Bathrooms and Bathroom Accessories - UK - August 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"When households think about choosing a bathroom retailer for a refit, full-service retailers that offer fitting and planning services top their priorities, so services have become an essential factor in the marketing mix."
– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- How much influence does the builder/fitter have in choosing where to buy?
- What are the key factors that influence choice of bathroom retailer?
- Are people interested in water-saving bathrooms?

More than 60% of British homes share one bathroom and people want to manage the clutter that comes with this, including more storage space, cupboards to keep toiletries and cleaning products out of sight and useful caddies in the shower. This creates plenty of ways for retailers to add value to a bathroom makeover. More than this, people want a pleasing ambience in their rooms and this helps drive demand for bathroom accessories, as well as finishing off the room with the right lighting.

DID YOU KNOW?

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

Bathrooms and Bathroom Accessories - UK - August 2016

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents