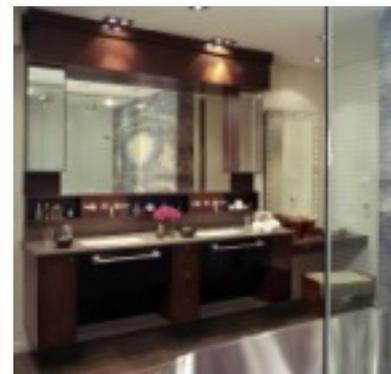


Bathrooms - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Mintel's last report on this market was Bathroom Furniture and Accessories in August 2007. Since then manufacturers have been pulling out all the stops in creativity and innovation, both in design and technology, especially with products designed to achieve greater efficiency in water usage.



Key issues covered in the analysis

- Consumers' bathroom priorities are primarily practical. The key factors influencing choice are ease of cleaning (equivalent of 20+m people) and built-in storage or built-in lighting, mirrors or towels rails (13+m).
- Water-efficiency has been a focus of innovation by manufacturers and consumers too are aware of its importance, with 44% (15.4 million) saying they would look for fittings that use less water.
- The internet is a key part of the buying process. Thirty-six percent of respondents (12.6 million) saying they would use the internet for research before deciding where to buy and 27% (9.5 million) are interested in using online planning tools.
- Nearly one in ten (3.2 million) plan to replace their bathroom in the next 12 months. One in four (8.1 million) would like to but can't afford to.
- Accessories and redecorating are seen as a good alternative for those who cannot afford a complete new bathroom: one in three (11.6 million) see accessories as a good way to update the look of a bathroom.
- A third of interviewees think having a shower in the home is more important than having a bath. In contrast, only 16% (5.6 million) attach greater importance to having a bath.

Scope of the report

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.

Mintel Oxygen - Quality market and consumer insight

Mintel Oxygen isn't just another source for market research data - it's your business guide towards successful growth and profitability.

Mintel Oxygen - All you need to know about your market:

- Opportunities and risks
- Product innovation
- Brand analysis
- Consumer trends
- Company profiles and analysis
- News and commentary
- Overviews, PowerPoint presentations, Search function

Use Mintel Oxygen to:

- Gain fresh market insight every day
- Drive your business forward based on consumer trends
- Stand out in new business pitches
- Support your decision-making
- Validate your approach with solid data and expert opinion
- Benchmark competitive activity
- Monitor international developments

If you have any questions or require further information, send an email to oxygen@mintel.com or call us on +44 (0)20 7606 6000.