

# Bathroom and Bathroom Accessories: Inc Impact of COVID-19 - UK - August 2020

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

### What you need to know

Online has been the real winner when it comes to retailing in recent years with pureplay online specialists capturing 26.5% of bathroom furniture and accessory sales in 2019. If the online sales of those in the DIY retail sector and home furnishing retailers such as IKEA are included, the online channel takes on even greater significance.

The COVID-19 crisis is set to have a major impact on the bathroom and bathroom accessory market. Sales are forecast to drop by more than a quarter during 2020 only returning close to near their 2019 level by 2025. Future consumer confidence, the performance of the property market and the completion of the UK's departure from the EU are all set to weigh down the market.

A major worry for the sector is that expenditure associated with the bathroom sector will be trimmed in what is expected to be a period of personal austerity. Research for this Report records a fall in those undertaking full and partial bathroom refits with purchases focused instead on accessories and freestanding furniture.

Looking ahead, the recent experience of consumers during the COVID-19 crisis in using digital has the potential to benefit all. There appears a clear demand from buyers for contactless ways of viewing and purchasing products. For retailers and manufacturers, growing pressure from online specialists opens up the opportunity for a service that marries both traditional and modern retailing thereby acting as a counterweight to what is a growing threat to their position.

### Key issues covered in this Report

- The impact of COVID-19 on consumer behaviour towards bathroom fittings, furniture and bathroom accessories.



“The bathroom furniture and accessories market has recently suffered from a slowdown in the UK economy and stagnant property transactions. Despite COVID-19 bringing further difficulties for the market, opportunities exist with the online channel growing in importance with traditional retailers well placed to learn from pureplay online specialists who currently dominate this channel.”

**Neil Mason, Head of Retail Research**  
Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- The performance of individual product groups within this market and how these may be affected by COVID-19.
- Factors that are affecting demand and changing the way that consumers purchase bathroom fittings, furniture and bathroom accessories.
- Consumer demand and use of channels to purchase products.

## COVID-19: Market context

*This update on the impact that COVID-19 is having on the market was prepared on 13 August.*

*The first COVID-19 cases were confirmed in the UK at the end of January, with a small number of cases in February. The government focused on the 'contain' stage of its strategy, with the country continuing to operate much as normal. As the case level rose, the government ordered the closure of non-essential stores on 20 March.*

*A wider lockdown requiring people to stay at home except for essential shopping, exercise and work 'if absolutely necessary' followed on 23 March.*

*On 10 May 2020, the Prime Minister announced revised guidance, recommending that people who could not work from home should return to the workplace, and giving people more scope to spend time out of the home. The government allowed non-essential stores to re-open from 15 June.*

## Economic and other assumptions

*Mintel's economic assumptions are based on the Office for Budget Responsibility's central scenario included in its July 2020 Fiscal Sustainability Report. The scenario suggests that UK GDP could fall by 12.4% in 2020, recovering by 8.7% in 2021, and that unemployment will reach 11.9% by the end of 2020, falling to 8.8% by the end of 2021.*

*The current uncertainty means that there is wide variation on the range of forecasts however, and this is reflected in the OBR's own scenarios. In its upside scenario, economic activity returns to pre-COVID-19 levels by Q1 2021. Its more negative scenario, by contrast, would mean that GDP doesn't recover until Q3 2024.*

*We are working on the assumption that a vaccine will be available by mid-2021, but that there will be continued disruption to both domestic and global markets for some time after that.*

## Products covered in this Report

This Report focuses on bathroom retailing in the UK, looking at consumer spending on fixtures, fittings, furniture and accessories for bathrooms for domestic premises, either by end users or small professional installers on behalf of end users.

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

**Report Price: £2195 | \$2995 | €2600**

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

It looks at DIY retailers, bathroom specialists and online specialist retailers, as well as other general retailers.

