MTW RESEARCH

Bathroom Products Market
Research & Analysis
UK 2016

Report Sample

Bathroom Products Market Size & Trends 2010-2020; SWOT & PEST Analysis, Product Mix 2010-2020; Distribution Channel Mix; Market Leaders Profiles & Key Financials; Market Forecasts to 2020

1st Edition

September 2016

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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 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 the key players in the market and ranks them by a number of criteria, including turnover and profitability. This enables the reader to identify the most relevant potential key customers in a market, understand their current position in the market and quickly identify new targets. Also, MTW provide a turnover estimate for every company included in the report, enabling the reader to develop market share estimates.

- **Leading Bathroom Manufacturers & Retailers 1 Page Profiles & Sales Leads**

This report includes a 1 page profile for leading bathroom manufacturers & retailers, including full contact details for developing fast sales leads; 3 years 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.

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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 Bathroom 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.

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2. UK BATHROOM PRODUCTS MARKET

2.1 BATHROOM PRODUCTS MARKET DEFINITION

The UK Bathroom 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:-

- **Sanitaryware** – includes Basins, Bidets, WCs, Pedestals, Suites etc.
- **Bathroom Furniture** – Worktops (Laminate, Solid Surface, Natural Materials etc), Cabinets, Freestanding & Fitted Units, Modular Bathroom Furniture.
- **Brassware** – Bath Mixers / Taps, Basin Taps / Mixers etc.
- **Showers** – Shower Controls (Electric / Mixer / Thermostatic / Digital etc), Enclosures / Doors, Trays, Shower Heads, Shower Accessories (over bath screens, curtains, seats, caddies etc).
- **Bathroom Heating** – Electric Underfloor Heating, Decorative / Towel Radiators, Plinth/Skirting Heating, Convector Heating etc used in Bathrooms
- **Bathroom Lighting** – Ceiling / Wall Mounted Luminaires & Lamps, LEDs/OLEDs, Cabinet Lighting, Switches / Pulls, Control Gear etc,
- **Bathroom Accessories & Décor** – Mirrors, Shelves, Rails, Dishes, Toilet Roll Holders, Towel Rings, WC Brush holders, Pedal Bins, Pipe / Waste Fittings, Fixing Kits, Toilet Seats, Panels etc.
- **Baths** – includes Baths, Hydrotherapy / Spa & Whirlpool Baths.

This report specifically **excludes** labour or installation activity, and measures the product values at manufacturers 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.

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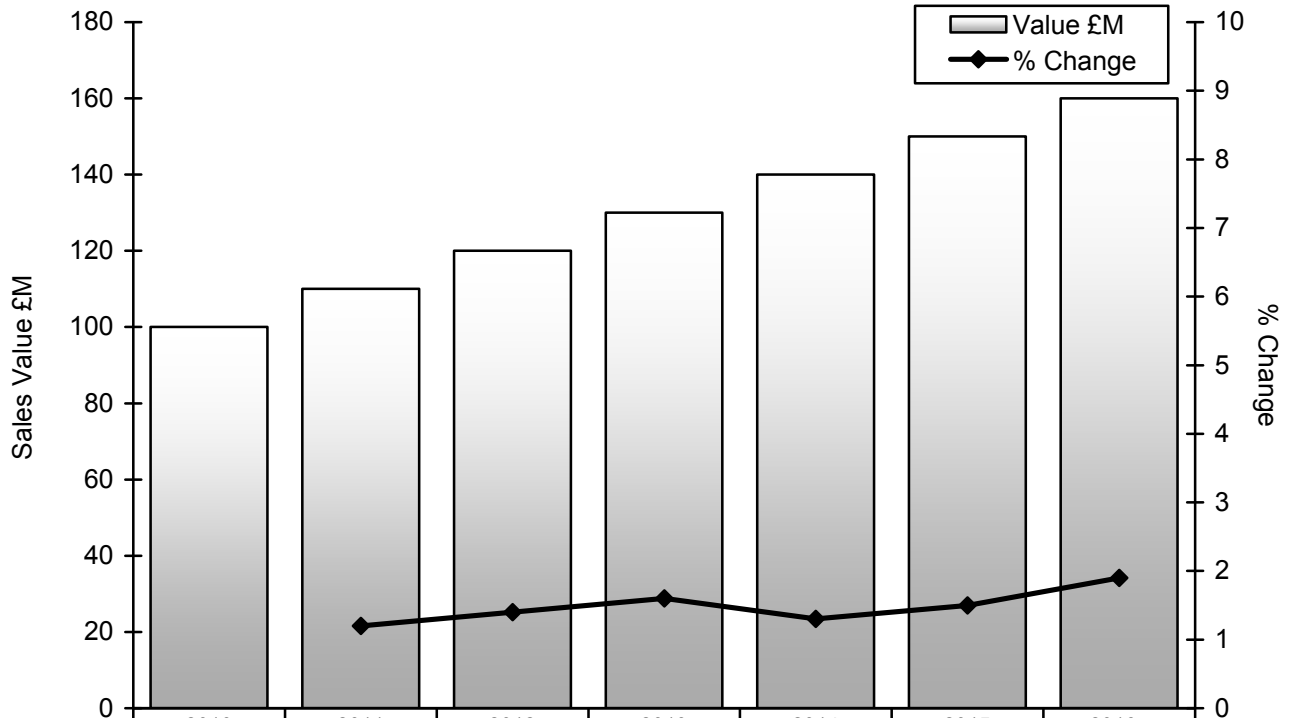
2.2 BATHROOM PRODUCTS MARKET SIZE 2016

