

Bathrooms and Bathroom Accessories - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Consumers are attracted to retailers that can offer a full planning and design service, highlighting the importance of attracting and training good staff in stores. Those retailers that think beyond designing a basic layout, to adding storage and stylish features, will add value to a bathroom makeover.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Are shoppers flocking to online sellers?
- What are the key factors influencing choice of retailer?
- What is the impact of the rise in private renting on demand for bathrooms?

The market for bathrooms rose in 2017, with consumer expenditure set to rise by 2021. Our research shows that people are most likely to revamp a bathroom up to five years after moving house, so the strength of the housing market and consumer confidence play a significant role in shaping demand. The pattern of the housing transactions in 2016-17 make it difficult to draw exact comparisons, but the market in the six months to May 2017 was down on the same months in the previous year. Uncertainty following the UK’s vote to leave the EU is encouraging households to defer decisions like moving house or undertaking big-ticket room makeovers. Full bathroom refits are mostly discretionary, but bathroom accessories are a lower-cost way of breathing new life into bathrooms – which is important for homeowners who want a low-cost refresh, or renters who want to inject their own look into a bathroom.

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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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- 44% of households repaired or updated bathrooms in the last 3 years
- 58% of owner-occupiers appointed their own bathroom fitter
- B&Q is, by some distance, the most-used retailer for bathrooms
- Service influences shoppers
- Broad spread of interest in advanced bathroom innovation

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- Showrooms remain relevant
- Technology can help visualise
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