

Bathrooms and Bathroom Accessories - UK - September 2019

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

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“People’s priorities for bathrooms focus on updating tired and worn-out bathrooms and making their homes more enjoyable places to live. They want to inject personality and interest into their décor. This encourages them to visit inspiring showrooms and browse for ideas online.”

- Jane Westgarth, Senior Retail Analyst

This report looks at the following areas:

- How Homebase will develop Bathstore
- Will more bathroom sales go online?
- Is there scope for new entrants to the bathroom market?

Many see a new bathroom as an investment that adds value to their homes, something which can encourage them to be freer with their spending plans. Bathroom retailers also have an opportunity to persuade people to spend more by solving real-life problems, such as incorporating more storage as well as making savings on energy and water usage

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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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Getting up to date is the key motivator for a bathroom makeover

B&Q is the most used retailer for bathrooms

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18% want the retailer to arrange installation

37% want water-saving features

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