

Kitchen Products Market
Research & Analysis
UK 2019

**Kitchen Products Market Size & Trends 2013-2023; SWOT & PEST Analysis,
Product Mix 2013-2023; Distribution Channel Mix; Market Leaders Profiles & Key
Financials; Market Forecasts to 2023**

3rd Edition

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1. INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

1.1 FEATURES & BENEFITS OF THIS REPORT

MTW's "Research & Analysis" market reports provide an independent, comprehensive review of recent, current and future market size and trends in an easy to reference format. Each report provides vital market intelligence in terms of size, product mix, end use mix, SWOT, key trends and influences and industry structure trends. In addition, rankings by turnover, profit and other key financials for the market leaders are provided as well as a 1 page profile for each key player in the market. Contact, telemarketing & mailing details are also provided for each company to enable the reader to quickly develop sales leads, with a multi-use database and additional financial data available as part of the 'Ultimate Pack' option with this report.

Based on company sales returns which provide higher confidence levels and researched by market research professionals with experience in the industry, MTW's *Research and Analysis* reports are used as a foundation for coherent strategic decision making based on sound market intelligence and for developing effective marketing plans. MTW reports can also be used as an operational sales and marketing tool by identifying market leaders, enabling the reader to quickly grow sales to new clients and focus marketing budgets.

This report includes:-

- **Market Size, PEST, SWOT & Trends – Historical, Current & Future**

Based on sales data from a representative proportion of the industry, this report provides market size by value over a ten-year period. As they are based on quantitative data as well as qualitative input from the industry, our reports are more accurate than other qualitative based reports and offer better value for money. By combining the best of both quantitative and qualitative input, we offer our clients greater confidence in our market forecasts as well as discussing key market trends and influences from a qualitative perspective.

- **Product Mix – Current & Future**

This report identifies the key product sectors in the market and provides historical, current and forecast market share estimates for each, alongside qualitative discussion on key trends for each segment of the industry. With input for this report being both qualitative and quantitative we are able to offer an effective insight into the core components of the market, as well as forecasting future market shares.

- **Distribution Channel Mix**

The report identifies the key channels that drive demand for this market and provide a current, historical & future market share estimate for each. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly. With forecasts of market share by key channels also provided, the reader is able to undertake strategic decisions with greater confidence as well as basing marketing strategies on solid market intelligence.

- **Market Leaders Ranking**

This report identifies key players in the market and provides 3 years financials, including our own estimates of turnover and profitability. This enables the reader to identify relevant potential key customers in a market, understand their current position in the market and quickly identify new targets. MTW provide a turnover and profit estimate for every company included in the report, enabling the reader to develop market share estimates.

- **Leading Kitchen Retailers and Manufacturers 1 Page Profiles & Sales Leads**

This report includes a 1 page profile for each company including full contact details for developing fast sales leads; 3 years of the most recent key financial indicators; and MTW's 'at a glance' chart, enabling the reader to quickly gauge the current financial health of a company.

- **Relevant Companies, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and as such we are able to develop a company listing which is more relevant to the market, rather than automatically selecting companies to be included by industry code. Our reports represent excellent value for money and don't bombard you with irrelevant financial data; they are designed to enable you to engage in fast and effective market analysis. We focus on providing what's important in an easy to reference and use format.

1.2 METHODOLOGY & SOURCES OF INFORMATION

MTW Research employ a wide ranging, reliable methodology in order to ensure the highest quality of information possible. Our reports are unique in that they are based on financials from a representative sample of the industry, supported by intelligent qualitative research to provide a comprehensive and intelligent market review.

By combining primary and secondary research information, MTW reports uniquely offer an unparalleled level of confidence in terms of market data and trend comment. This, coupled with the fact that we've been writing reports on these markets since 1999 means that we are confident you won't find a better report available. Our price guarantee ensures that you won't find the same quality report at a cheaper price.

Sources of information for this report included:-

- **Financial Data** from Leading Kitchen Manufacturers, Retailers & Distributors.
- **Discussions** with Manufacturers, Distributors, Retailers & End Users
- **Distribution Outlets Analysis** – including store visits, distributors' product mix etc
- **Product Information** – technical data from manufacturers, distributors etc
- **Company Websites** – Manufacturers, Distributors, Retailers, End Users etc
- **Annual Reports** – Manufacturers and Distributors' Company Literature
- **Press Releases** – New product launches, company news etc
- **HM Government and European Parliament** – Official Statistics
- **HM Revenue & Customs**
- **Social Media** – Facebook, Twitter, LinkedIn, Instagram etc
- **Trade Journals** - Printed Journals, Industry Websites and Industry Commentators
- **Trade Associations**, Conferences and Exhibitions

The research & analysis process involves:-

- **Qualitative Analysis** – collate all primary and secondary information sources
- **Quantitative Data Modeling** – using MTW's proprietary data processing for forecasts
- **Qualitative Review** – review data models against qualitative inputs for trends, sizes etc
- **Product Trend Analysis** – identify & review trends for each key product sector
- **Distribution Channels Review** – channel shares & trends analysis
- **End Use Sectors Review** – identify key target markets, key trends in each sector
- **Strategic Marketing Review** – by qualified, experienced marketing professionals
- **PEST & SWOT** – review of all market influences, opportunities and threats
- **Identify 'Quick Wins'** – List current and future opportunities for market / sales growth
- **Turnover & Profit** – Estimate for every company in report, regardless of size
- **Ranking** – Rank leading companies by sales, profit, net worth and assets.
- **Economic Analysis** – forecasts of GDP, inflation, employment, interest rates etc

The above involves 8-10 weeks of combined research & report production time, resulting in an intelligent, comprehensive and usable report identifying immediate opportunities and offering a strategic perspective of the market.

2. UK KITCHEN PRODUCTS MARKET

2.1 KITCHEN PRODUCTS MARKET DEFINITION

The UK Kitchen Products market comprises a wide range of products suitable for use within the UK domestic market. In order to quantify and analyse the market, our definition of the market includes the following key product sectors:-

- **Kitchen Furniture** - cabinets, units and associated shelving, doors and drawers of all materials, supplied either flat pack or pre-assembled (rigid), manufactured for primary application in a domestic kitchen environment.
- **Kitchen Appliances** – ‘white goods’ manufactured primarily for installation within domestic kitchen cabinets (i.e. built-in), including washing machines, tumble dryers (laundry), ovens, hobs, grills, microwaves (cooking), refrigerators, freezers, fridge-freezers (refrigeration) and dishwashers. Excluding freestanding appliances.
- **Kitchen Worktops** - fabricated primarily for installation in domestic kitchen applications, of all materials including, but not limited to, stone/granite etc, solid surface (e.g Corian) etc, wood and laminates.
- **Sinks and associated brassware** for use in domestic kitchens, including all materials – stainless steel, ceramic, composite etc, of all sizes, 1 bowl, 1.5 bowl, 2 bowl etc. Pillar taps, mixer taps, combination taps (ie with integral shower / water filter etc) are also included.

