

Kitchen Market
Research & Analysis
UK 2026

Report Sample

**Kitchen Products Market Size & Trends 2019-2031; Product Mix 2019-2031;
Distribution Channel Mix; Market Leaders Profiles & Key Financials; Market
Forecasts to 2031**

4th Edition

September 2026

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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 and future market size and trends in an easy to reference format. Each report provides vital market intelligence in terms of size, product mix, channel mix, key trends & influences and industry structure trends. Key financials for the market leaders are provided alongside a 1 page profile for key players in the market.

Based on quantitative company financials providing higher confidence, MTW's *Research and Analysis* reports are used for coherent decision making based on sound market intelligence. MTW reports are written in the UK, by qualified marketing professionals with more than 25 years experience in this market.

This report includes:-

- **Market Size & 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. Based on quantitative financial 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.

- **Distribution Channel Mix**

The report identifies the key channels that drive demand for this market and provides a market share for each. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly.

- **Leading Manufacturers 1 Page Profiles**

This report includes a 1 page profile for each company including 5 years of the most recent key financial indicators; MTW's '*at a glance*' chart enables the reader to quickly gauge the current financial health of a company and assess market share.

- **Relevant Companies, Saving You Time**

MTW Research have been researching and writing market reports in these sectors since 1999 and so are able to develop a company listing which is more relevant to the market, rather than automatically selecting companies 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 & presentation. 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 insight.

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, X, 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
- **Turnover & Profit** – Estimate for every company in report, regardless of size
- **Financials** – Analysis of leading companies sales, profit, net worth and assets.
- **Economic Analysis** – forecasts of GDP, inflation, employment, interest rates etc

The above iterative process typically involves 8-12 weeks of combined research & report production time, resulting in an intelligent, comprehensive report identifying immediate opportunities and offering an informed strategic market review.

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 spray / 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.

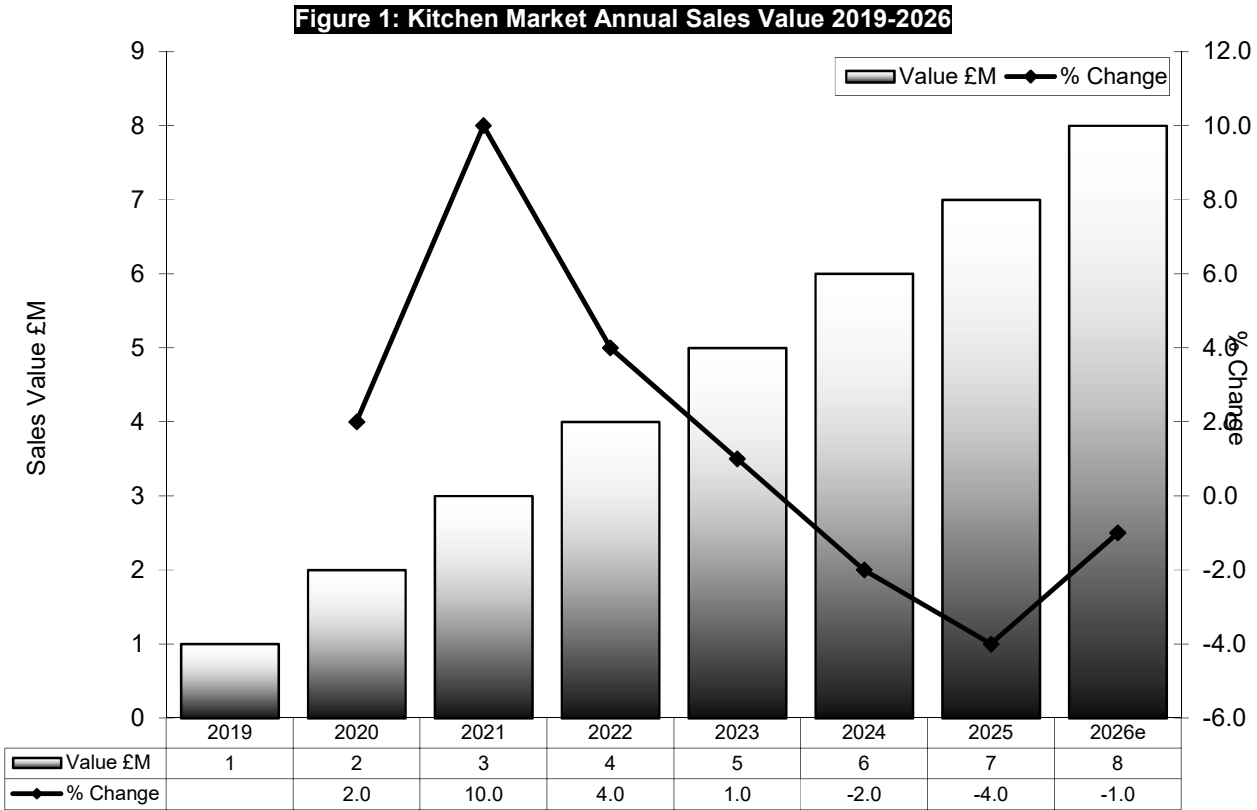
Where volume figures are illustrated for the overall market, these are provided as number of installations. The geographical coverage for this report is the United Kingdom and includes domestically manufactured and imported products.

