

Plumbing: Inc Impact of COVID-19 - UK - September 2020

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“Plumbing products are generally a mature market, though growth has been achieved in recent years from major fashion trends, such as en-suite bathrooms and open plan living. COVID-19 has hit the markets hard in 2020, with construction related products typically exaggerating GDP changes, but opportunities in new housing are now expected to bring new growth to elements of the market.”
 – Terry Leggett, Senior Analyst

This report looks at the following areas:

- The impact of COVID-19 on the development of the plumbing products market
- How the mature market has been impacted in the short term but why long-term growth can be expected
- How branding is key to the diverse manufacturing sector
- How the international nature of the market makes Brexit trade negotiations important to the sector
- How demand breaks down between diverse market sectors, and the varied influences on those demand sectors
- How distribution and purchase influences are changing

One of the features of the plumbing product sector is the breadth of products and markets served, which also necessarily broadens distribution channels. While there are major established brands of products (and branding tends to be very strong in the sector), no one company offers an entire product portfolio. Many plumbing products are also imported and the outcome of the UK's trade deal negotiations with the EU will be important, potentially strongly influencing the production strategies of these highly international industries.

COVID-19 has impacted every aspect of plumbing product sectors and significantly impacted demand in 2020. There will be a varied impact going forward depending on the sector served. Housing repair and maintenance will recover relatively quickly, but some of the recovery will be impacted by rising unemployment and reduced employment certainty. Demand in some commercial sectors will, however, change more fundamentally. Offices and retail outlets are likely to be repurposed to residential accommodation as structural changes accelerate, potentially expanding already buoyant demand from the new housing sector.

Structural changes are also being seen in the hotels sector, a key market for bathroom products, where the refurbishment plans of major chains have been impacted by reduced income amid the introduction of measures to restrict the spread of COVID-19.

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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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