The total UK Bathroom Products market is currently valued at around £xx billion in 2016, reflecting an xxxxxxx of around xxx% since 2015.

2.2.1 Bathroom Products Market Size & Trends 2010-2016

The following chart illustrates the performance of the UK Bathroom products market since 2010:- (figures changed for sample)

Figure 1: Bathroom Products Market Sales 2010-2016



	2010	2011	2012	2013	2014	2015	2016e
Value £M	100	110	120	130	140	150	160
% Change		1.2	1.4	1.6	1.3	1.5	1.9

Source: MTW Research / Trade Estimates

Between 2010 and 2012, sales of bathroom products exhibited xxxxxxx xxxxxxx of between x% per annum as the industry continued xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx

Performance in 2013 saw a xxxxxxx xxxxxxx throughout the year as xxxxxxx xxxxxxx continued to xxxxxxx xxxxxxx. Sales are indicated to have exhibited a marked xxxxxxx in H2 2013 with this xxxxxxx xxxxxxx xxxxxxx 2014 as xxxxxxx xxxxxxx xxxxxxx activity levels continued to xxxxxxx xxxxxxx, xxxxxxx xxxxxxx xxxxxxx market performance with sales xxxxxxx xxxxxxx by over x%.

This xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx throughout 2015, though some manufacturing sources have indicated that there was xxxxxxx xxxxxxx xxxxxxx in Q1 2015 as xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx investment xxxxxxx xxxxxxx due to xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx. However, xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx longer term implications as the year exhibited xxxxxxx xxxxxxx xxxxxxx xxxxxxx late Q2 onwards. Full year performance to December 2015 resulted in an overall

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xxxxxxx xxxxxxx xxxxxxx xxxxxxx of xxx%, with sales xxxxxxx by some £xx million in the preceding 12 months with the market worth a total of £xxx billion at manufacturers selling prices.

xxxxxxx xxxxxxx generally xxxxxxx in Q1 2016, though there are some signs of xxxxxxx xxxxxxx xxxxxxx xxxxxxx in Q2 2016 as xxxxxxx xxxxxxx xxxxxxx xxxxxxx and there are some signs of xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx as a result of xxxxxxx xxxxxxx xxxxxxx. In addition, there were also some xxxxxxx xxxxxxx xxxxxxx xxxxxxx manufacturers and distributors adopting xxxxxxx xxxxxxx xxxxxxx xxxxxxx xxxxxxx decisions in relation to the xxxxxxx xxxxxxx xxxxxxx as the xxxxxxx xxxxxxx begins xxxxxxx xxxxxxx to xxxxxxx xxxxxxx the xxxxxxx xxxxxxx xxxxxxx.

