1	247 BLINDS	8.06%	10.68%
4	↓ -1	HILLARYS	8.14%	6.31%
5	↑ +3	ARGOS	3.17%	5.47%
6	↓ -1	BLINDS DIRECT	6.42%	5.15%
7	-	SWIFT DIRECT BLINDS	3.37%	3.52%
8	↑ +1	AMAZON	2.77%	3.50%
9	↑ +99	B&Q	0.01%	2.96%
10	↑ +5	NEXT	0.71%	2.92%
11	-	VELUX	1.46%	1.57%
12	↑ +1	MAKE MY BLINDS	1.01%	1.20%
13	↑ +4	ROOF BLINDS	0.59%	0.85%
14	↓ -2	ORDER BLINDS	0.139%	0.82%
15	↑ +6	VELUX BLINDS DIRECT	0.38%	0.79%



# CURTAINS

◀ PRODUCT CATEGORIES ▶

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# ALL CURTAINS

The curtain hasn't fallen on Dunelm and Next's lead of this extremely competitive industry. There has been, however, plenty of movement with impressive gains from the likes of Shaws Direct, Curtains Curtains Curtains and Voila Voile. Similarly, declines from the likes of Terry's Fabrics and Matalan...

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	19.29%	23.09%
2	-	NEXT	8.27%	9.93%
3	↑ +2	AMAZON	6.00%	8.46%
4	↑ +2	CURTAINS 2GO	3.80%	7.20%
5	↑ +2	THE RANGE	3.37%	6.49%
6	↓ -2	WAYFAIR	7.23%	5.12%
7	↑ +7	CURTAINS CURTAINS CURTAINS	1.48%	5.07%
8	-	ARGOS	2.82%	4.97%
9	↓ -6	TERRY'S FABRICS	7.98%	3.53%
10	↑ +2	IKEA	1.86%	2.57%
11	↑ +4	JOHN LEWIS	1.25%	1.81%
12	↓ -1	HILLARYS	1.91%	1.79%
13	↓ -3	MATALAN	2.32%	1.67%
14	↑ +25	SHAWS DIRECT	0.15%	1.39%
15	↑ +55	VOILA VOILE	0.03%	1.32%

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# MADE TO MEASURE

How are things measuring up for made to measure? It's an eclectic mix of designers, multiline retailers and specialist retailers all vying for space in the SERPs.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	13.51%	18.04%
2	↑ +3	CURTAINS CURTAINS CURTAINS	5.13%	16.27%
3	↑ +8	CURTAINS 2GO	2.84%	13.16%
4	↑ +4	JOHN LEWIS	3.57%	7.11%
5	↓ -1	TERRY'S FABRICS	5.88%	6.48%
6	↓ -4	CURTAINS MADE FOR FREE	12.04%	5.79%
7	↓ -4	247 CURTAINS	7.53%	5.04%
8	↑ +4	NEXT	1.15%	3.86%
9	-	NET CURTAINS DIRECT	3.54%	2.99%
10	-	WOODYATT CURTAINS	2.98%	2.92%
11	↑ +56	JANE CLAYTON	0.03%	2.65%
12	↓ -5	HILLARYS	3.86%	2.52%
13	-	VOILA VOILE	0.67%	2.05%
14	↓ -8	JUST FABRICS	4.52%	2.01%
15	-	CUSTOM CURTAINS	0.55%	0.5%

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# BLACKOUT

Despite The Range's valiant efforts to increase SOV by 4.55% over the last six months, Dunelm have a huge 13.4% lead, dominating the market with 33% click share!