This report specifically **excludes** labour or installation activity, and measures the product values at retail selling prices. VAT, import duties and transportation fees are excluded as well as labour / installation or other delivery charges.

Whilst we have made every effort to exclude commercial applications, there may be some light commercial applications included within the overall market sizes quoted.

Where volume figures are illustrated for the overall market, these are provided as number of installations. The geographical coverage for this report is the United Kingdom and includes domestically manufactured and imported products.

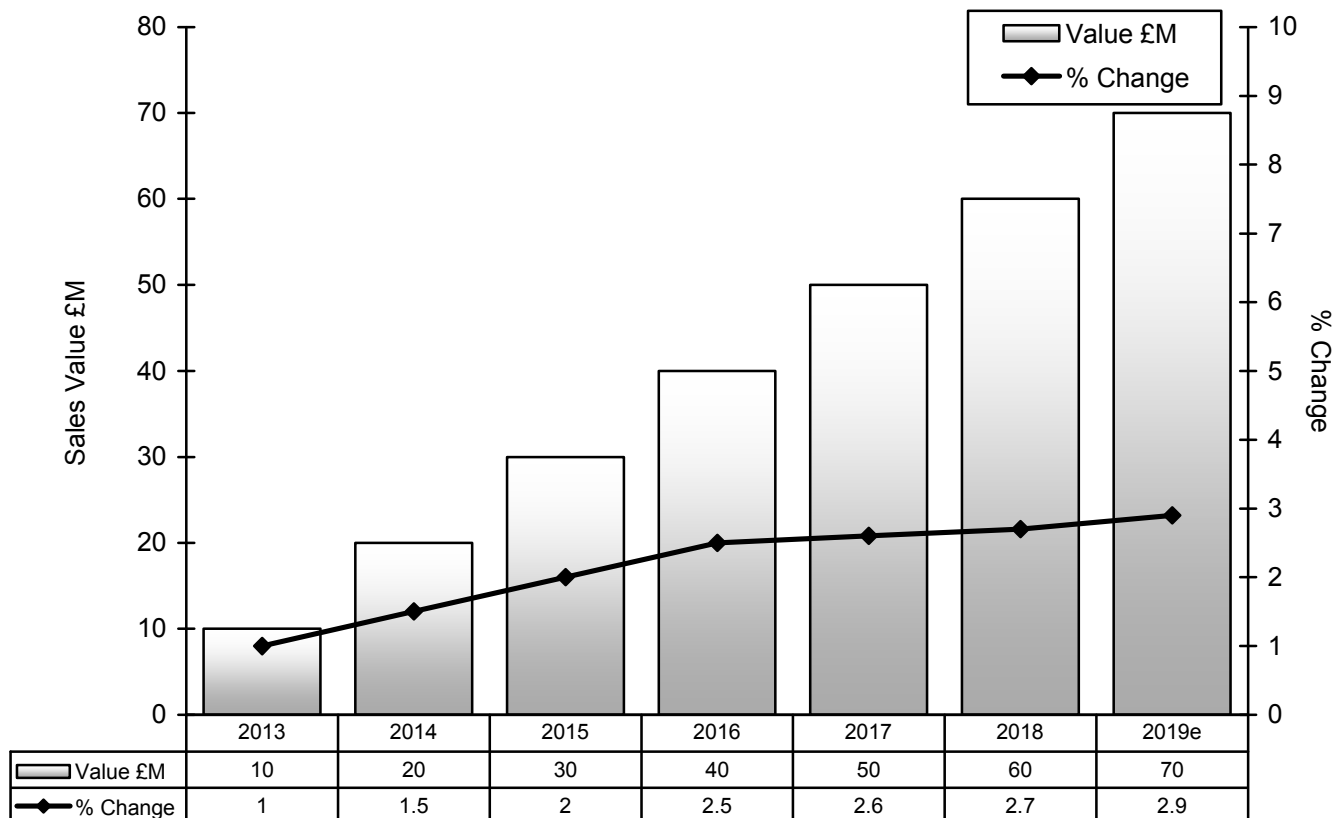
2.2 KITCHEN PRODUCTS MARKET SIZE 2019

The total UK Kitchen Products market is currently valued at just under £3.2 billion in 2019, reflecting an increase of 1.6% since 2018.

2.2.1 Kitchen Products Market Size & Trends 2013-2019

The following chart illustrates the performance of the UK kitchen products market since 2013:- (Figures changed for sample purposes)

Figure 1: Kitchen Products Market Sales 2013-2019



Source: MTW Research / Trade Estimates

Alongside long term social and demographic trends, the UK kitchen products market is also impacted by factors including the general economic environment, consumer and business confidence, disposable income levels, furnishing trends, the property market and the construction of new homes.

Sales growth peaked in xxxxx at xx% following a xxxx xxxx xxxxxxxx xxxxxxxx xxxxxxxx investment by xxxxxxxx and xxxxxxxx end use sectors following a sustained period of xxxxxxxx xxxxxxxx xxxxxxxx performance.

The release of xxxxxxxx demand in xxxxxxxx continued into xxxxxxxx though growth xxxxxxxx H2 xxxxxxxx, partly in response to growing xxxxxxxx of the xxxxxxxx xxxxxxxx environment in response to xxxxxxxx xxxxxxxx xxxxxxxx in xxxxxxxx and xx% of UK voters voting to exit the European Union (Brexit).

Business xxxxxxxx xxxxxxxx xxxxxxxx continued to xxxxxxxx throughout xxxxxxxx as the xxxxxxxx environment remained xxxxxxxx in relation to the xxxxxxxx xxxxxxxx. xxxxxxxx remained xxxxxxxx xxxxxxxx at 1.7% growth though xxxxxxxx xxxxxxxx business investment decisions continued xxxxxxxx

xxxxxxx, xxxxxxxx xxxxxxxx xxxxxxxx confidence as well as B2B kitchen sales. Whilst UK consumer confidence r xxxxxxxx xxxxxxxx xxxxxxxx, indications are that consumers xxxxxxxx xxxxxxxx xxxxxxxx larger scale refurbishment projects in 2018, xxxxxxxx the UK kitchen refurbishment sector.

Trade sources indicate that there has been some xxxxxxxx xxxxxxxx xxxxxxxx for kitchen products in the xxxxxxxx xxxxxxxx end use sector in the last 2-3 years, as xxxxxxxx xxxxxxxx has continued to strengthen. However, in early 2019 there are signs that xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx with the likelihood of xxxxxxxx xxxxxxxx xxxxxxxx possible as xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx growth.