2.2 KITCHEN MARKET SALES VALUE 2026

The total UK Kitchen Products market is currently valued at just under £xx billion in 2026, reflecting xxxxxxxxx of xx% since 2019.

2.2.1 Kitchen Products Market Size & Trends 2019-2026

The following illustrates the performance of the UK kitchen market since 2019 (sample chart – actual market size/growth data has been replaced):-



Source: MTW Research / Trade Estimates(sample chart)

The UK kitchen market is influenced by a range of macro and micro market factors including the [redacted] [redacted] [redacted] [redacted] [redacted] [redacted] [redacted] activity. Within the market itself, [redacted] [redacted] and [redacted] continue to [redacted] [redacted] value growth, particularly when [redacted] [redacted] [redacted] marketing [redacted] and tactics.

The kitchen market is mature, with the modern fitted kitchen having design roots from the “Frankfurt Kitchen” designed by Margarete Schütte-Lihotzky in 1926. The UK’s first modular, fitted “English Rose” kitchen was launched in 1948 by CSA Industries in Warwickshire, using aluminium left over from World War II production. The 1960s/70s saw kitchen usage transform from a private workspace into a family eating / socialising space with this societal shift influencing kitchen design trends ever since.

More recently, the market [redacted] in value and volume terms in [redacted] [redacted], following a [redacted] [redacted] pent-up demand [redacted]

released . Between 2019 and the market by some 20% in 2 years, reflecting a demand.

The market in 2023 as demand was and the impact of UK households began to take hold within a environment. Market conditions in the mid-value segment of the market alongside in the lower value segment of the market as and renovations began to .

Underpinned value segment, the market experienced in 2023 and 2024. This in 2025 as the demand and activity widely volume demand in the low-mid value segment.

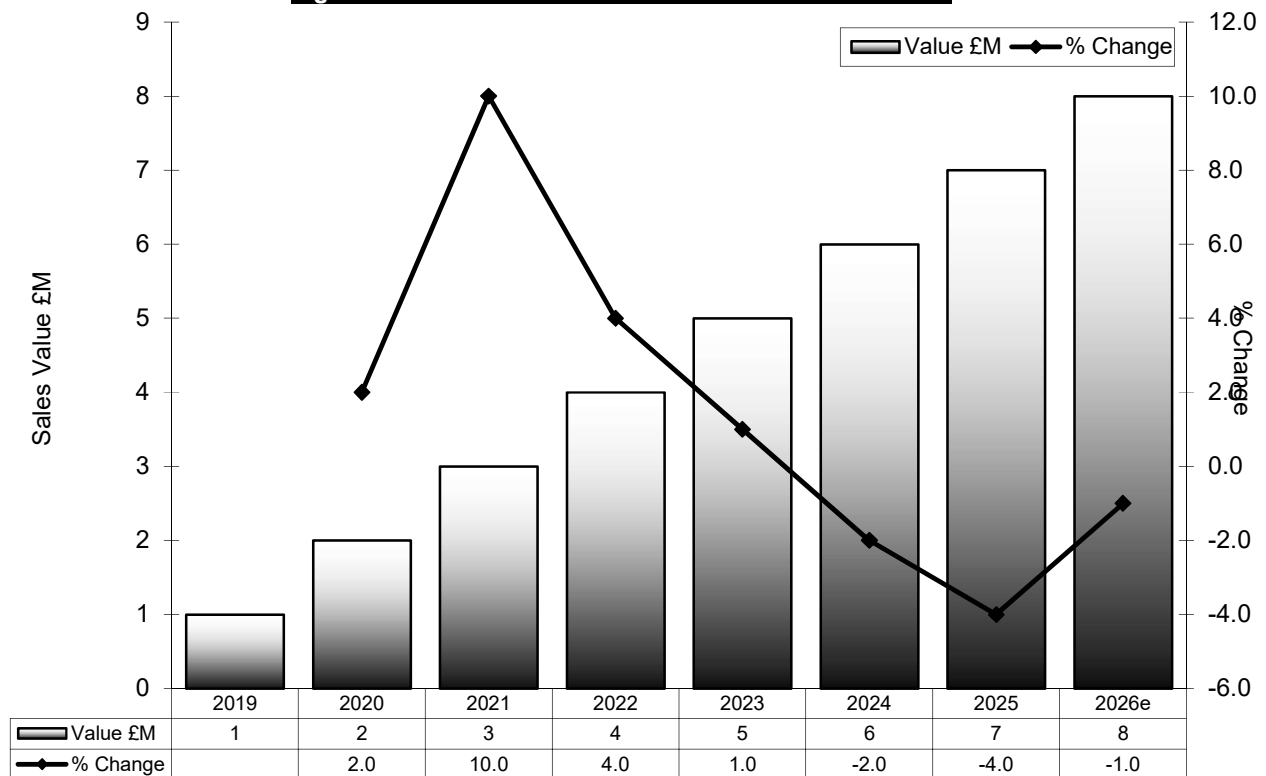
The , coupled with wider factors continued to demand for kitchens in H1 2026 and whilst there are signs of a in H2, the market 20% .

