

## Bathrooms and Bathroom Accessories - UK - August 2013

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*"Standing out from the rest is difficult in a market like bathrooms. Retailers need to build a wide suite of skills to service the complex requirements of a bathroom make-over. So we expect to see more development of quality own-label products with differentiated styles and designs."*

– Jane Westgarth, Senior Retail Analyst

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

- Are people buying bathrooms online?
- Do people want a complete end-to-end service from their retailers including design and fitting?
- How do people respond to water saving appliances?
- Is there more that retailers could do to stimulate demand?
- What will be the impact of John Lewis moving into bathrooms?

Demand for bathroom refits has been weak for several years. Following the onset of the banking crisis in 2008 sales of homes slumped, because of the difficulty getting mortgages as well as lack of confidence. Housing sales have remained low over subsequent years. Buying a home is one of the main stimulants to refitting bathrooms and so the slight improvement in the housing market for 2013 is positive news for the bathroom industry and we estimate that in 2013 the market will grow by 3.9% to reach £978 million. This report looks at the numbers of bathroom refits and forecasts how the market will develop in the next five years.

New building legislation and government targets for reducing the UK's carbon footprint are setting the scene for energy and water-saving fittings in bathrooms. The industry has responded and brought in consumer-facing water labels, so that consumers can make informed decisions about what to buy. This report asks if people want to save water and if they understand the benefits.

We also look at what people want from their bathroom retailers and what services they seek. The report also examines online shopping for bathrooms.

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