

Bathrooms and Bathroom Accessories - UK - August 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“To succeed in tomorrow’s tough trading environment, bathroom retailers will need to work harder and smarter, investing and innovating in order to keep ahead of the competition. Showrooms need to be inspiring, giving people ideas about how to create an attractive and practical bathroom.”

– Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Is the improve not move trend influencing sales of bathrooms?
- Are consumers really influenced by water savings?
- Will smart technology emerge as an important trend in bathrooms?

The demand for bathrooms since the recession has been weak. However, within the market showers are increasingly popular. Trade sources suggest that 33% of showers in 2013 were sold to homes that had not previously owned one and some of this demand is being created by homes adding en-suite bathrooms. Buying a home is one of the main stimulants to refitting bathrooms so the upturn in the housing market in 2013, combined with a rise in consumer confidence, was welcome news for the industry.

In 2013 we saw the beginnings of a recovery as residential property transactions rose. Momentum in the housing market continued into 2014. This housing boom has been especially biased to the London area and here property prices have risen faster than in the rest of the UK. This report looks at numbers of bathroom refits, including examining the regional data, and forecasts how the market will develop in the next five years.

The industry is working hard towards bathrooms that use less water and less energy and is helping consumers understand and make informed decisions with a voluntary water-labelling scheme. We look at the factors people find important when choosing their bathrooms and some of the touch points that sway their decisions.

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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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Table of Contents

Introduction

Definitions

Abbreviations

Executive Summary

The market

Figure 1: Consumer spending on bathroom furniture and accessories, 2009-19

Figure 2: Bathroom market value share, by category, 2013

Market factors

Figure 3: Second WC and second bath/shower room, by housing tenure, England and Wales, 2010

Figure 4: UK property transactions, monthly, January 2011-July 2014

Companies, brands and innovation

Retailers

Figure 5: Distribution of bathroom fittings and accessories, 2013 (est)

Suppliers

The consumer

Figure 6: Bathrooms, shower rooms, wet rooms or cloakrooms at home, 2012-14

Figure 7: Bathroom fittings and accessories purchased in the last three years, 2013 and 2014

Figure 8: Estimated spend on fittings and installation of replacement bathroom, May 2014

Figure 9: Outlets used for purchasing bathroom fittings, May 2014

Figure 10: Factors influencing choice of retailer/supplier of bathroom fittings, people who bought, ranking 1-5, May 2014

Figure 11: Factors influencing choice of retailer/supplier of bathroom fittings, non-purchasers, May 2014

Figure 12: Features people would pay more for, May 2014

What we think

Trend Application

Mintel trend: Minimize Me

Mintel trend: FSTR HYPR

Mintel trend: Let's Make a Deal

Issues and Insights

Is the improve not move trend influencing sales of bathrooms?

The facts

The implications

Are consumers really influenced by water savings?

The facts

The implications

Will smart technology emerge as an important trend in bathrooms?

The facts

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The Implications

Internal Market Environment

Key points

Second bathrooms, shower rooms or separate WCs

Figure 13: Second WC and second bath/shower room, by housing tenure, England and Wales, 2010

How old are people's bathrooms?

Figure 14: Age of bathroom amenities in the home, by housing tenure, England and Wales, 2010

Showering is the biggest water user in the home

Figure 15: Size of toilet cistern, by age of fittings, 2010

Showers more popular than baths

UK Water Efficient Product Labelling Scheme

Figure 16: BMA water efficiency labels, 2014

Broader Market Environment

Key points

Uplift in property transactions

Figure 17: UK property transactions, annual, 2006-13

Figure 18: UK property transactions, monthly, January 2011-July 2014

London house prices rise fastest

Figure 19: Change in average house prices, by region, 2012-13

Figure 20: Bathroom refits and new bathrooms, London and UK, May 2014

Multigeneration homes

Figure 21: Percentage of men and women aged 20-34 living with parents, by age, UK, 2013

Loft conversions and house extensions

Renters move more often than homeowners

Figure 22: Length of time in current home, England and Wales, 2012-13

Ageing population

Figure 23: Trends in the age structure of the UK population, 2009-19

Seven in 10 have a smartphone

Figure 24: Technology products owned, January 2012 and April 2014

Competitive Context

Key points

Competitive context – Spending on the home

Figure 25: What people spend on their homes, selected categories, 2009-13

Figure 26: What people spend on their homes, selected categories, 2009-13 (continued)

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating?

