

Bathrooms and Bathroom Accessories - UK - August 2015

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

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“The trend to want en-suite bathrooms is encouraging home owners to add extra bathrooms, sometimes by extending their homes. This is stimulating demand for showers as well as for bathroom fittings that work well in small spaces. People also want sleek, stylish bathrooms, inspired by what they see on television as well as their experiences of staying in hotels.”

– Jane Westgarth, Senior Market Analyst

This report looks at the following areas:

- Bathrooms boom online
- Are people motivated by saving water?
- Will the connected bathroom become a reality?

Buying a home is one of the main stimulants to refitting bathrooms so the buoyant housing market, combined with a rise in consumer confidence has meant growth in consumer spending on bathrooms from 2013-14.

The popularity of showers is translating into high demand within the bathroom market and we see more homes adding en-suite bathrooms as people who own homes improve rather than move.

The industry is developing bathroom fixtures and fittings that use less water and less energy. Importantly the bathroom manufacturers are helping consumers to understand and make informed decisions with a water-labelling scheme. Smaller homes and the size of additional bathrooms are also a factor influencing demand, as people need to fit everything they want into smaller spaces. 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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The facts

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The implications

The Market – What You Need to Know

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