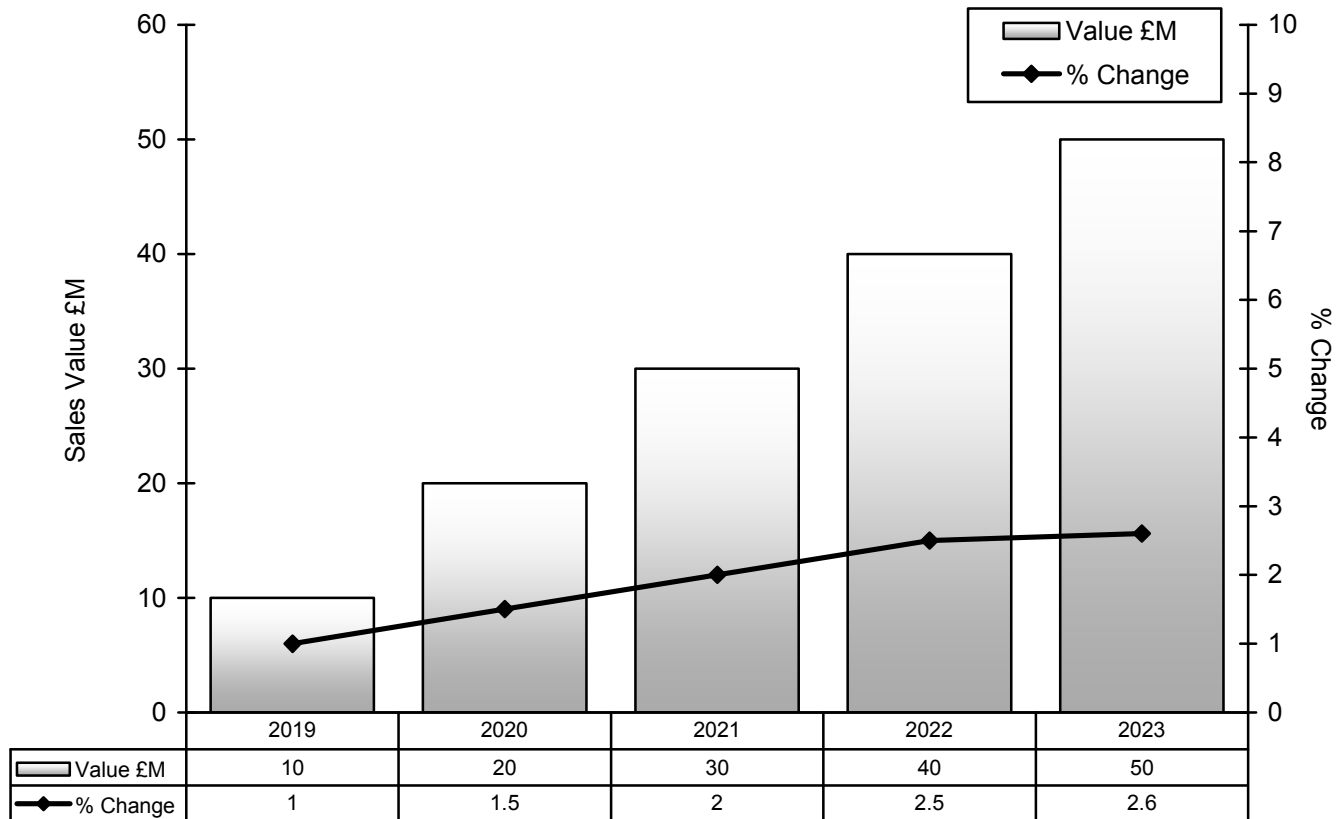
Whilst xxxxxxxx growth is likely to xxxxxxxx xxxxxxxx in 2019, the sector should xxxxxxxx xxxxxxxx xxxxxxxx impetus for kitchen product sales though xxxxxxxx significant xxxxxxxx.

Despite xxxxxxxx xxxxxxxx xxxxxxxx rising faster than xxxxxxxx xxxxxxxx in Q4 2018 with this forecast to continue in Q1 2019, xxxxxxxx xxxxxxxx xxxxxxxx is set to remain xxxxxxxx xxxxxxxx best and this continues to sustain xxxxxxxx xxxxxxxx xxxxxxxx projects xxxxxxxx xxxxxxxx within domestic homes. Most recent Government statistics combined with our models suggest that xxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxx domestic RMI (repair, maintenance & improvement) projects xxxxxxxx by 18% in 2018, with joinery installation work xxxxxxxx by 7% over the same period in xxxxxxxx xxxxxxxx terms.

2.2.2 Kitchen Products Market 2019-2023 & Future Prospects

The following chart illustrates the performance of the UK kitchen products market between 2019 and 2023:- (Figures changed in sample)

Figure 2: Kitchen Products Market Forecasts 2019-2023



Source: MTW Research / Trade Estimates

Immediate prospects for the market in 2019 are for xxx xxx x xxxxxx growth than xxx xxx x xxxxxx xxx xxx x xxxxxx 2018, though growth is expected to xxx xxx x xxxxxx xxx xxx x xxxxxx 2020 onwards as xxx xxx x xxxxxx a Brexit xxx xxx x xxxxxx xxx xxx x xxxxxx is established. Despite the xxx xxx x xxxxxx in growth in 2019, the majority of trade sources indicate xxx xxx x xxxxxx fundamentals for xxx xxx x xxxxxx remain, for the most part, xxx xxx x xxxxxx with xxx xxx x xxxxxx xxx xxx x xxxxxx activity in the xxx xxx x xxxxxx sector continuing to exhibit xxx xxx x xxxxxx xxx xxx x xxxxxx value growth.

In 2019, indications are that there is some xxxxxx xxx xxxxxx xxx in the higher value end of the kitchen products market, though xxxxxx xxx generally xxxxxx xxx. However, this trend continues to offer xxxxxx xxx xxxxxx xxx independent kitchen retailers xxxxxx xxx value end of the market.

The 'middle value' market continues to xxxxxx xxx with xxxxxx xxx growth in xxxxxx xxx continue to characterise the market in 2019 and beyond. Sustained xxxxxx xxx xxxxxx xxx differentiated product sectors also continues to xxxxxx xxx xxxxxx xxx performance in the xxxxxx xxx xxxxxx xxx sector the market reflecting xxxxxx xxx xxxxxx xxx xxxxxx xxx xxxxxx xxx for suppliers and retailers.