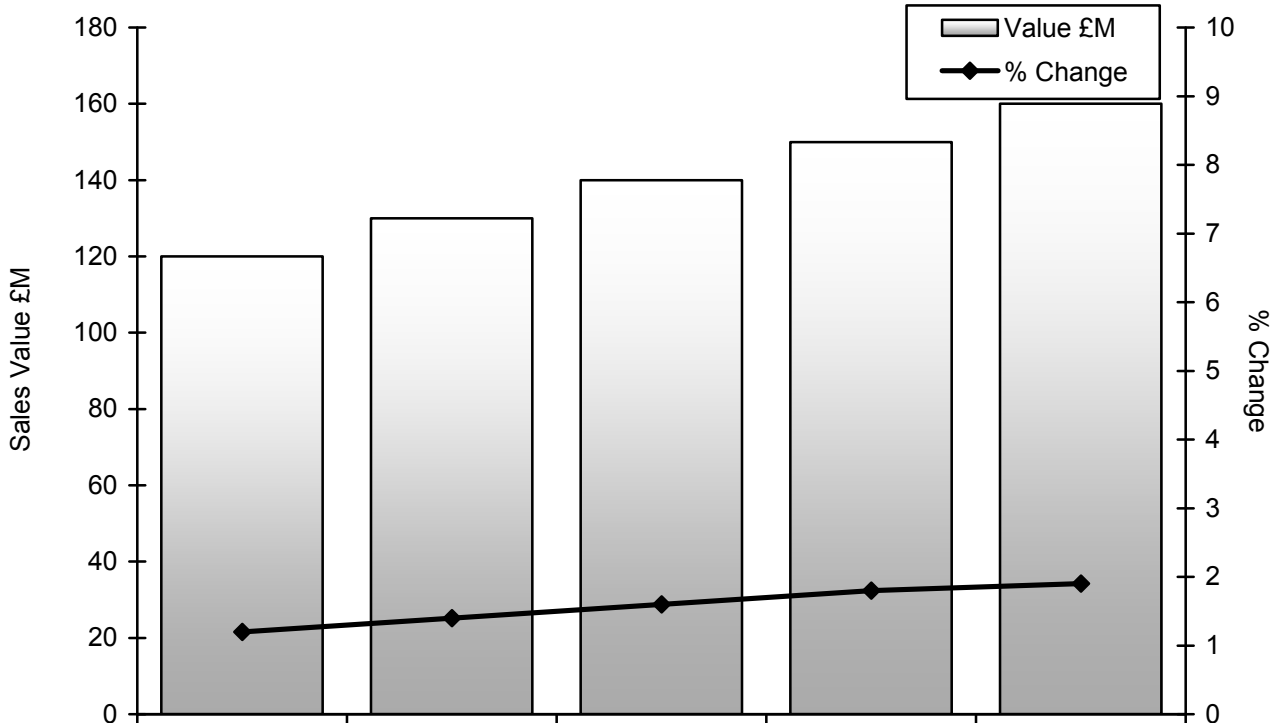
Nevertheless, xxxxxxx xxxxxxx xxxxxxx in 2016 with xxxxxxx in xxxxxxx and sustainable xxxxxxx in xxxxxxx set to xxxxxxx xxxxxxx xxxxxxx for bathroom products. As such, whilst xxxxxxx xxxxxxx xxxxxxx xxxxxxx ease slightly in xxxxxxx xxxxxxx xxxxxxx and xxxxxxx xxxxxxx xxxxxxx, full year 2016 performance is estimated at around x%, reflecting an xxxxxxx £x million of sales for the UK bathroom products market.

Since 2010, overall sales are estimated to have xxxxxxx by just under x% with total sales having xxxxxxx by around £x million in the last 6 years.

2.2.2 Bathroom Products Market 2016-2020 & Future Prospects

The following chart illustrates the performance of the UK bathroom products market between 2016 and 2020:-

Figure 2: Bathroom Products Market Forecasts 2016-2020



	2016e	2017f	2018f	2019f	2020f
Value £M	120	130	140	150	160
% Change	1.2	1.4	1.6	1.8	1.9

