

Bathrooms and Bathroom Accessories - UK - August 2012

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"People are living in smaller homes and yet the amount of stuff they need to store continues to grow. Bathrooms are filled with toiletries, cosmetics, shavers, electric toothbrushes and more, so demand for stylish storage continues to rise. All this is helping to fuel demand for modular bathroom furniture – one of today's key style trends in bathrooms.

Innovations in bathroom fixtures and fitting are wide-ranging, embracing stylish modern design, toilets or showers that use the minimum amount of water. Features can transform the bathroom into a sanctuary with massage showers, spa-style bathing and mood lighting. This is helping to raise expectations and moving the bathroom away from being a functional space into a stylish feature of the home."

– Jane Westgarth, Senior Market Analyst, Mintel

In this report we answer the key questions:

- What is the customer journey for bathrooms?
- How much spending for bathrooms goes online?
- Are consumers aware of water-saving possibilities?
- Is demand for cabinet furniture in the bathroom growing?
- Which retailers are gaining share of bathroom retailing?

Bathroom manufacturers are highly innovative and there are plenty of examples of new ideas in the marketplace ranging from stylish designs, embedded technology and innovative materials. All this is stacking up to give tomorrow's consumer ever more choice about how to plan, design and enjoy their bathrooms. Manufacturers understand many of consumers' demands and are making strenuous efforts to cater for a broadening range of needs and expectations. At the leading edge, today's shower can be set to your personal temperature and intensity, the bath can give you a massage, the shower screen can be self-cleaning and the toilet can extract odours. Plus, the industry is innovating in a wide range of other ways including leading the way in encouraging saving water.

This report addresses the market for bathroom furniture and accessories bought for use in domestic premises, either by end users or small professional installers on behalf of end users.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100