### What's included

Executive Summary

---

Full Report PDF

---

Infographic Overview

---

Powerpoint Presentation

---

Interactive Databook

---

Previous editions

---

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

---

EMEA +44 (0) 20 7606 4533

---

Brazil 0800 095 9094

---

Americas +1 (312) 943 5250

---

China +86 (21) 6032 7300

---

APAC +61 (0) 2 8284 8100

---

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: Market context
- Economic and other assumptions
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The market**

Figure 1: Forecast of total value sales of bathroom and bathroom accessories (including VAT), adjusted for COVID-19, 2015-25

- **Impact of COVID-19 on bathrooms and bathroom accessories**

Figure 2: Expected impact of COVID-19 on bathroom and bathroom accessories, short, medium and long-term, 2020

- Bathroom fittings and furniture dominate sales
- DIY retailers and online specialists dominate the market
- Poor consumer confidence and a sluggish property market both set to dent market prospects
- Companies and brands
- Online is growing its presence although faces its own difficulties
- Retailers address costs and digital opportunities
- Television dominates promotion although overall spend by the sector is down
- The consumer
- Single bathrooms and toilets are most common

Figure 3: Bathrooms, shower rooms, wet rooms and cloakrooms in households, June 2020

Figure 4: Separate toilets/cloakrooms in households, June 2020

- **Consumers are split on their intention to invest in their bathrooms**

Figure 5: Bathroom, shower room, toilet/cloakroom refits and installations in the last 3 years, June 2020

- **B&Q and IKEA are the main retailers**

Figure 6: Retail channels used in the last 3 years, June 2020

- **Online has a growing influence but showrooms still key**

Figure 7: Factors influencing choice of channel or supplier, June 2020

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Only a small percentage expect to undertake a project in the coming 3 years**

Figure 8: Project intentions in the next 3 years, June 2020

Figure 9: Timescale for project in the next 3 years, June 2020

- **Appearance and enjoyment are key**

Figure 10: Priorities for a Bathroom, shower room or separate toilet project, June 2020

- **What we think**

### THE IMPACT OF COVID-19 ON THE BATHROOM AND BATHROOM ACCESSORIES MARKET

- **The Market**
- **COVID-19 is expected to reduce market value by more than a quarter**
- **Accessories benefit as consumer spending falls back**
- **Consumer confidence is expected to suffer**
- **Companies and Brands**
- **Additional pressure expected on retailers**
- **Pressure to cut costs expected to accelerate**
- **Poor market prospects set to depress promotional spend**
- **The Consumer**
- **Growing interest in accessories is likely to continue**
- **Opportunities for new entrants as new retail channels benefit**
- **Interest in different ways of purchasing is growing**
- **Re-inventing the showroom experience**

### ISSUES AND INSIGHTS

- **Where will future growth come from?**
- **The facts**
- **The implications**
- **Online sales expected to exert further pressure on traditional retailers**
- **The facts**
- **The implications**
- **Bathroom accessories have the potential to develop their market presence**
- **The facts**
- **The implications**

### THE MARKET – KEY TAKEAWAYS

- **Consumer confidence and the housing market are key drivers**
- **Sales are forecast to fall by a quarter because of COVID-19**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Bathroom fittings and furniture dominate the market**
- **DIY retailers dominate although with growing competition from online specialists**

### MARKET SIZE AND FORECAST

- **Short-, medium- and long-term impact of COVID-19 on the sector**

Figure 11: Expected impact of COVID-19 on bathroom and bathroom accessories, lockdown, re-emergence and recovery, 2020

- **Lockdown**
- **Re-emergence**
- **Recovery**
- **Market stagnation evident prior to COVID-19**
- **Impact of COVID-19**
- **COVID-19 leads to major disruption for retailers...**
- **... with 2020 expected to see sales down by more than a quarter on 2019**

Figure 12: Consumer spending on bathroom and bathroom accessories, 2015-20

- **Slow recovery for the market forecast**

Figure 13: Forecast of total value sales of bathrooms & bathroom accessories (including VAT), adjusted for COVID-19, 2015-25

- **Market drivers and assumptions**

Figure 14: Key drivers affecting Mintel's market forecast, 2015-25 (prepared on 29 July 2020)

- **Learnings from the last recession**

Figure 15: total value sales of bathrooms & bathroom accessories (including VAT), 2007-12

- **Forecast methodology**

### MARKET SEGMENTATION

- **Bathroom fittings and furniture dominate sales**

Figure 16: Market for bathroom fittings and accessories, furniture and accessories, 2016-20

- **Showers dominate sales**

Figure 17: Market for bathroom fittings and accessories, by segment, 2020 (est)