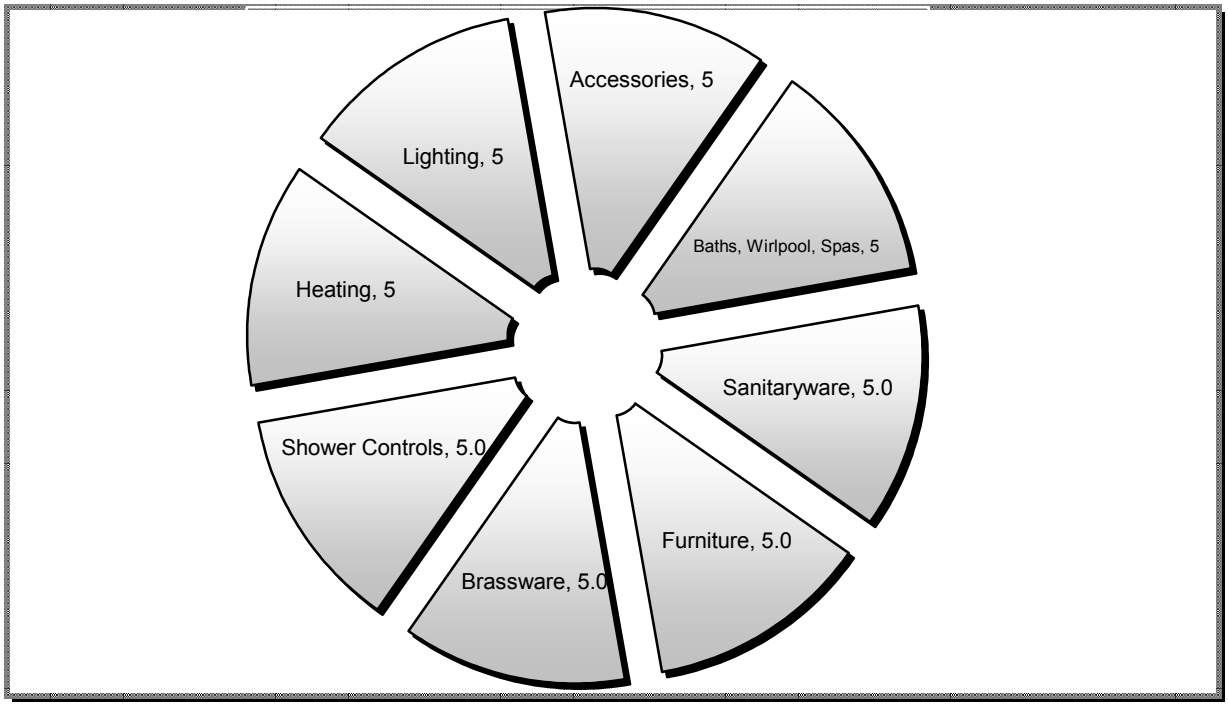
Source: MTW Research / Trade Estimates

Immediate prospects for the market in 2016 are

2.3 BATHROOM PRODUCTS MARKET – PRODUCT MIX BY VALUE 2016

The following chart illustrates our estimates of the mix by value of the key product sectors within the bathroom products market in 2016:- (figures changed in sample)

Figure 4: Bathroom Products Market – Product Mix By Value 2016 %



Source: MTW Research / Trade Estimates

As illustrated, xxxxxxx products remain the dominant product sector in the market, though trade

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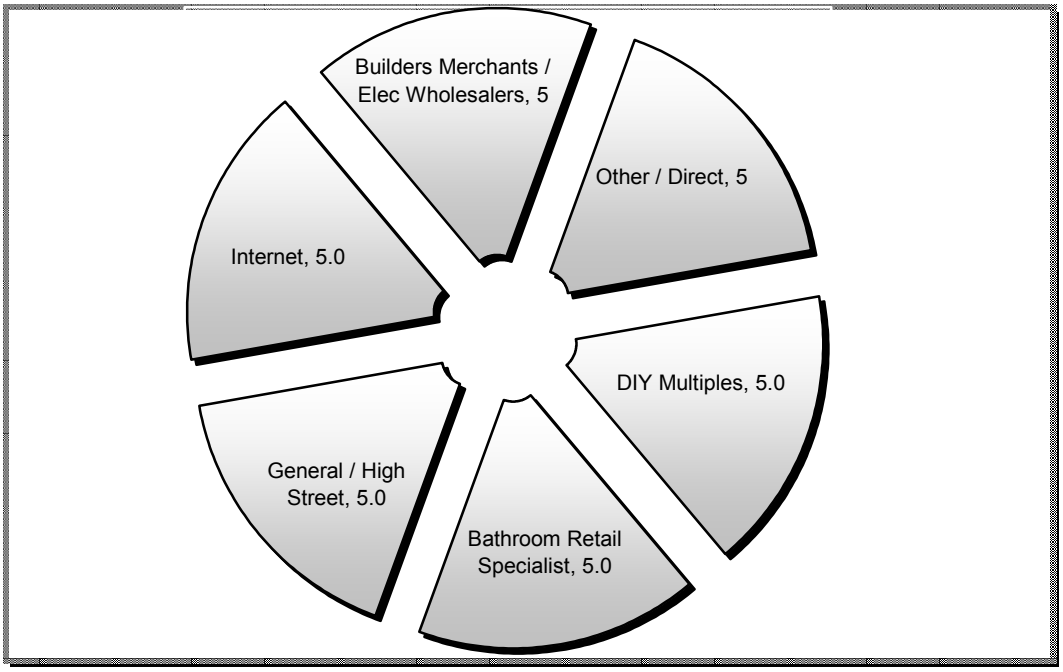
2.4 BATHROOM PRODUCTS MARKET – DISTRIBUTION CHANNEL ANALYSIS

