



Out in front.

With a 10% share of a £60bn market and the number one position in many product categories, we are the UK market leader in home and general merchandise.


Our stores, catalogues and websites provide many ways for our customers to choose and buy from the ever-widening selection of products we offer. Our size gives us tremendous sourcing and supply chain advantages, allowing us to deliver value for money to our customers across a broad range of products.

Where can I find more information?

 Pg 16. Key strengths.
Argos and Homebase are two of the UK's most recognised retail brands.

 Pg 16. Key strengths.
We offer our customers great choice and value.

 Pg 18. Competitive position.
We are the market leader in six of our 10 product categories.

 Pg 19. Strategy for growth.
We will continue to drive market share growth in key categories.





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Toasters are just one of the wide range of small domestic appliances available at Argos and Homebase. Customers can browse and buy online in less time than it takes to make breakfast.