

## Bathroom and Bathroom Accessories - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"The rise of online sellers in the bathroom market has been rapid. Their emphasis on price is a key factor in drawing customers away from retailers with shops. Consumer expect to be able to get what they want on the internet and like to buy online. Conventional retailers are investing heavily in their online platforms and must continue to make it easy for their customers to shop with them online."

- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- Will disruption in the DIY market play into the hands of independents?
- Will consumers buy into smart bathrooms?
- How much do installation services matter?

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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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Owner occupiers are core target customers for bathroom makeovers

Bathrooms need to be up-to-date and add value to a home

Bathroom projects are comprehensive

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DIY chains dominate the bathroom market

Shoppers want good prices, nice showrooms and the option to buy online

Expert planning and installation services matter

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Cut the chores and personalise settings

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Wickes more popular than Homebase

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