2.5.1 Share by Distribution Channel 2016

The following chart illustrates our estimates of distribution channel share mix for the bathroom products market in 2016:-

Figure 5: Bathroom Distribution Channel Shares 2016 %



Source: MTW Research / Trade Estimates

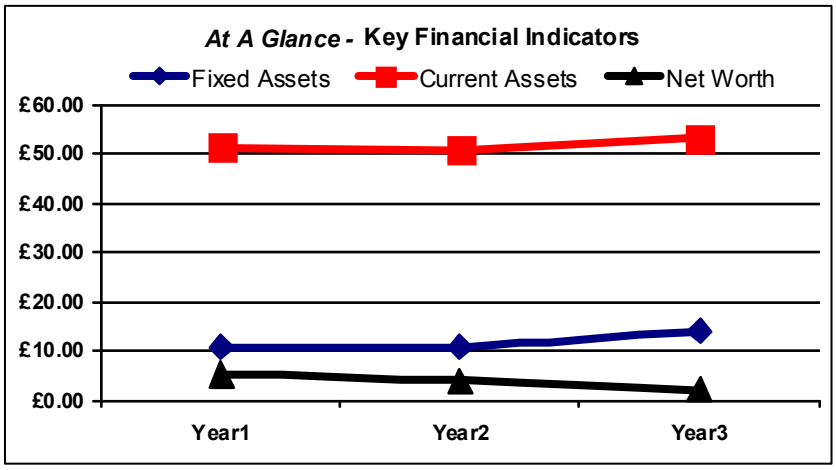
As the chart illustrates, the xxxxxxx xxxxxxx xxxxxxx xxxxxxx distribution channel is estimated to account for

2.5.3 Specialist Bathroom 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 leading specialist bathroom retailers / installers 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 Address1
Sample Address2
Sample Address3
Sample Address4
Tel: Sample



Sample Limited is a private limited company, incorporated on 6th April 1988. The company's main activities are recorded by Companies House as "Bathroom Equipment And Accessories Within The United Kingdom." In 2016, the company has an estimated 540-550 employees.

To year end December 2015, Sample Limited is estimated to have achieved a turnover of around £120 million. Pre-tax profit for the same period is estimated at around £2.5 million.
The following table briefly provides a top line overview on Sample Limited:-

Company Name	Sample Limited
Brief Description of Activities	Bathroom Equipment And Accessories Within The United Kingdom.
Parent Company	Sample Group Limited
Ultimate Holding Company	Sample Group Limited
Estimated Number of Employees	540-550
Senior Decision Maker / Director	Sample 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-Jul-14

Key Indicator £M	Year End 31-Jul-12 (Year1) £M	Year End 31-Jul-13 (Year2) £M	Year End 31-Jul-14 (Year3) £M
Fixed Assets	£10.74	£10.95	£13.99
Current Assets	£51.41	£50.65	£53.21
Current Liabilities	£39.28	£40.32	£41.32
Long Term Liabilities	£11.0	£11.0	£17.82
Net Worth	£5.3	£4.12	£2.17
Working Capital	£12.14	£10.34	£11.89
Profit per Employee	£0.009	£0.002	£0.004
Sales per Employee	£0.186	£0.206	£0.207