The total European kitchen products market is valued at around £xxx billion with the largest markets being xxxxxx xxx, xxxxxx xxx, the UK and xxxxxx xxx. Each market xxxxxx xxx xxxxxx xxx, for example in xxxxxx xxx many homes are xxxxxx xxx xxxxxx xxx and householders are xxxxxx xxx xxxxxx xxx own kitchen and xxxxxx xxx due to xxxxxx xxx xxxxxx xxx xxxxxx xxx laws.

In 2019 the UK kitchen products market has exhibited xxxxxx xxx xxxxxx xxx xxxxxx xxx structure, with trends xxxxxx xxx xxxxxx xxx as volume growth has remained xxxxxx xxx xxxxxx xxx xxxxxx xxx. Macro xxxxxx xxx xxxxxx xxx xxxxxx xxx Brexit continues to xxxxxx xxx xxxxxx xxx xxxxxx xxx confidence both from xxxxxx xxx xxxxxx xxx xxxxxx xxx.

xxxxxx xxx, xxxxxx xxx xxxxxx xxx, trade sources indicate that the UK is a well xxxxxx xxx xxxxxx xxx market, with most suppliers, distributors and retailers now xxxxxx xxx xxxxxx xxx, xxxxxx xxx capable of wit xxxxxx xxx xxxxxx xxx xxxxxx xxx in the market. Some retailers such as xxxxxx xxx reported double digit growth in Q2 2018, though xxxxxx xxx and xxxxxx xxx xxxxxx xxx and xxxxxx xxx sales were reported to xxxxxx xxx xxxxxx xxx sales in Q3 2018. Since our last report there have been several xxxxxx xxx xxxxxx xxx which also point to xxxxxx xxx xxxxxx xxx xxxxxx xxx xxxxxx xxx market in recent months.

The UK kitchen market is set to be characterised by

2.3.2 Key Growth Products & Current Growth Trends

Sources indicate that there are several product sectors and trends that are likely to experience growth in 2019 and beyond and provide a boost to value growth for manufacturers and retailers. Key growth sectors at present include:-

- Growth in
- Products Designed for
- Growing integration of
- Rising Demand for
- xxxxxx xxx xxxxxx xxx Units
- xxxxxx xxx Colours Growing in Popularity (xxxxxx xxx)
- xxxxxx xxx xxxxxx xxx Cabinets,
- Wide xxxxxx xxx xxxxxx xxx
- Greater Use of xxxxxx xxx xxxxxx xxx Internals etc
- xxxxxx xxx Integration of xxxxxx xxx xxxxxx xxx Areas
- Larger xxxxxx xxx, Return of xxxxxx xxx Sinks
- xxxxxx xxx Sinks Growing in Popularity
- xxxxxx xxx Finish
- Growing Appreciation of xxxxxx xxx
- xxxxxx xxx xxxxxx xxx Doors & Drawers
- Growth in xxxxxx xxx, (con xxxxxx xxx
- Larger xxxxxx xxx xxxxxx xxx Piece
- xxxxxx xxx Taps Growing in Popularity (xxxxxx xxx etc)
- Taps With xxxxxx xxx.
- 'xxxxxx xxx Colours Used to xxxxxx xxx xxxxxx xxx Design
- xxxxxx xxx, 'xxxxxx xxx xxxxxx xxx Kitchen Design in xxxxxx xxx xxxxxx xxx
- Refrigeration Which xxxxxx xxx xxxxxx xxx xxxxxx xxx.
- xxxxxx xxx / xxxxxx xxx Enhancing xxxxxx xxx xxxxxx xxx & Control (e.g. worktops, refrigerators, sinks etc)
- Integrated xxxxxx xxx (e.g.in xxxxxx xxx)
- Focus on More xxxxxx xxx xxxxxx xxx
- Cooking Appliances Offering xxxxxx xxx, e.g xxxxxx xxx.
- xxxxxx xxx xxxxxx xxx - xxxxxx xxx islands & xxxxxx xxx, or One-Piece xxxxxx xxx
- xxxxxx xxx Units & xxxxxx xxx Pan Drawers
- xxxxxx xxx xxxxxx xxx Appliances

- xxxxxx xxx Level, xxxxxx xxx Cabinets
- xxxxxx xxx xxxxxx xxx Units
- Multi- xxxxxx xxx xxxxxx xxx xxxxxx xxx Products
- Cabinets xxxxxx xxx xxxxxx xxx Walls
- LED xxxxxx xxx xxxxxx xxx Lighting
- xxxxxx xxx Devices & Components – Components which facilitate xxxxxx xxx xxxxxx xxx – e.g. washing machines, dishwashers, refrigeration products etc.
- Worktops – xxxxxx xxx worktops, xxxxxx xxx worktops utilising xxxxxx xxx xxxxxx xxx xxxxxx xxx (e.g. xxxxxx xxx)
- xxxxxx xxx xxxxxx xxx hobs
- Kitchens Increasingly xxxxxx xxx for xxxxxx xxx Appliances, Kitchen Furniture / Worktops etc.

The above issues are also indicated to offer opportunities for kitchen furniture & product manufacturers or by adding value to the core product in terms of additional features and benefits.

The xxxxxx xxx xxxxxx xxx continues to represent a key growth sector within the kitchen appliances sector in 2019, with xxxxxx xxx xxxxxx xxx becoming increasingly commonplace within UK homes. xxxxxx xxx xxxxxx xxx xxxxxx xxx responding are xxxxxx xxx to increasing demand, prospects for xxxxxx xxx xxxxxx xxx growth are significant and represent a key market opportunity for xxxxxx xxx xxxxxx xxx xxxxxx xxx manufacturers to exploit as xxxxxx xxx seek a more xxxxxx xxx kitchen xxxxxx xxx xxxxxx xxx.

Rigid kitchen furniture typically

2.3.3 Top 10 Kitchen Design Trends in 2019 - 2023

The UK kitchen market has continued to evolve in recent years and has become increasingly linked with design trends and fashions resulting in xxxxxx xxx xxxxxx xxx replacement frequencies in the last 2-3 decades with 'xxxxxx xxx becoming increasingly significant. In 2019, the kitchen market continues to evolve with new styles of design increasingly informing and influencing kitchen product design, manufacture and specification.

The kitchen products market is likely to become increasingly xxxxxx xxx and xxxxxx xxx, with xxxxxx xxx xxxxxx xxx products being designed for more xxxxxx xxx xxxxxx xxx within a xxxxxx xxx xxxxxx xxx xxxxxx xxx kitchen design. For example, xxxxxx xxx of xxxxxx xxx kitchen xxxxxx xxx for use in xxxxxx xxx areas; or kitchen furniture with xxxxxx xxx and xxxxxx xxx worktops for use in xxxxxx xxx xxxxxx xxx kitchen.

The following identifies some of the current design trends evident in 2019, according to trade sources, in terms of kitchen design which are set to continue to influence the kitchen products market in the near to medium term:-

1. xxxxxx xxx Theme

The xxxxxx xxx theme design kitchen has grown in popularity in the last 2-3 years and is set to continue to offer healthy differentiation opportunities in 2019. This style is popular in xxxxxx xxx xxxxxx xxx homes and often combines xxxxxx xxx xxxxxx xxx xxxxxx xxx with xxxxxx xxx xxxxxx xxx xxxxxx xxx design which offers xxxxxx xxx xxxxxx xxx xxxxxx xxx xxxxxx xxx xxxxxx xxx.

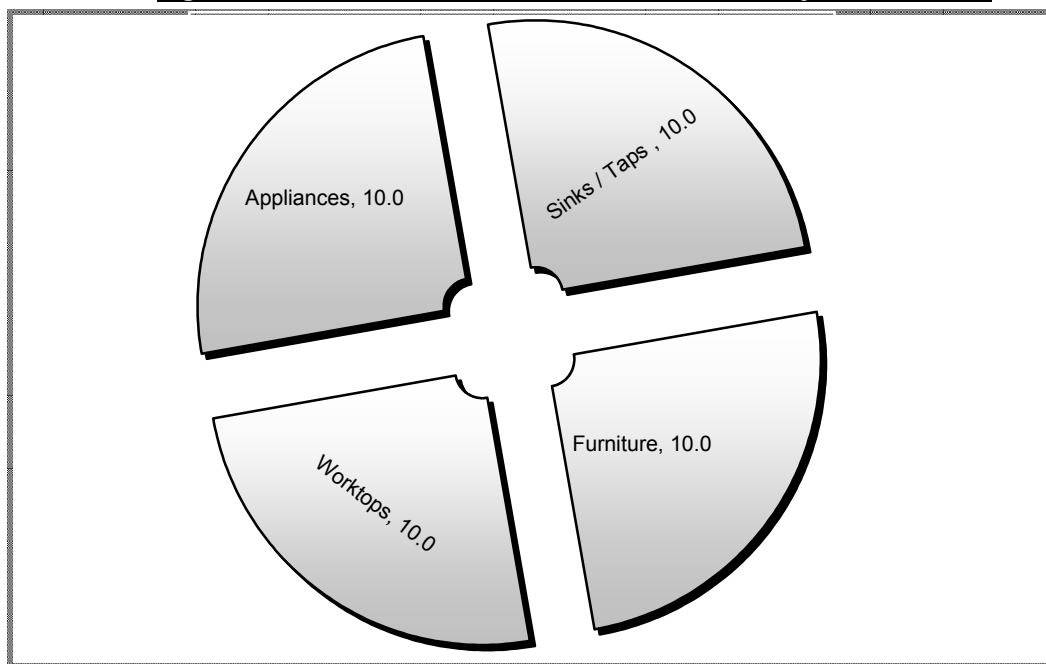
This design often incorporates elements such as xxxxxx xxx xxxxxx xxx xxxxxx xxx xxxxxx xxx. Colours popular in this style at present are xxxxxx xxx xxxxxx xxx colours, particularly xxxxxx xxx with xxxxxx xxx and xxxxxx xxx xxxxxx xxx interiors. xxxxxx xxx xxxxxx xxx and other xxxxxx xxx features are also popular in this style. xxxxxx xxx are often one-piece from a variety of xxxxxx xxx, particularly xxxxxx xxx.

2. xxxxxx xxx but xxxxxx xxx

2.4 KITCHEN PRODUCTS MARKET – PRODUCT MIX BY VALUE 2019

The following chart illustrates our estimates of the mix by value of the key product sectors within the kitchen products market in 2019:- (Figures changed in sample)

Figure 4: Kitchen Products Market – Product Mix By Value 2019 %



Source: MTW Research / Trade Estimates

As illustrated, xxxxxx xxx products remain the dominant product sector in the market, with trade sources suggesting that this sector has continued to xxxxxx xxx xxxxxx xxx share in recent years. In 2019, kitchen xxxxxx xxx products are estimated to be worth just over £x billion at retail selling prices.

The xxxxxx xxx sector is likely to continue to outperform the overall kitchen products market in the next few years, as has been the case since 2013. xxxxxx xxx remain the second largest sector, accounting for just under x% of the total market share and a value of £x million at retail selling prices in 2019.

xxxxxx xxx are the third largest sector accounting for just over x% of the overall kitchen products market in 2019. xxxxxx xxx xxxxxx xxx has continued to xxxxxx xxx xxxxxx xxx share performance for this sector in recent years, though sales are expected to xxxxxx xxx xxxxxx xxx x% per annum in the near term, strengthening xxxxxx xxx xxxxxx xxx value sector.

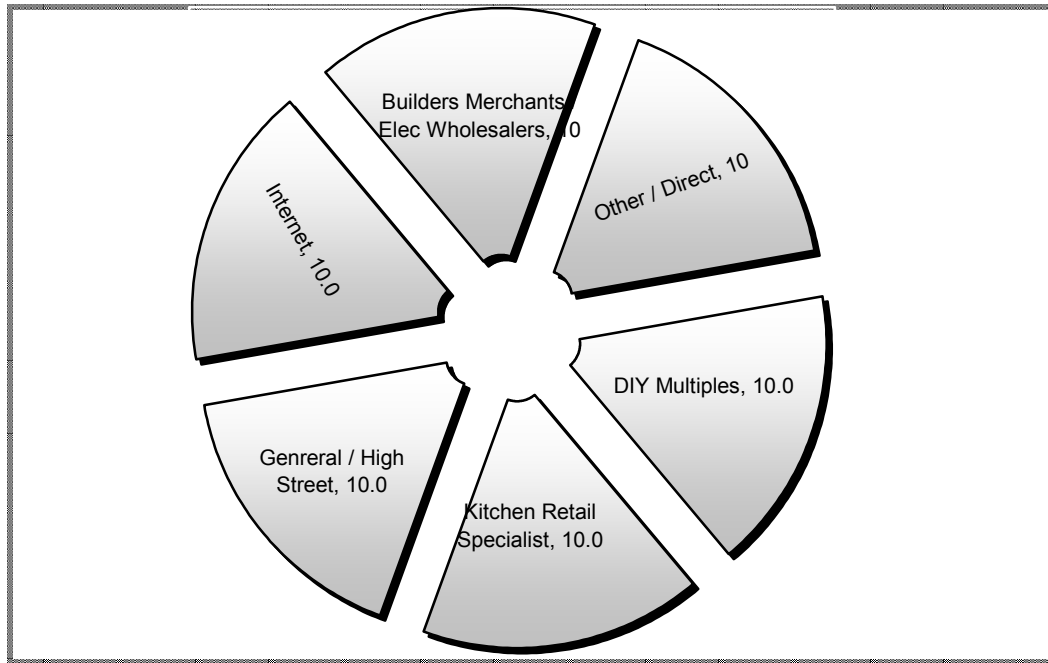
The smallest sector in the market is the xxxxxx xxx xxxxxx xxx market which represents x% of the total market. This sector has continued to xxxxxx xxx xxxxxx xxx recent years in terms of value with growth evident in the xxxxxx xxx xxxxxx xxx sector of the market whilst xxxxxx xxx xxxxxx xxx remains evident at the lower value end.