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	32.16%	33.01%
2	↑ +2	THE RANGE	8.85%	13.40%
3	-	NEXT	9.68%	12.36%
4	↑ +1	AMAZON	7.69%	8.49%
5	↑ +3	IKEA	3.11%	8.08%
6	↑ +1	ARGOS	4.79%	6.64%
7	↓ -5	TERRY'S FABRICS	14.05%	5.62%
8	↑ +2	JOHN LEWIS	1.78%	2.83%
9	↓ -3	WAYFAIR	7.01%	2.21%
10	↓ -1	ASDA	2.38%	0.73%
11	-	CURTAINS CURTAINS CURTAINS	1.32%	0.53%
12	↑ +3	VERY	0.26%	0.39%
13	-	CURTAINS 2GO	0.51%	0.35%
14	↓ -2	TONY'S TEXTILES	0.64%	0.22%
15	↑ +7	M&S	0.15%	0.15%

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# VOILE

The only category featured in this report with four brands obtaining a double-digit click share! This more evenly-spaced product category features brand star, Voila Voile and brand 'sunsetter', Tony's Textiles.

			MAR 21 CLICK SHARE	OCT 21 CLICK SHARE
1	-	DUNELM	27.19%	28.74%
2	↑+12	VOILA VOILE	0.59%	13.58%
3	-	AMAZON	9.59%	11.77%
4	-	THE RANGE	9.04%	11.03%
5	-	TERRY'S FABRICS	7.37%	5.99%
6	↑+55	NEXT	0.01%	3.22%
7	↑+10	ARGOS	0.45%	2.43%
8	↑+15	JOHN LEWIS	0.24%	2.42%
9	↓-1	CURTAINS 2GO	2.14%	2.29%
10	↓-4	NET CURTAINS DIRECT	7.21%	1.94%
11	-	CURTAINS DIRECT 2U	1.19%	1.26%
12	↑+6	CURTAINS CURTAINS CURTAINS	0.40%	1.01%
13	↓-3	WAYFAIR	1.30%	0.99%
14	↓-7	247 CURTAINS	2.30%	0.69%
15	↓-13	TONY'S TEXTILES	16.23%	0.67%



# KEYWORD OPPORTUNITIES

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## HIDDEN GEMS

Next up, we're looking at keywords.

We've reviewed each of the **1,000+ keywords** used to calculate the brand SOV rankings in the last section to see which have seen the biggest changes in the past 6 months.

We've analysed the year-on-year volumes of each to identify the winners and losers, based on surges and drops in their monthly search volumes.

\*monthly data gathered through ahrefs



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# KEYWORD WINNERS

## SIMPLICITY IS KEY

White roller blinds term is up 256% over the last six months.

## CURTAIN CALL

Despite the the top spot being a blinds-based keyword, a whopping 73% of the keyword winners feature curtains.

KEYWORD	% CHANGE	NEW VOLUME P/M
WHITE ROLLER BLINDS	+256%	3200
MAUVE CURTAINS	+250%	2100
BLUSH CURTAINS	+224%	3600
NAVY CURTAINS	+213%	15000
WHITE CURTAINS	+186%	18000
BURGUNDY CURTAINS	+160%	1300
LILAC CURTAINS	+160%	2600
PERFECT FIT VENETIAN BLINDS	+121%	3100
CRUSHED VELVET CURTAINS	+119%	9200
MUSTARD CURTAINS	+118%	8500
LEAF CURTAINS	+113%	1700
FAUX WOOD VENETIAN BLINDS	+108%	2500
FLORAL CURTAINS	+100%	1800
BAMBOO ROLLER BLINDS	+92%	2500
VELVET CURTAINS	+85%	10000



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# KEYWORD LOSERS

## FUSS NO MORE

Huge drops for the likes of pleated and lace curtains, is the UK looking for more fuss-free design?

## SEEKING THE LIGHT

Darker curtain colours have all taken a hit over the last six months with seasonality no doubt playing a part in changing desired style and colour palettes.

KEYWORD	% CHANGE	NEW VOLUME P/M
ALUMINIUM VELUX BLINDS	-68%	80
PLEATED CURTAINS	-32%	1500
LACE CURTAINS	-24%	1300
DARK GREEN CURTAINS	-22%	1400
BLACKOUT VERTICAL BLINDS	-18%	1400
BLACK CURTAINS	-17%	30000
OCHRE CURTAINS	-9%	3000
READY MADE ROLLER BLINDS	-8%	1100
VENETIAN BLINDS	-6%	49000
READY MADE CURTAINS	-5%	19000

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# POWERED BY NATURAL EDGE

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## THE SECRET BEHIND THE INSIGHT

This insight and results used in this report have been generated through Natural Edge™, our proprietary share-of-voice software.