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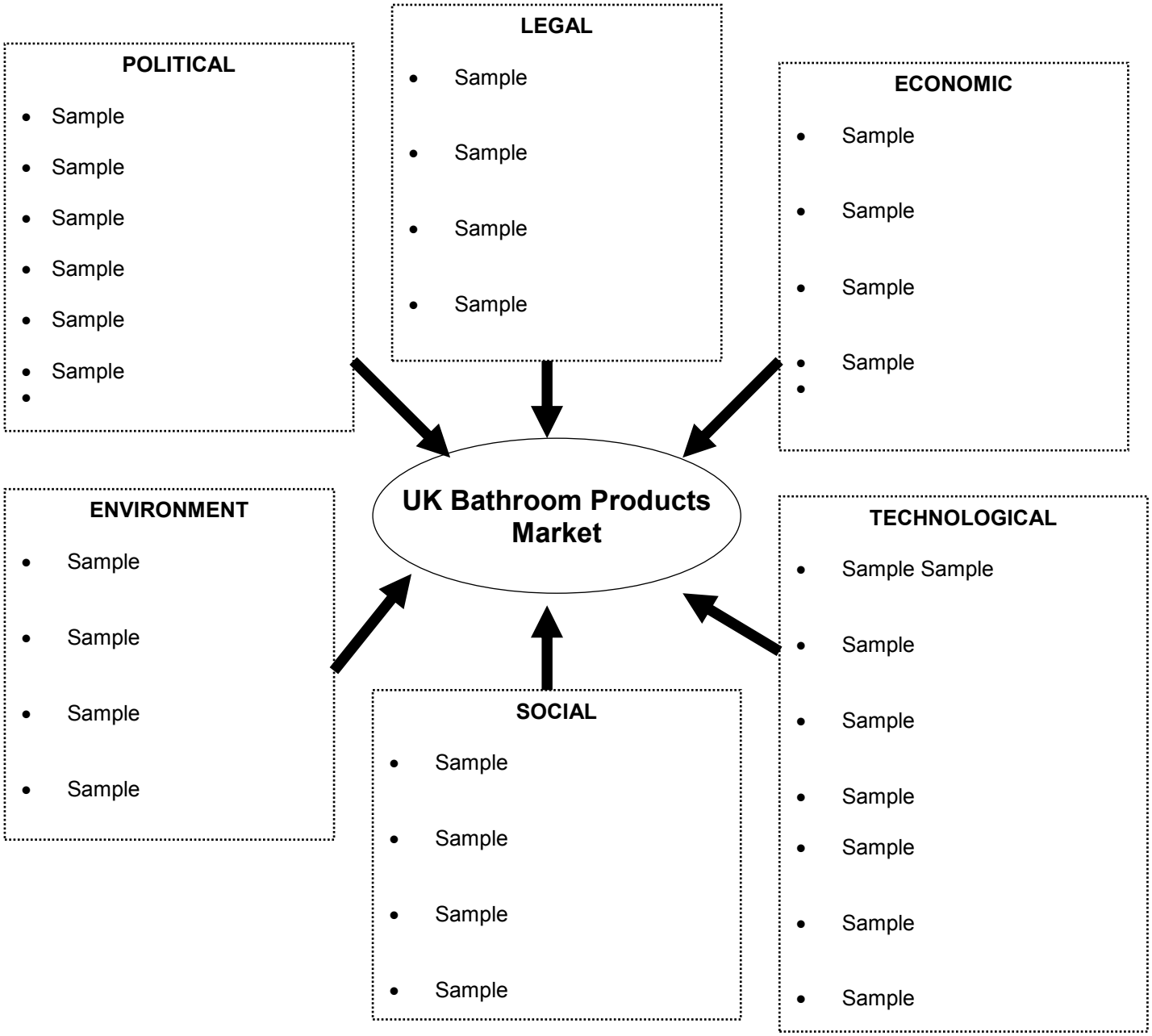
2.5 KEY MARKET TRENDS & INFLUENCES 2016-2020

2.6.1 PEST Analysis 2016 – 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 bathroom products market in 2016. 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 100: PEST Analysis for UK Bathroom Products Market in 2016



Source: MTW Research Strategic Review 2016

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 BATHROOM PRODUCTS MARKET

3.1 BATHROOM PRODUCTS MARKET DEFINITION

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

- **Sanitaryware** – includes Basins, Bidets, WCs, Pedestals, Suites etc.
- **Bathroom Furniture** – Worktops (Laminate, Solid Surface, Natural Materials etc), Cabinets, Freestanding & Fitted Units, Modular Bathroom Furniture.
- **Brassware** – Bath Mixers / Taps, Basin Taps / Mixers etc.
- **Showers** – Shower Controls (Electric / Mixer / Thermostatic / Digital etc), Enclosures / Doors, Trays, Shower Heads, Shower Accessories (over bath screens, curtains, seats, caddies etc).
- **Bathroom Heating** – Electric Underfloor Heating, Decorative / Towel Radiators, Plinth/Skirting Heating, Convector Heating etc used in Bathrooms.
- **Bathroom Lighting** – Ceiling / Wall Mounted Luminaires & Lamps, LEDs/OLEDs, Cabinet Lighting, Switches / Pulls, Control Gear etc.
- **Bathroom Accessories & Décor** – Mirrors, Shelves, Rails, Dishes, Toilet Roll Holders, Towel Rings, WC Brush holders, Pedal Bins, Pipe / Waste Fittings, Fixing Kits, Toilet Seats, Panels etc.
- **Baths** – includes Baths of all materials, Hydrotherapy / Spa & Whirlpool Baths.

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.

