



# Bathroom and Bathroom Accessories - UK - 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour in the bathroom sector
- The performance of product segments within the bathroom sector
- Retail channels used by consumers for their bathroom purchases
- Consumer priorities when planning bathroom projects

Online retail had been a fast growing channel in the bathroom sector for a number of years but the events of the last 18 months have accelerated its importance. Online specialists accounted for almost a third (30%) of bathroom furniture, fittings and accessory sales in 2020. With many of the other players in the sector having ecommerce operations – the channel is clearly incredibly important for the sector.

COVID-19 has had a polarising impact on the UK as a whole and the bathroom sector displays how uneven its impact has been. Despite the pandemic, lockdowns and economic downturn, the bathroom sector actually experienced a period of positive growth in 2020 and we expect a similar performance in 2021. The booming housing market combined with a renewed focus on both the home and wellbeing have led to a surge in home improvement projects.

The bathroom sector is performing well at the moment, with sales estimated to be up around 3.5% in 2021, but there are a number of potential obstacles ahead. Most pressingly, retailers with store estates must reckon with the overwhelming growth in ecommerce and the changing face of physical retail space.

The last 18 months have seen a renewed and sustained focus on the home and personal wellbeing. With some degree of working-from-home here to stay and health still high on the agenda, retailers active in the bathroom sector should look at how to maintain this interest and develop products and designs that engage these consumers.



“Despite the events of the last 18 months, the bathroom and bathroom accessories sector recovered after an initial shock to experience growth in 2020 and the outlook looks positive for 2021. Amid unprecedented time spent at home, and reduced opportunities to spend elsewhere, consumers turned to DIY and home improvement projects.”

– Piers Butel, Retail Analyst

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