In value terms, the UK kitchen products market is valued at £ billion, reflecting an estimated of % in 2026 and a sector in its year of consecutive annual .

2.2.2 Kitchen Products Market 2026-2031 & Future Prospects

The following chart illustrates the performance of the UK kitchen products market between 2026 and 2031:-

Figure 2: Kitchen Products Market Forecasts 2026-2031



Source: MTW Research / Trade Estimates(sample chart)

Immediate prospects for the market in H2 2026 suggest a [REDACTED] environment, as most [REDACTED] indicators follow [REDACTED] if [REDACTED] momentum. However, [REDACTED] activity and [REDACTED] continue to represent [REDACTED] for market [REDACTED] alongside sustained [REDACTED] on [REDACTED] expenditure from the [REDACTED] in recent years. The [REDACTED] and [REDACTED] goods [REDACTED] with an overall [REDACTED] economy [REDACTED] near term prospects as [REDACTED] remain a material [REDACTED].

The market is also experiencing a structural change as [REDACTED] continue to [REDACTED], further [REDACTED] volume growth. Kitchen installations have [REDACTED] by xx% since 2022 to [REDACTED] than a [REDACTED] in 2026, while market value [REDACTED] 11% over the same period as [REDACTED] project spend [REDACTED], reflecting a clear shift toward [REDACTED] specification. This [REDACTED] divergence, underpinned by lacklustre [REDACTED] activity and [REDACTED] demand at the lower-value end of the market is consistent with [REDACTED] as [REDACTED] kitchens gain share of the overall market.

Typical replacement frequencies have shifted considerably since 2019, with this trend likely to continue in the near-medium term. Our volume figures show a 2022 [REDACTED] of [REDACTED] million installations [REDACTED] to [REDACTED] in 2026. This pattern of [REDACTED] volumes alongside [REDACTED]

activity is consistent with average kitchen replacement cycles years in 2019 to years by 2026.

A steady easing of on is likely to a in the market in of around 2.7%, supported by demand from several years of . demand is forecast to 3% annual volume from onwards as the market , with real term in H2 2027 and thereafter.

By 2031, outlook and modest , our forecasts are for the UK kitchen market to reach a value of £ billion, reflecting of % in the next 5 years. In volume terms, of around % is forecast over the same period as value growth volume demand.

2.2.3 Kitchen Market by Low, Mid & High Value Segments 2026

The kitchen market (as defined) can be broadly segmented into low, mid and high value segments as per the following table:-

Figure 3: Kitchen Market Low, Mid & High Value Definitions 2026

Segment	Core Products ASP (£ per installation)	Notes
Low-value		
Mid-value		
High-value		

Source: MTW Research Ltd
Nb. Excludes fitting, delivery, flooring, decorative, electrical etc. includes core products only of furniture/appliances/worktops/taps/sinks

For the purposes of this report the market consists of three broad value segments based on average core product spend per installation. These bands equate to approximate installed costs of <£ , £ and >£ respectively once fitting costs are included (excluding VAT, plastering, electrical, plumbing, flooring, tiling etc.).

The following table illustrates our broad estimates of the market by value segment and number of installations per segment in 2026:-

Figure 4: Kitchen Market Volume & Value Share by Price Segment 2026

Segment	Volume Share %	No. of Installations	Value Share %	Segment Value £bn
Low Value	%	c.	%	c.£
Mid Value	%	c.	%	c.£
High Value	%	c.	%	c.£

Source: MTW Research / Trade Estimates

In volume terms the value segment currently accounts for around % of installations, the value segment around % and the high value segment around %. As illustrated, in value terms the value segment accounts for a share of total market revenue at an estimated % of total market value compared to % in volume terms.

The concentration of value share within the value segment reflects the kitchens, within

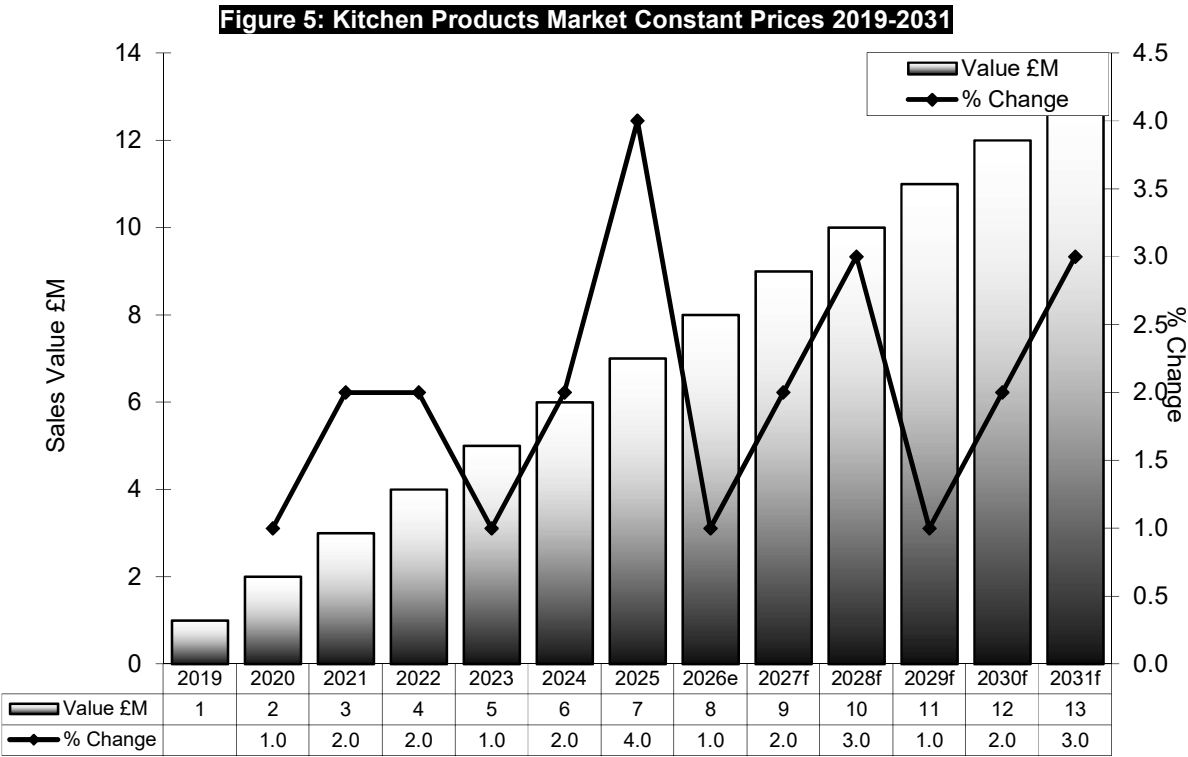
households, specified by , which has continued to channel. These value projects typically involve spend on furniture, worktops and built in appliances, in average selling prices even as overall volumes .

Trade sources indicate that the value segment has confidence, higher and the in transactions alongside a market in recent years. This has contributed to the broader market shift away from - and towards a more structure, the cycle as households when they to their kitchens.