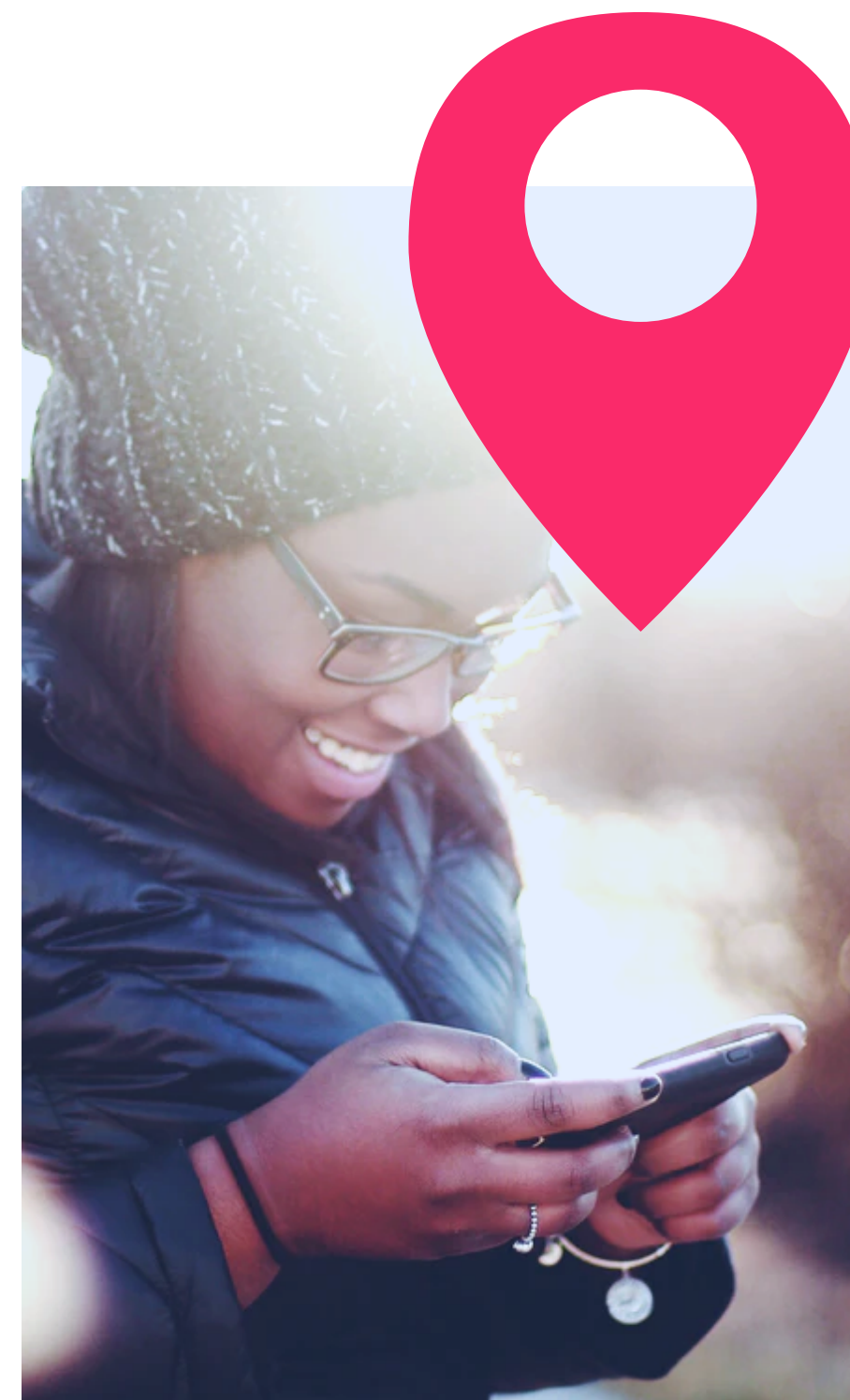
Natural Edge™, developed here at Fusion Unlimited HQ, was built to help brands gain greater visibility in local search. Taking any keyword from any sector, Natural Edge™ scans and analyses local search results with a nationwide lens, enabling you to discover your position for any search term in any location in the UK and unlock the full potential of your online strategy.

