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New Report Published on the

UK Kitchen Products Market 2007-2012

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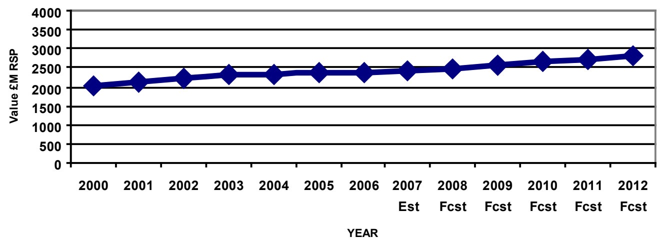
KITCHEN PRODUCTS MARKET SIZE

By Value 2002-2012 & by Volume 2002-2012

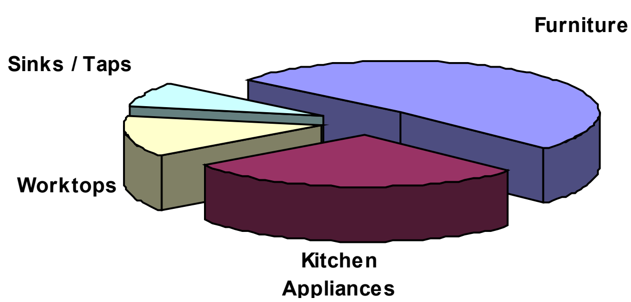


MARKET TRENDS & INFLUENCES

Design Styles, Fashions, Overall Trends,

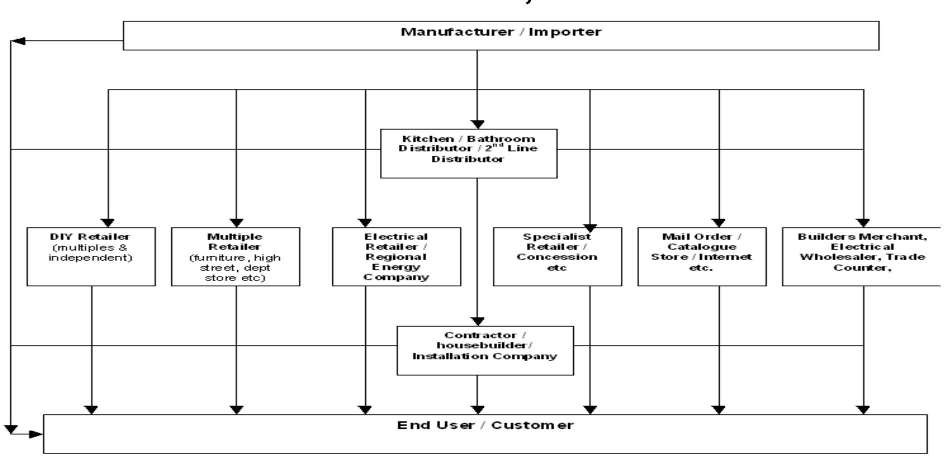
KITCHEN PRODUCT MIX & TRENDS

Kitchen Furniture, Appliances, Worktops, Sinks / Taps



KITCHEN SUPPLIER SHARES & PROFILES

DISTRIBUTION STRUCTURE, SHARE & PROFILES



Kitchen Market

A brand new report, detailing the findings of an independent review of the domestic UK Kitchen Products industry has found that sales in the Kitchen Furniture, Worktops, Sinks & Taps Market is likely to continue to experience positive growth in 2007, with the kitchen products market reaching a value in excess of £2.4 billion.

In 2006, the overall market experienced some value growth, though this is indicated to have been relatively minimal, with the sector estimated to be worth around £2.38 billion. In 2007, sources indicate that there may have been a slight upturn in the market, in part due to continued health in the new housebuild sector, and it is estimated that the total Kitchen products market, including kitchen furniture, kitchen appliances, worktops, sinks and taps, will reach a value of just over £2.4 billion by the end of this year.

Continued overleaf…

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BRAND NEW REPORT

From Page 1

Overall Kitchen Market Value Holding Steady

The stronger level of growth in the early part of this decade subsided following an estimated 5% increase in 2003, with 2004-2006 experiencing around 2% growth by volume per year on average.

Indications are that market volumes have been sustained in the last 2 years primarily by rising new housebuilding, with this sector growing by between 5-8,000 homes each year in the last 2-3 years. Elsewhere in the market (e.g replacement activity), sources indicate that volumes have not performed as well, with static or minimal growth in demand evident.