2.3 KITCHEN MARKET REAL TERMS VALUE 2019-2031

2.3.1 Kitchen Products Market 2019-2031 in Real Prices

The following illustrates the 'real terms' performance of the UK kitchen market 2019 and 2031 with inflation stripped out (market data removed from chart):-



Source: MTW Research / Trade Estimates (sample chart)

The impact of on the sector is illustrated in the above chart, illustrating a in real term market value between 2022 and 2026 of £xxx billion or xx%.

As illustrated, real terms is expected to in 2027, prices remain

due [REDACTED]. The market is expected to [REDACTED] from 2028 [REDACTED], reaching a value in 2031 of just [REDACTED] £x billion at 2019 prices – an overall [REDACTED] of x%.

2.3.2 Kitchen Market Trends 2026 - 2031

Key market trends evident in the market at present include:-

- Kitchen market valued at £[REDACTED] in 2026, a xx% [REDACTED] since 2019;
- Kitchen market forecast to [REDACTED] by [REDACTED] % in value to 2031;
- Market is expected to exhibit [REDACTED] of [REDACTED] % in 2026, [REDACTED] in H2;
- Real term growth [REDACTED] market in H2 [REDACTED];
- Market forecast to [REDACTED] by [REDACTED] % in 2027, steadily strengthening;
- [REDACTED] has consistently outpaced [REDACTED] across [REDACTED] category, reflecting [REDACTED] project [REDACTED] and specification [REDACTED].
- Kitchen furniture has [REDACTED] share of the total market throughout the period 2019–2031, remaining the [REDACTED] sector.
- Rigid kitchen units have [REDACTED] share in [REDACTED] terms as demand has [REDACTED] within the higher [REDACTED] sector more quickly;
- Flatpack furniture has continued to [REDACTED] share in [REDACTED] terms as [REDACTED] has increased, coupled with increasing purchase [REDACTED];
- The build in appliances sector [REDACTED] share from [REDACTED] % in 2019 to [REDACTED] % in 2026 with projections to [REDACTED] % by 2031.
- Cooking appliances remain the [REDACTED] sub-sector [REDACTED] appliances and [REDACTED] of the built in appliance market.
- Laundry appliances represent the [REDACTED] appliance category, [REDACTED] from [REDACTED] % of the appliance market in 2019 to [REDACTED] % in 2026.
- Refrigeration appliances have [REDACTED] share within the appliance market, [REDACTED] from [REDACTED] % in 2019 to a projected [REDACTED] % by 2031.
- Dishwashing appliances experienced a [REDACTED] share since 2019 as [REDACTED] average selling prices.
- Worktops have [REDACTED] share of the total kitchen market, [REDACTED] from [REDACTED] % in 2019 to a forecast [REDACTED] % by 2031.
- Sinks and taps have experienced [REDACTED] in share, moving from [REDACTED] % to a projected [REDACTED] % by 2031.
- Independent kitchen retailers have [REDACTED] their share of total market value to [REDACTED] %, [REDACTED] – [REDACTED] volume [REDACTED].

- [REDACTED] remain the most important volume driver; [REDACTED] is [REDACTED] though levels [REDACTED] 2019 and 2021 [REDACTED], with [REDACTED] prices currently [REDACTED] in 2026.
- [REDACTED] remain [REDACTED] targets, [REDACTED] demand and underlining the importance of the [REDACTED] market.
- [REDACTED] and [REDACTED] have [REDACTED] discretionary spending and encouraged [REDACTED] kitchen projects rather than [REDACTED].
- Consumer confidence [REDACTED], [REDACTED] purchase intentions [REDACTED] in recent months.
- [REDACTED] remain under [REDACTED] from the [REDACTED], [REDACTED] low-middle-[REDACTED] demand.
- [REDACTED] continues to account for the large [REDACTED] of [REDACTED] demand which is [REDACTED] higher on a rolling 12 month basis in value terms.
- [REDACTED] households have shown [REDACTED] and continue to [REDACTED] specification and [REDACTED] project [REDACTED].
- [REDACTED] and [REDACTED] continue to influence both [REDACTED] budgets and [REDACTED] costs, sustaining [REDACTED].
- The internet channel has [REDACTED] distribution route and is forecast to [REDACTED] share through to 2031.
- Builders' merchants and trade channels remain closely tied to the [REDACTED] in [REDACTED] and [REDACTED] activity with revenue d [REDACTED] x% since 2022.

2.3.3 Kitchen Market Manufacturers Mergers & Acquisitions

The following briefly identifies some of the key M&A activity in the UK kitchen market in the last 3 years:-