3.2 PRODUCT MIX 2010, 2016 & 2020

3.2.1 Product Sector Shares 2016

The following chart illustrates our estimates of the mix by value of the key product sectors within the bathroom products market in 2016:-

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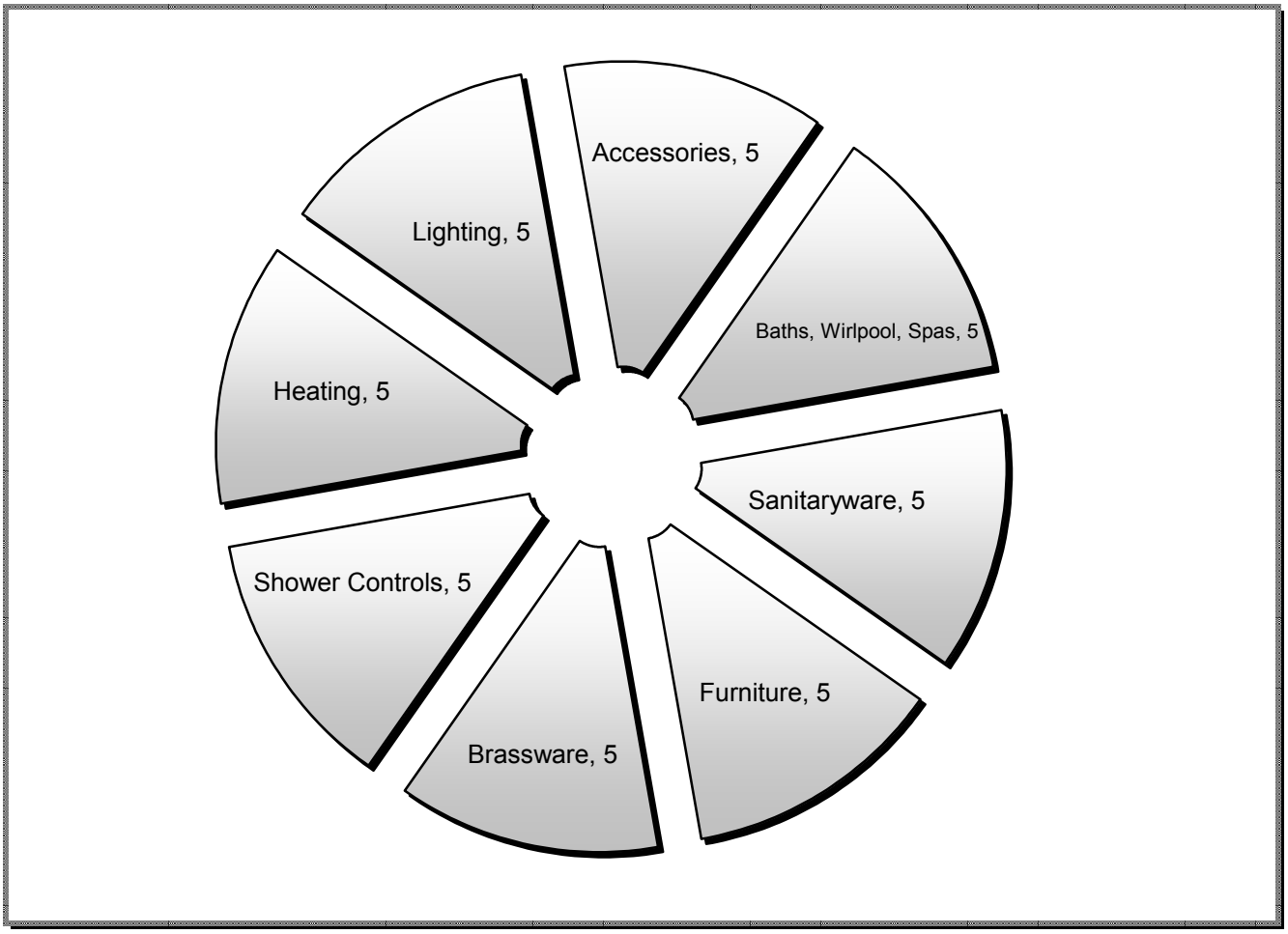
Figure 115: Bathroom Products Market – Product Mix By Value 2016 %



Figures changes for sample Source: MTW Research / Trade Estimates

As illustrated, bathroom xxxxxx products are the dominant product sector in the market, however trade sources indicate that this sector is experiencing some modest share erosion. In 2016, bathroom xxxxxx products are estimated to be worth just over £310 million at manufacturers selling prices reflecting some x% of the total bathroom products market.