2.5 KITCHEN PRODUCTS MARKET – DISTRIBUTION CHANNEL ANALYSIS

2.5.1 Share by Distribution Channel 2019

The following chart illustrates our estimates of distribution channel share mix for the kitchen products market in 2019:- (Figures changed in sample)

Figure 5: Kitchen Distribution Channel Shares 2019 %



Source: MTW Research / Trade Estimates

As the chart illustrates, the xxxxxx xxx xxxxxx xxx retail distribution channel is estimated to account for x% of the market in 2019. This channel is closely followed by xxxxxx xxx, estimated to account for just under x% of kitchen products sales in 2019. xxxxxx xxx xxxxxx xxx retail also account for a significant share of the market in 2019, with x% and x% share respectively.

The xxxxxx xxx represents one of the fastest growing distribution channels in the kitchen products market in recent years with value growth of x% in the 6 years, resulting in a current share of just over x%. Growth in the xxxxxx xxx as a channel is particularly likely given xxxxxx xxx xxxxxx xxx preventing manufacturers from xxxxxx xxx xxxxxx xxx through this channel.

A key player in the xxxxxx xxx sector (xxxxxx xxx) has more recently shifted back to a xxxxxx xxx xxxxxx xxx only kitchens, withdrawing xxxxxx xxx xxxxxx xxx xxxxxx xxx. This suggests the channel may be seeking to reposition within the market away from xxxxxx xxx xxxxxx xxx xxxxxx xxx by the independent retailers who are generally able to xxxxxx xxx and xxxxxx xxx xxxxxx xxx xxxxxx xxx support.

xxxxxx xxx xxxxxx xxx remains significant within xxxxxx xxx distribution channels but particularly those with xxxxxx xxx xxxxxx xxx. Customers regard xxxxxx xxx xxxxxx xxx as a major aspect in the purchase decision making process and this trend has xxxxxx xxx as a result of xxxxxx xxx xxxxxx xxx growth and rising xxxxxx xxx xxxxxx xxx in the last 2 years.

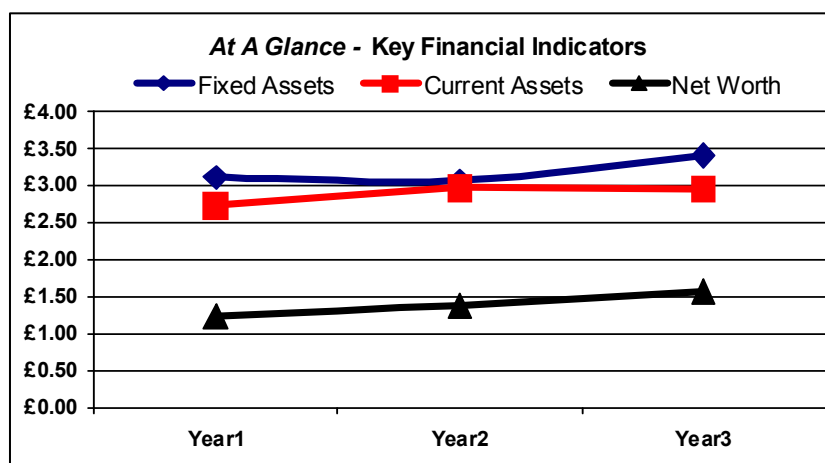
2.5.2 Specialist Kitchen Retailers 1 Page Profiles & 3 Years Financials

The following section provides a 1 page profile and 3 years of the most recent accounts available for some of the UK's specialist retailers / installers along with an estimated turnover and profit for each company. Whilst we endeavour to include major companies active, the omission of a company does not necessarily reflect a company's relevance in this market as there are a number of variables which can influence the inclusion of a company in our analysis.

Sample Limited - Company Overview & 'At a Glance'

Sample Address
Sample Address
Sample Address
Sample Address
Tel: Sample

Sample Limited is a private limited company, incorporated on 6th May 1986. The company's main activities are recorded by Companies House as "Manufacture And Retail Of Fitted Kitchen And Bedroom Units." In 2019, the company has an estimated 176 employees.



To year end December 2018, Sample Limited is estimated to have achieved a turnover of around £17 million. Pre-tax profit for the same period is estimated at around £0.30 million.

The following table briefly provides a top line overview on Sample Limited:-

Company Name	Sample Limited
Brief Description of Activities	Manufacture And Retail Of Fitted Kitchen And Bedroom Units.
Parent Company	
Ultimate Holding Company	
Estimated Number of Employees	176
Senior Decision Maker / Director	Sample

The following table illustrates the company's key performance indicators for the last 3 years:-