It's already helped brands such as Halfords, Q-Park and Vertu Motors to shape their strategy. If you'd like to see what it could do for you, get in touch with the team for a complimentary audit.

*natural edge*

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# THANK YOU

Would you like us to shed more light on this? I'd welcome you to get in touch if you have any questions or clarifications.

The Curtains & Blinds retail space is full of opportunity when it comes to keywords. But there's more to consider than just the low-hanging fruit we've mentioned in this report. The highly competitive terms are harder to acquire but worth the battle.

Do you want to find out a little bit more about your own performance? Get in touch and we will delve a little deeper to show exactly how you fared in more detail.

**REQUEST YOUR FREE AUDIT TODAY**

**CAB@FUSIONUNLIMITED.CO.UK OR  
HELLO@FUSIONUNLIMITED.CO.UK**



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# FULL BRAND TABLE: TOP 50

1	-	DUNELM	24.99%	17	↑ +6	JOHN LEWIS	1.42%	31	★	BLINDS4UK	0.26%
2	↑ +2	NEXT	7.83%	18	↑ +24	SHAWS DIRECT	1.00%	-	↓ -2	CURTAIN SHOP	0.26%
3	-	AMAZON	6.00%	19	★	VOILA VOILE	0.94%	32	★	CHEAPEST BLINDS	0.21%
4	↑ +4	THE RANGE	4.65%	20	↓ -5	NET CURTAINS DIRECT	0.85%	33	★	M&S	0.20%
5	↑ +1	BLINDS 2GO	4.62%	21	↓ -8	MATALAN	0.67%	33	↑ +8	STUDIO	0.20%
6	↑ +1	ARGOS	4.52%	-	↑ +7	WOODYATT CURTAINS	0.67%	34	↑ +5	HARRY CORRY	0.19%
7	↑ +2	CURTAINS 2GO	3.88%	22	↑ +8	B&Q	0.55%	35	↓ -2	ORDER BLINDS	0.17%
8	↑ +13	CURTAINS CURTAINS CURTAINS	3.53%	-	↑ +2	MAKE MY BLINDS	0.55%	35	↑ +2	VERY	0.17%
9	↑ +2	HILLARYS	3.50%	23	↑ +4	ASDA	0.51%	36	★	DOTCOM BLINDS	0.16%
10	-	247 BLINDS	2.99%	24	★	ROLLER BLINDS DIRECT	0.50%	37	↓ -3	JUST FABRICS	0.14%
11	↓ -9	TERRY'S FABRICS	2.95%	25	↓ -5	247 CURTAINS	0.46%	-	★	LA REDOUTE	0.14%
12	↓ -7	WAYFAIR	2.81%	26	↓ -10	UNBEATABLE BLINDS	0.45%	38	↓ -8	CURTAINS MADE FOR FREE	0.13%
13	↓ -1	BLINDS DIRECT	2.23%	27	↑ +4	CURTAINS DIRECT 2U	0.38%	38	↓ -12	DEBENHAMS	0.13%
14	↑ +5	IKEA	1.88%	28	↑ +4	ENGLISH BLINDS	0.37%	39	↑ +3	GLASSWELLS	0.12%
15	↑ +7	ROMAN BLINDS DIRECT	1.67%	29	↓ -2	B&M STORES	0.35%	40	★	CLOSS & HAMBLIN	0.11%
16	↑ +2	SWIFT BLINDS DIRECT	1.51%	30	↓ -16	TONY'S TEXTILES	0.31%	41	★	BLINDS DIRECT ONLINE	0.10%
								42	★	POWERED BLINDS	0.10%
								43	★	WOODEN BLINDS DIRECT	0.10%



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WHITE ROSE HOUSE  
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LS6 2AD

HELLO@FUSIONUNLIMITED.CO.UK