The second largest sector of the £1.2 billion UK bathroom products market in 2016 is estimated to be the xxxxxx market. Sales of these products are currently valued at around 17.9% of the market at present, reflecting a value of around £xx million in 2016.

The third largest channel is currently accounted for by xxxxxx market, valued at some £xx million in 2016. The shower control sector has gained share of the overall market since 2010, alongside sustained levels of value growth. Bathroom xxxxxx accounts for the smallest bathroom products market with a share of around x% in 2016, representing a market worth around £x million.

3.2.2 Product Sector Shares 2010

In order to provide an historical context of product mix, the following chart illustrates the share by key product sector in 2010 by value:-

Figure 116: Bathroom Product Mix Share by Value 2010 %

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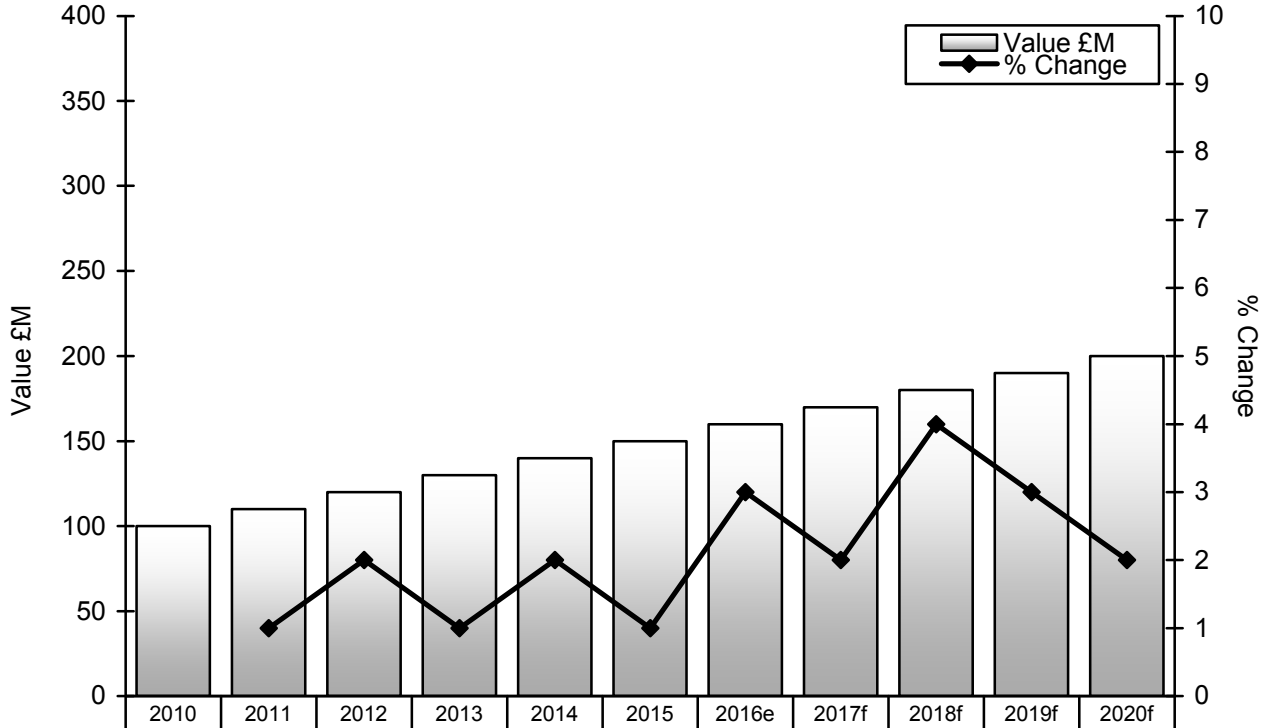
3.3 BATHROOM SANITARYWARE MARKET

3.3.1 Bathroom Sanitaryware Market Sales 2010-2020

The following chart illustrates the performance of the bathroom sanitaryware market since 2010, with forecasts to 2020 at manufacturers selling prices (figures changed for sample purposes):-

Figure 118: UK Bathroom Sanitaryware Market Size by Value 2010 - 2020



	2010	2011	2012	2013	2014	2015	2016e	2017f	2018f	2019f	2020f
Value £M	100	110	120	130	140	150	160	170	180	190	200
% Change		1	2	1	2	1	3	2	4	3	2

Source: MTW Research / Trade Estimates

The total UK Bathroom Sanitaryware Market is currently valued at just over £xxx million at manufacturing selling prices in 2016, reflecting an xxx of around xxx% xxx forecast by year end December 2016. Although xxx has xxxx from 2015 levels, the market