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Key points

Virtual showroom experience

Bathstore's 'boutique'

Cleaner toilets

Hand-painted toilets

Figure 27: Terra Artesana hand-decorated WC, July 2014

Highly efficient shower technology

Turning a bath into a sound box

Recycling Grey Water

Market Size and Segmentation

Key points

Market size and forecast

Figure 28: Consumer spending on bathroom furniture and accessories, 2009-19

Figure 29: Consumer spend on bathroom furniture and accessories, at current and constant 2014 prices, 2009-19

Market segmentation

Figure 30: Bathroom market value share, by category, 2013

Figure 31: Consumer spend on bathroom furniture and accessories, at current prices, 2011 and 2013

Figure 32: Bathroom fittings and furniture market, by category, 2011 and 2013

Companies and Products

Overview of companies and products

Figure 33: Leading companies in the bathroom furniture and accessories market and their brands, 2014

Bathroom Brands

Product range

Innovation

Ideal Standard Group

Background

Product range

Innovation

Jacuzzi Spa and Bath Limited

Background

Product range

Innovation

Kohler Mira

Background

Product range

Innovation

Masco Bathroom Group

Background

Product range

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Innovation
Roca
Background
Product range
Innovation
Roper Rhodes
Background
Product range
Innovation
Showerlux
Background
Product range
Innovation
Twyford Bathrooms
Background
Product range
Innovation
Villeroy & Boch
Background
Product range
Innovation
VitrA UK
Background
Product range
Innovation

Figure 34: Selected other bathroom suppliers, 2014

Channels of Distribution

Key points

Figure 35: Distribution of bathroom fittings and accessories, 2013 (est)

Figure 36: Distribution of bathroom furniture, fittings and accessories, by value, 2011 and 2013

Retailers with bathroom showrooms

Bathstore

Sales performance

Figure 37: Bathstore, sales excl VAT, 2009-13

Figure 38: Shopper profile, by age, socio-economic group and tenure, Bathstore, 2014

CP Hart

Figure 39: CP Hart, sales excl VAT, 2009-13

Other chains

Space allocated to bathroom in DIY outlets, 2013

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Figure 40: Percentage of space allocated to bathroom and kitchen, B&Q, Homebase, Wickes, April 2014

B&Q (part of Kingfisher)

Figure 41: Shopper profile, by age, socio-economic group and housing tenure, B&Q, May 2014

Screwfix (part of Kingfisher)

Homebase

Figure 42: Shopper profile, by age, socio-economic group and housing tenure, Homebase, May 2014

Wickes

Figure 43: Shopper profile, by age, socio-economic group and housing tenure, Wickes, May 2014

Builders' merchants

Travis Perkins

Jewson

Plumbase and Bohen (Grafton Merchanting)

Graham

Plumb Center (Wolseley)

Online sellers of bathrooms

Other non-specialist retailers

IKEA

Figure 44: Shopper profile, by age, socio-economic group and housing tenure, IKEA, May 2014

Next

Tesco

Asda

John Lewis

Other general retailers

Brand Communication and Promotion

Key points

Advertising by DIY sheds

Figure 45: Advertising spend on all products, DIY companies, 2013

Bathroom specialists top the advertising league

Figure 46: Main media advertising expenditure on bathroom furniture and accessories, by top 10 companies, 2010-13

Figure 47: Main media advertising expenditure on bathroom furniture and accessories, by company, 2013

TV and press dominate expenditure

Figure 48: Main media advertising expenditure on bathroom furniture and accessories, by media, 2010-13

Figure 49: Main media advertising expenditure on bathroom furniture and accessories, by type of media, 2013

