

## Bathrooms and Bathroom Accessories - UK - August 2011

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"Bathrooms are going through an active period of change as suppliers introduce all kinds of new innovations from style to new technology. New showers and mixer taps are more adjustable and controllable than ever before, toilets can be flushed with the minimum of water and consumers can choose from a range of bathroom styling that encompasses anything from the basic and conventional, through to high-end designer product created by some of the biggest design houses in the world."

- Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- Has the replacement cycle for bathrooms slowed?
- Is innovation helping to add value in bathrooms?
- How much is online shopping influencing retailing of bathrooms?
- Will people turn to DIY more because of the economic situation?
- Are consumers influenced by sustainability and other eco-issues?

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