

Ceramic Tiles - UK - July 2018

Report Price: £995.00 | \$1343.55 | €1119.77

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“The UK is an unusual market by European standards due to the predominance of wall tiles, but attitudes to ceramic tiles for flooring are changing, stimulated by the emergence of wet rooms and some use outside of kitchens and bathrooms. Per capita consumption of tiles is still the lowest in Europe, and roughly a third of Northern European countries, so substantial potential exists.”

– Terry Leggett, Senior Analyst

This report looks at the following areas:

- Specialist retailer opportunities
- The digital opportunity
- Flooring growing faster than walls

The ceramic tile sector is subject to a complex set of market drivers, which are affecting different aspects of the market in different ways. New house building is enjoying strong growth and is currently leading the market's overall development. House price inflation, house moving activity and low interest rates should be stimulating the home improvement sector. However, activity in this sector is more subdued as fears over interest rate rises and wider consumer uncertainty deter discretionary spending.

The home improvement market is increasingly moving to tradesmen as DIY activity stalls. At the same time, the impact of home ownership is changing opportunities for lifestyle-oriented home improvements, yet the vast majority of tiles are used in kitchens and bathrooms - two of the most iconic lifestyle rooms in the house. The en-suite trend also continues to boost demand, but the desire for open-plan living is restricting some wall space opportunities and substitute materials have become fashionable.

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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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Trade magazines

Bathroom Journal

Bathroom & Kitchen Update

The Designer

Kitchen, Bedroom & Bathroom Review

Local Government News

Tile & Stone Journal

Tile UK

Trade events

BBC Good Homes Live

Interiors Birmingham

EXPOTILE

INTERBUILD

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