Sample Limited - 3 Year Financials to Year End 31-Mar-18

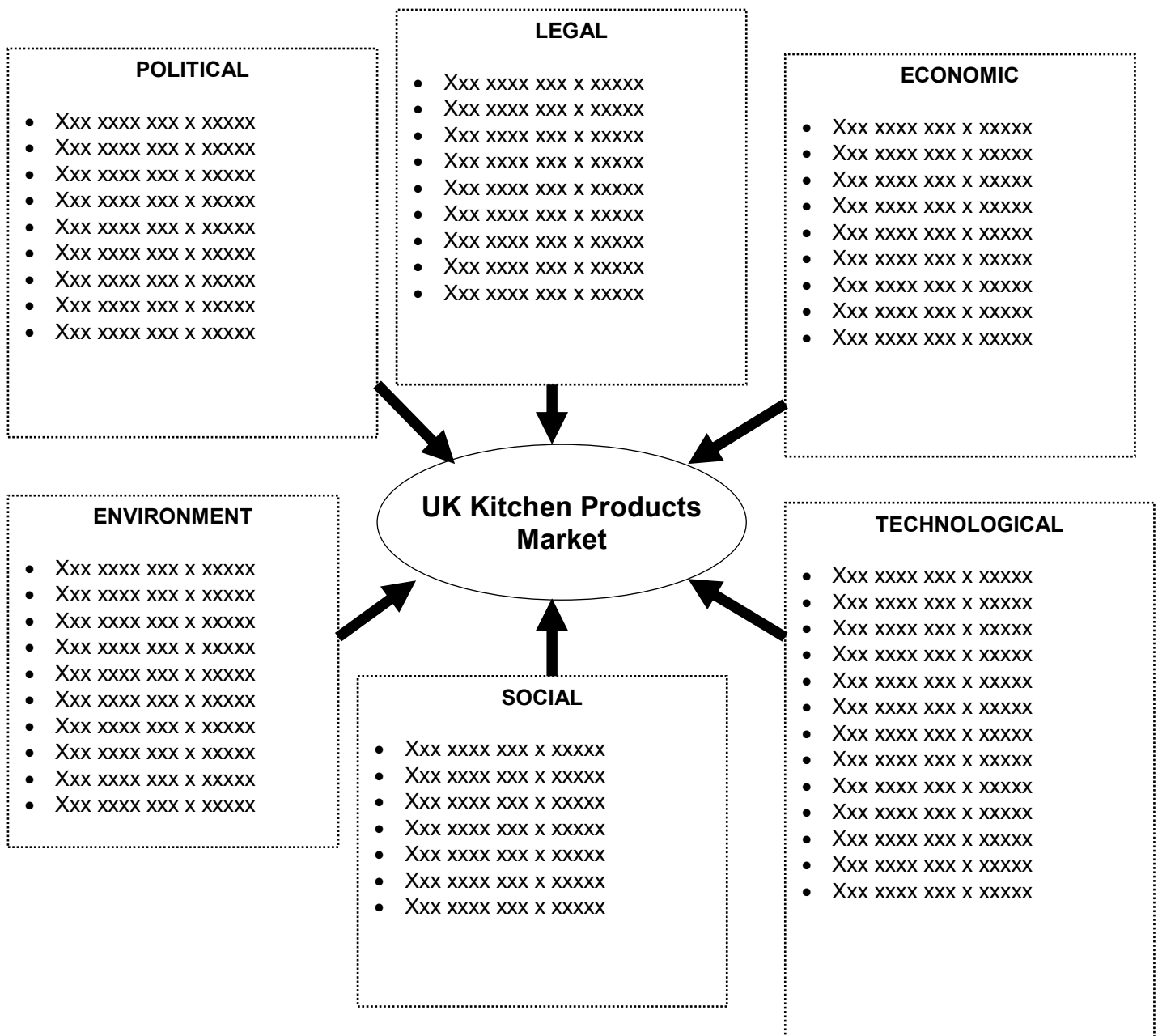
Key Indicator £M	Year End 31-Mar-16 (Year1) £M	Year End 31-Mar-17 (Year2) £M	Year End 31-Mar-18 (Year3) £M
Fixed Assets	£3.11	£3.06	£3.41
Current Assets	£2.74	£2.97	£2.96
Current Liabilities	£3.38	£4.14	£3.21
Long Term Liabilities	£1.24	£0.52	£1.52
Net Worth	£1.23	£1.38	£1.57
Working Capital	£0.64	£1.17	£0.25
Profit per Employee	£0.001	£0.001	£0.002
Sales per Employee	£0.102	£0.1	£0.096

2.6 KEY MARKET TRENDS & INFLUENCES 2019-2023

2.6.1 PEST Analysis 2019 – Politico-Legal, Environmental, Social & Technological

There are a large number of Politico-Legal, Environmental, Social and Technological macro and micro market influences which impact on the UK kitchen products market in 2019. The following diagram provides a brief overview of some of these key issues which are currently impacting the market at present and those which may stimulate or dampen market growth in the future:-

Figure 55: PEST Analysis for UK Kitchen Products Market in 2019



Source: MTW Research Strategic Review 2019

Whilst the above diagram is by no means exhaustive, it provides an illustration of some of the key issues impacting the market at present and in the future.

3. UK KITCHEN PRODUCTS MARKET

3.1 KITCHEN PRODUCTS MARKET DEFINITION

The UK Kitchen Products market comprises of the following key product sectors.:-

- **Furniture - Cabinets, units and associated shelving, doors and drawers** of all materials, supplied either flat pack or pre-assembled (rigid), manufactured for primary application in a domestic kitchen environment.
- **Appliances - White goods or appliances** manufactured primarily for installation within domestic kitchen cabinets, including washing machines, tumble dryers (laundry), ovens, hobs, grills, microwaves (cooking), refrigerators, freezers, fridge-freezers (refrigeration) and dishwashers.
- **Worktops** fabricated for installation in domestic kitchen applications, of all materials including, but not limited to, stone/granite etc, solid surface/Corian etc, wood and laminates.
- **Sinks and associated brassware** for use in domestic kitchens, including all materials – stainless steel, ceramic, composite etc, of all sizes, 1 bowl, 1.5 bowl, 2 bowl etc. Pillar taps, mixer taps, combination taps (ie with integral shower / water filter etc) are also included.

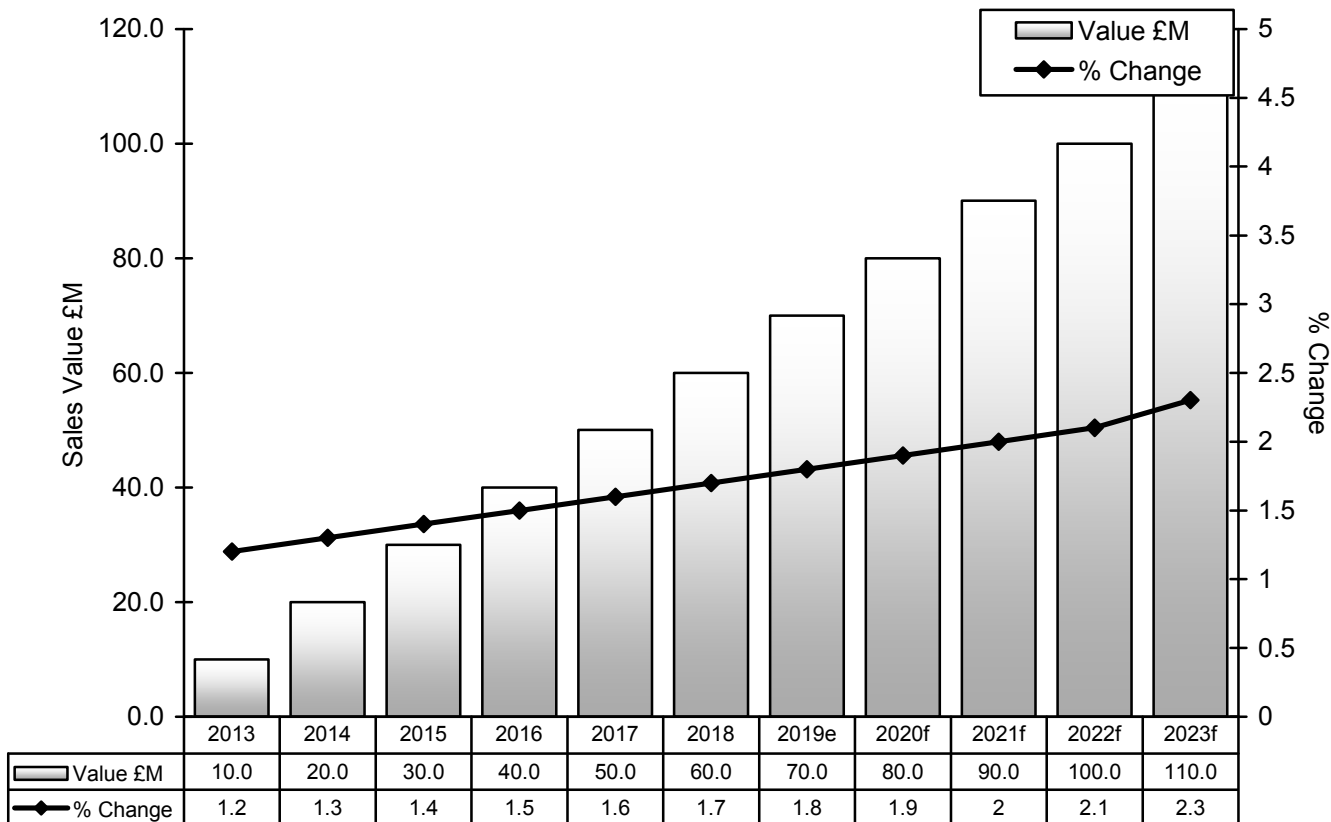
This report specifically **excludes** labour or installation activity, and measures the product values at retail selling prices. All delivery charges, VAT, additional taxation and import fees have also been excluded.