Some Change in Kitchen Product Mix by Value

Kitchen Furniture remains the dominant sector in the market, despite some indications that this sector may have lost some share in the last 2-3 years.

The Kitchen Appliance sector has consolidated its position in the market in recent years, and sources indicate that this is likely to continue in the medium term.

The third and fourth largest sectors are Kitchen Worktops, followed by Sinks and Taps, which have also maintained share in recent years, boosted by changing preferences from consumers between hpl, solid surface and other materials in the sinks and worktops sector and contemporary styling providing growth for taps.

Kitchen Appliances Bouyed by Design & Aesthetics

Buoyed by 'trading-up', energy efficiency concerns, design there is a greater appreciation from consumers of the benefits of higher quality dishwashers, laundry, cooking and refrigeration products. The kitchen appliance sector is likely to continue to perform well in the short to medium term. However, price deflation may yet continue to impact this highly competitive sector.

Polarisation for Kitchen Worktops Offers Optimism

The worktops sector is indicated to be exhibiting reasonable optimism at present, particularly in relation to solid surface worktops and higher value materials, as greater polarisation is evident. Consumer preferences toward materials which offer a number of benefits in relation to design and functionality are underpinning this sector

Taps & Sinks Boosted by Solid Surface & Design

Sources indicate that there are a number of positive issues which should underpin the kitchen sinks and taps sector in the medium to longer term. As such, it is estimated that the market will reach a value of just over £220 million by 2012, reflecting a growth of over 20% between 2007-2012.

Key Kitchen Suppliers Profiled

The top 8 Kitchen Furniture suppliers are estimated by MTW Research to account for around 80% of the market in 2007. These companies are briefly profiled in the report, along with selected kitchen sink and kitchen appliance manufacturers and suppliers.

Key Change in Kitchen Retail Distribution Shares

Furniture multiples remain the dominant channel in the kitchen products market, through trade channels such as builders merchants and the housebuilders have grown share in recent years. DIY multiples may have gained share in recent years, though price deflation may have prevented significant growth of late. There are also some suggestions of new entrants from the general retail sector, who are increasingly targeting furniture sales.

Future Prospects & Trends

Reaching a value of £2.8 bn by 2012, kitchen sales should remain at, or just above inflationary levels. However, variations in each sector's performance will provide each market with its own key challenges.

Whilst several UK suppliers have experienced difficult trading conditions of late, there remain opportunities to add value and drive market value growth in the medium term.

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Kitchen Market	Kitchen Trends	Kitchen Products	Suppliers	Distribution

• By Volume to 2012
• By Value to 2012
• Key Trends 2002-2012
• Key Influences (PEST)
	• Opportunities, Threats
	• Key Design Trends
	• Impact of Functionality
	• Material Costs – MFC
	• Imports / Exports
	• Supplier 'Squeezing'
		• Share by Key Product
		• Key Trends by Sector
		  • **Kitchen Furniture**
		  • **Built in Appliances**
		  • **Kitchen Worktops**
		  • **Sinks & Taps**
			• Key Supplier Shares
			• Key Supplier Profiles
			• Recent Activity
			• Brief Financials / Size
				• Key Channel Shares
				• Distribution Structure
				• Key Distributor Profiles
				• Brief Financials / Size
				• Share by DIY Multiple*
				• Share by Key Merchants*

*share by key players in their overall respective distribution markets

The Report Provides a Detailed Review and Breakdown of Each Key Product Sector:-

Kitchen Furniture	Built in Appliances	Kitchen Worktops	Sinks & Taps
• Share by Rigid / flat pack • Key Design Trends • Trends in Colours/Styles • Imports 2002-2007 • Exports 2002-2007 • Imports Split by EU / Non	• Market size 2000-2012, • Key sector value 2000-2012 • Cooking, Refrigeration, Laundry, Dishwashing Markets 2000-2012, • Key trends By Key Sector	• Market value 2000-2012 • Key Trends, Issues etc. • Share estimates by material • (granite, wood, solid surface)	• Market value 2000-2012 • Key Trends, Issues etc. 20% Introductory Discount Offer

The Kitchen Products Market Report UK 2007-2012 contains 60+ Pages and 40+ Charts.

This report was researched and written by experienced and qualified marketing professionals for manufacturers, suppliers, distributors and other companies active or with an interest in the UK Kitchen Products Industry.

MTW Research…Take a Fresh Look.

Report Contents

List of Tables & Charts Included:-