Plumbworld launches advertising campaign

The Consumer – Bathrooms and Cloakrooms at Home

Key points

Bathrooms and cloakrooms at home

Figure 50: Bathrooms, shower rooms, wet rooms or cloakrooms at home, 2012-14

Figure 51: Bathrooms, shower rooms, wet rooms or cloakrooms at home, by socio-economic group, May 2014

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Figure 52: Bathrooms, shower rooms, wet rooms or cloakrooms at home, by housing tenure, May 2014

The Consumer – Bathrooms and Accessories Purchased in the Last Three Years

Key points

Bathrooms and accessories purchased in the last three years

Figure 53: Bathroom fittings and accessories purchased in the last three years, 2013 and 2014

Figure 54: Bathroom fittings and accessories purchased in the last three years, by age, May 2014

Figure 55: Bathroom fittings and accessories purchased in the last three years, Greater London and UK, May 2014

Figure 56: Bathroom fittings and accessories purchased in the last three years, by housing tenure, May 2014

The Consumer – What They Spent on Bathroom Refits

Key points

What they spent on bathroom refits

Figure 57: Estimated spend on fittings and installation of replacement bathroom, May 2014

The Consumer – Where They Bought Bathroom Fittings

Key points

Where they bought bathroom fittings

Figure 58: Repertoire of outlets used for purchasing bathroom fittings, May 2014

Figure 59: Outlets used for purchasing bathroom fittings, May 2014

Figure 60: Purchasers at DIY stores and builders' merchants, by age, May 2014

Spend by retailer used

Figure 61: Estimated spend on fittings, replacement bathroom, by retailer used, May 2014

The Consumer – Factors Influencing Choice of Retailer/Supplier of Bathroom Fittings

Key points

Factors that influenced the choice of retailer – Purchasers

Figure 62: Factors influencing choice of retailer/supplier of bathroom fittings, ranking 1-5, May 2014

Factors that influence choice of retailer – those who have not bought bathrooms in the last three years

Figure 63: Factors influencing choice of retailer/supplier of bathroom fittings, non-purchasers, May 2014

The Consumer – What Features Would They Pay More For?

Key points

What features would they would pay more for?

Figure 64: Features people would pay more for, May 2014

Easy to clean

Cut the bills

Enhancing the shower

Plenty of built-in storage

Making a feature in the room

Appendix – The Consumer – Bathrooms and Cloakrooms at Home

Figure 65: Bathrooms and cloakrooms in the UK's homes, by demographics, May 2014

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Figure 66: Bathrooms and cloakrooms in the UK's homes, by demographics, May 2014

Appendix – The Consumer – Bathrooms and Accessories Purchased in the Last Three Years

Figure 67: Consumers who have replaced bathrooms, by demographics, May 2014

Appendix – The Consumer – What They Spent on Bathroom Refits

Figure 68: Most popular what they spent on bathroom refits – Bathroom fittings/accessories, by demographics, May 2014

Figure 69: Next most popular what they spent on bathroom refits – Bathroom fittings/accessories, by demographics, May 2014

Figure 70: Most popular what they spent on bathroom refits – Installation, by demographics, May 2014

Figure 71: Next most popular what they spent on bathroom refits – Installation, by demographics, May 2014

Appendix – The Consumer – Where They Bought Bathroom Fittings

Figure 72: Most popular outlets used for purchasing bathroom fittings, by demographics, May 2014

Figure 73: Next most popular outlets used for purchasing bathroom fittings, by demographics, May 2014

Figure 74: Next most popular outlets used for purchasing bathroom fittings, by demographics, May 2014 (continued)

Figure 75: Most popular outlets used for purchasing bathroom fittings, by demographics, May 2014

Figure 76: Next most popular outlets used for purchasing bathroom fittings, by demographics, May 2014

Figure 77: Next most popular outlets used for purchasing bathroom fittings, by demographics, May 2014 (continued)

Figure 78: Repertoire of outlets used for purchasing bathroom fittings, by demographics, May 2014

Appendix – The Consumer – What Features They Would Pay More For?

Figure 79: Most popular features people would pay more for, by demographics, May 2014

Figure 80: Next most popular features people would pay more for, by demographics, May 2014

Figure 81: Repertoire of features people would pay more for, by demographics, May 2014

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