- **Showers and bathroom furniture register good growth up until 2019**
- **Shower market continues to see innovation**
- **Sophistication and individuality both important for furniture**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **White remains popular for showers, baths, basins and WCs**
- **Innovation in WCs**
- **Advances in lighting and controls**

Figure 18: Bathroom fittings and furniture market, by segment, 2016-20 (est)

## CHANNELS TO MARKET

- **DIY retailers dominate the sector**
- **Online sales are performing well ...**
- **... with most other sectors of the market suffering as a result**

Figure 19: Distribution of bathroom fittings and accessories, 2019

Figure 20: Retail sales by channel, 2015-19

## MARKET DRIVERS

- **Consumer confidence hit by the COVID-19 outbreak...**
- **... with expenditure down**
- **Housing market hit by COVID-19 uncertainty**
- **Move to renting has the potential to impact on certain areas of the market**
- **Bathrooms are becoming smaller**

Figure 21: Consumer financial confidence, January 2015-July 2020

Figure 22: The financial activity index, January 2015-July 2020

Figure 23: Quarterly residential property transactions, Q1 2015-Q2 2020

Figure 24: England housing, by tenure, 2010-19

Figure 25: Size of bathrooms, by decade, 1930-present day

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **DIY retailers face a growing challenge from online specialists**
- **High-end specialists have the most profitable retail sites**
- **Cost reduction and digital are key areas for retailers**
- **Advertising expenditure is in decline**

## MARKET SHARE

- **B&Q leads the market**
- **Wickes is making good progress**
- **Homebase benefits from the collapse of Bathstore**
- **Online challengers suffer as Victorian Plumbing increases its profile**
- **Traditional bathroom specialists still have a role in the market**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Merchants reinvent themselves**
- **General and discount retailers increase their presence led by IKEA**

Figure 26: Market share of bathrooms, by selected retailers, 2015-19

**RETAILER ANALYSIS**

- **DIY retailers dominate although face increased competition**  
Figure 27: Estimated revenues of selected retailers (bathrooms & bathroom accessories), 2015-19
- **Store numbers vary widely**  
Figure 28: Store numbers for selected retailers, 2015-19
- **High-end specialists achieve the largest sales per store**  
Figure 29: Sales per outlet of selected retailers (bathrooms & bathroom accessories), 2015-19
- **Bathroom specialists**
- **Non-specialists**
- **Online bathroom specialists**
- **Victorianplumbing.co.uk**
- **Victoriaplum.com**
- **Plumbworld.co.uk**
- **Soak.com**
- **Others**

**COMPETITIVE STRATEGIES**

- **Cost reduction is a priority for traditional retailers**
- **Digital retailing is assuming a greater priority for DIY retailers**  
Figure 30: Powered by Kingfisher, June 2020
- **Homebase looks to re-invent the customer experience**  
Figure 31: DECORATE by Homebase, 2020
- **Merchants and DIY court professional DIYer and Do-It-For-Me market**
- **Wickes opts to develop installation services**  
Figure 32: Wickes Bathroom Installation Service, 2020

**ADVERTISING AND MARKETING ACTIVITY**

- **Advertising spend in decline**  
Figure 33: Recorded above-the-line, online display and direct mail total advertising expenditure on bathrooms, 2016-19
- **Early part of the year dominates activity**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Recorded above-the-line, online display and direct mail total advertising expenditure on bathrooms, monthly share of annual expenditure, 2018 and 2019

- **Slide in ad spend activity affects both retailers and manufacturers**
- **Retailers continue to dominate the market**

Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure on bathrooms (10 leading advertisers), 2016-19

- **Television dominates although faces competition from press and digital**

Figure 36: Recorded above-the-line, online display and direct mail total advertising expenditure on bathrooms, by media type, 2019

- **Nielsen Ad Intel coverage**

#### LAUNCH ACTIVITY AND INNOVATION

- **Fluidmaster addresses water saving in WCs**
- **Duscholux develops shower screen with invisible floor anchors**
- **Geberit ceramic glaze promises better cleaning and thus hygiene**
- **GROHE taps offer improved water and energy saving capabilities**
- **Customised shower experience from Noken Porcelanosa**

