

Bathrooms and Bathroom Accessories - UK - August 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“To succeed in tomorrow’s tough trading environment, bathroom retailers will need to work harder and smarter, investing and innovating in order to keep ahead of the competition. Showrooms need to be inspiring, giving people ideas about how to create an attractive and practical bathroom.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Is the improve not move trend influencing sales of bathrooms?
- Are consumers really influenced by water savings?
- Will smart technology emerge as an important trend in bathrooms?

The demand for bathrooms since the recession has been weak. However, within the market showers are increasingly popular. Trade sources suggest that 33% of showers in 2013 were sold to homes that had not previously owned one and some of this demand is being created by homes adding en-suite bathrooms. Buying a home is one of the main stimulants to refitting bathrooms so the upturn in the housing market in 2013, combined with a rise in consumer confidence, was welcome news for the industry.

In 2013 we saw the beginnings of a recovery as residential property transactions rose. Momentum in the housing market continued into 2014. This housing boom has been especially biased to the London area and here property prices have risen faster than in the rest of the UK. This report looks at numbers of bathroom refits, including examining the regional data, and forecasts how the market will develop in the next five years.

The industry is working hard towards bathrooms that use less water and less energy and is helping consumers understand and make informed decisions with a voluntary water-labelling scheme. We look at the factors people find important when choosing their bathrooms and some of the touch points that sway their decisions.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Mintel trend: Minimize Me

Mintel trend: FSTR HYPR

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The implications

Are consumers really influenced by water savings?

The facts

The implications

Will smart technology emerge as an important trend in bathrooms?

The facts

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Product range

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Product range

Innovation

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Background

Product range

Innovation

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Product range

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