3.3 KITCHEN FURNITURE MARKET

3.3.1 Total Kitchen Furniture Market Sales 2013-2023

The following chart illustrates the performance of the kitchen furniture market since 2013, with forecasts to 2023 at retailers selling prices:- (Figures changed in Sample)

Figure 76: UK Kitchen Furniture Market Size by Value 2013 - 2023



Source: MTW Research / Trade Estimates

The total UK Kitchen Furniture Market is currently valued at just over £xxx billion at retail selling prices in 2019, reflecting xxx xxxxxxxx xxxxxxxx of around xxx% xxxxx in 2019.

The market xxx xxxx xxx xxx xxxxxxxx trend in 2019 though xxx xxxxxxxx is xxx xxxxxxxx as xxx xxxxxxxx xxx xxxxxxxx result in xxx xxxxxxxx xxx xxxxxxxx consumer xxx xxxxxxxx xxx xxxxxxxx. The market is also experiencing xxx xxxxxxxx xxx xxxxxxxx due to xxx xxxxxxxx xxx xxxxxxxx market factors – not least the impact of xxx xxxxxxxx xxx xxxxxxxx and xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx across a broad swathe of the sector.

One of the key strengths of the kitchen furniture market is the xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx spectrum, giving the market flexibility xxx xxxxxxxx xxx xxxxxxxx of stability. At present, the xxx xxxxxxxx and xxx xxxxxxxx end of the market continues to xxx xxxxxxxx xxx xxxxxxxx for value growth, though xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx at present. The success of the xxx xxxxxxxx xxx xxxxxxxx in the xxx xxxxxxxx xxx xxxxxxxx sector of the market continues to xxx xxxxxxxx xxx xxxxxxxx xxx xxxxxxxx most dynamic market segment at present, with sources indicating that

4. KITCHEN MANUFACTURERS 1 PAGE PROFILES

4.1 Kitchen Manufacturers 1 Page Profiles & 3 Years Financials

The following section provides a 1 page profile and 3 years of the most recent accounts available for some of the UK's leading manufacturers along with an estimated turnover and profit for each company. Whilst we endeavour to include all major companies active, the omission of a company does not necessarily reflect a company's relevance in this market as there are a number of variables which can influence the inclusion of a company in our analysis.

Sample Limited - Company Overview & 'At a Glance'

Sample Address

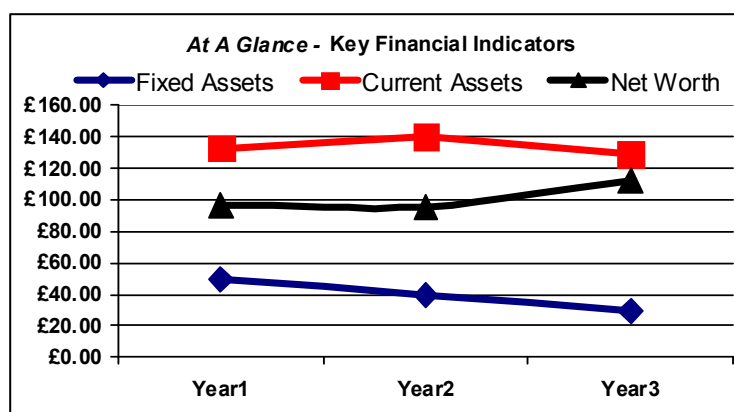
Sample Address

Sample Address

Tel: Sample

Sample Limited is a private limited company, incorporated on 8th November 1999. The company's main activities are recorded by Companies House as "Manufacture, Retail, Installation And Maintenance Of Kitchen Equipment, Domestic Heating Appliances And Product For The Home And Kitchen Orientated Products." In 2019, the company

has an estimated 1100 employees. To year end December 2018, Sample Limited is estimated to have achieved a turnover of around £140 million. Pre-tax profit for the same period is estimated at around £14 million.



The following table briefly provides a top line overview on Sample Limited:-

Company Name	Sample Limited
Brief Description of Activities	Manufacture, Retail, Installation And Maintenance Of Kitchen Equipment, Domestic Heating Appliances And Product For The Home And Kitchen Orientated Products.
Parent Company	Sample
Ultimate Holding Company	Sample
Estimated Number of Employees	1100
Senior Decision Maker / Director	Sample

The following table illustrates the company's key performance indicators for the last 3 years:-

Sample Limited - 3 Year Financials to Year End 30-Dec-17

Key Indicator £M	Year End 02-Jan-16 (Year1) £M	Year End 31-Dec-16 (Year2) £M	Year End 30-Dec-17 (Year3) £M
Fixed Assets	£49.41	£39.9	£29.51
Current Assets	£132.79	£140.18	£128.94
Current Liabilities	£54.97	£61.14	£30.16
Long Term Liabilities	£0.04	-	-
Net Worth	£96.87	£95.7	£112.16
Working Capital	£77.82	£79.04	£98.78
Profit per Employee	£0.015	£0.006	£0.013
Sales per Employee	£0.099	£0.113	£0.129