#### THE CONSUMER – KEY TAKEAWAYS

- **Consumers feel more confident about the future post COVID-19**
- **Most homes have only one bathroom and one toilet**
- **Half of households plan on investment in the coming 3 years**
- **B&Q and IKEA are the most popular retailers**
- **Visiting showrooms is popular although use of online is growing**
- **Short-term concerns limit those who are definitely planning to invest**
- **Appearance and enjoyment are key factors when it comes to projects**

#### IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR

- **Initial concerns about COVID-19 have moderated**

Figure 37: Worries about risk of exposure to COVID-19, April-July 2020

- **Financial confidence is growing ...**

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 38: Financial situation, May and July 2020

- **... with spending plans showing signs of recovery**

Figure 39: Spending habits (Home and garden products (eg furniture, domestic appliances etc), April-July 2020

- **Interest in different ways of purchasing is growing**

Figure 40: Shopping habits, April-July 2020

### PRESENCE OF BATHROOMS

- **Most households have access to only one bathroom or similar space**

Figure 41: Bathrooms, shower rooms, wet rooms and cloakrooms in households, June 2020

- **Income is a factor for those with more than one bathroom...**
- **... while location is also important**
- **Social housing and rented accommodation have limited access...**
- **... although young adults do benefit from multiple spaces**
- **Around a third of households have a separate toilet**

Figure 42: Separate toilets/cloakrooms in households, June 2020

- **Income and location are again important determinants**

### BATHROOM REFITS AND INSTALLATIONS

- **Accessories are a popular purchase**

Figure 43: Bathroom, shower room, toilet/cloakroom refits and installations in the last 3 years, June 2020

- **Freestanding accessories and furniture popular with young and women**
- **Young men prefer bigger projects**
- **Income is key in opting for a complete refit**
- **Households with multiple bathrooms are more likely to be investing**
- **Interest in refits is down in 2020**

Figure 44: Bathroom, shower room, toilet/cloakroom refits and installations in the last 3 years, 2019 and 2020

### RETAIL CHANNELS USED

- **DIY outlets dominate with B&Q leading the market**

Figure 45: Retail channels used in the last 3 years, June 2020

- **DIY retailers and IKEA popular with young adults ...**
- **... with online failing to find traction with those under 35**
- **Specialists are well positioned with those in higher socio-economic groups**
- **Specialists find their role in refits while others for furniture**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Use of channels is broadening**

Figure 46: Retail channels used in the last 3 years, 2019 and 2020

**FACTORS INFLUENCING CHOICE OF CHANNEL**

- Showrooms and online are key in decision making**

Figure 47: Factors influencing choice of channel or supplier, June 2020

- Additional services are popular with men**

Figure 48: IKEA virtual reality showroom, 2020

- Online is important for women**

- Those targeting the wealthy need to offer a full range of support**

- Opportunities exist for others to offer niche services**

- Online is popular for bathroom projects**

Figure 49: Factors influencing choice of channel or supplier, 2019 and 2020

**FUTURE PROJECT INTENTIONS**

- Projects are not a priority for the majority**

Figure 50: Project intentions in the next 3 years, June 2020

- Income is a key driver for undertaking a project**

- Young adults are a key group for future projects**

- Past purchasers of bathroom furniture most confident about future spending ...**

- ... with DIY and general retailer likely to benefit as a result**

- Short-term worries delay investment**

Figure 51: Timescale for project in the next 3 years, June 2020

- Residents of towns and cities are a key market**

- Young women are a wider market for engagement**

- Some older adults need persuasion**

**PROJECT PRIORITIES**

- Aesthetics is a key driver**

Figure 52: Priorities for a Bathroom, shower room or separate toilet project, June 2020

- Older women want it all**

- Londoners less concerned about benefits**

- Strong interest from older adults in saving water and energy**

- Households with three or more bathrooms want more**

- DIY and online retailers are viewed differently**

- Older women and more affluent are the most demanding**

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

#### APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Market sizing and segment performance**
- **Data sources**
- **Abbreviations**
- **Consumer research methodology**

#### What's included

Executive Summary

---

Full Report PDF

---

Infographic Overview

---

Powerpoint Presentation

---

Interactive Databook

---

Previous editions

---

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

---

EMEA +44 (0) 20 7606 4533

---

Brazil 0800 095 9094

---

Americas +1 (312) 943 5250

---

China +86 (21) 6032 7300

---

APAC +61 (0) 2 8284 8100

---



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.