# Showers Market
# *Research & Analysis*
# UK 2016

# Report Sample

**Shower Market Size by Volume & Value 2010-2016; SWOT & PEST Analysis, Product Mix & Key Trends 2010-2020; 140 Shower Retailers' & Manufacturers Profiles & Key Financials; Distribution Shares; Market Forecasts to 2020**

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## Estimates Provided

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW have provided estimates for turnover, profit before tax and number of employees for small, medium sized and other companies who are not obliged to submit this information to Companies House. As such, in the interests of clarity, all data relating to turnover, profit and number of employees provided in this report should be regarded as independent estimates by MTW. Whilst we endeavour to attain high levels of accuracy with these estimates, they may not reflect the actual figures of a company and should therefore be treated with caution.

# 1. Introduction to *Research & Analysis* Reports

## 1.1 Key Features & Benefits of this *Research & Analysis* 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, SWOT, key trends and influences, supply and distribution channel 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. Contact, telemarketing & mailing details are also provided in the 'Ultimate Pack' option to enable the reader to quickly develop sales leads.

Based on actual company accounts which provide higher confidence levels and researched by experienced industry professionals, MTW's *Research and Analysis* reports are used as a firm 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 direct marketing budgets appropriately.

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. 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 – Past, 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 Sales – Past, Current & Future**

The report identifies the key distribution channels for this market and provides a current market share estimate. This enables the reader to identify the key driving forces behind current market demand and adapt business tactics accordingly. With market share by key channels 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 and profit estimate for every company included in the report, enabling the reader to develop market share estimates.

- **Company Profiles & Sales Leads – Retailers & Manufacturers**

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 Research, 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 are wholly independent, publishing our reports on a speculative basis to ensure complete independence of research. Unlike most other report providers who focus primarily on qualitative input, our methodology represents a robust mix of quantitative data **and** qualitative input.

Sources of information for this report include, but are not necessarily limited to:-

### Robust Quantitative Market Data:-

- 2016 Accounts Data from 45+ Manufacturers
- 2016 Accounts Data from 90+ Retailers & Distributors
- Company Information & Financial Accounts Data from Companies House
- Financial, Ownership & Shares Corroboration from several UK Credit Reference Agencies
- Number of Companies, Activity, Geographical Locations etc from Directory Enquiries
- UK Macro-Economic Data from HM Government
- HM Customs & Excise Statistics
- Housebuilding Statistics from HM Government
- Population & Socio-Demographic Data from National Statistics Office
- Public & Commercial Investment Expenditure Statistics from HM Treasury

### Informed Qualitative Information:-

- Market & Product Trend Comment from UK Manufacturers
- Sales Trend & Purchasing Behaviour Information from UK Retailers & Distributors
- Comment & Analysis from Secondary Sources – Journals, Trade Associations, Industry Commentators, UK Newspapers, Annual Reports, Investor Reports, Industry Websites, Credit Reference Agencies, Blogs, Social Media etc.
- Analysis of Key Retailers' Merchandising Space Allocations for Key Products
- Detailed SWOT & PEST Undertaken by Experienced & Qualified Marketing Professionals
- Detailed Analysis of New Product Developments in the Market in the Last 6 Years.
- Statistical Modeling & Average Price Analysis to Provide Most Likely Future Prospects
- Use of Comprehensive Ansoff Strategic Marketing Models to Refine Forecasts
- Our Own Experience of Researching & Reporting on These Markets Since 1999
- Feedback from our Clients used to Continuously Refine our Market Estimates

The above sources of information are analysed in detail and combined to provide size, trends and forecasts which are as accurate as possible without over-reliance on one particular source. A comprehensive strategic marketing review, including SWOT and PEST analysis is undertaken in conjunction with all of the above data to provide the reader with a clear illustration of current and future market trends.

Our reports present the findings in an easy to read and share formats with optional data spreadsheets to assist in further analysis. Whilst we'll never claim our market size estimates are 100% accurate, this is always our aim and we work as closely with the industry as possible to ensure this whilst retaining full independence. Representing excellent value for money, MTW reports combine the best of both quantitative data and qualitative comment to boost confidence in your strategic & operational decisions & plans.

# 2. UK SHOWERS MARKET

## 2.1 MARKET DEFINITION

The UK Showers Market is defined as consisting of a specific range of shower products used in domestic and non-domestic environments in England, Wales, Northern Ireland and Scotland. This report provides **volume** and **value** sizes of the UK shower market 2010-2020 and identifies key product trends therein. Specifically, this report includes:-

- **UK Showers Market** – Total Market Size by Volume & Value which includes:-
  - Domestic Refurbishment & New Build Applications
  - Shower Controls
  - Enclosures
  - Screens
  - Trays
  - Shower Accessories
- **Shower Controls Market** – Market Sizes by Volume & Value for
  - **Electric** Showers (share by 8-9kw, 9-10kw, 10+kw),
  - **Mixing Valve** Showers (share by concealed, exposed, bar mixer, bath/shower),
  - **Power Showers** (share by integrated & separate pump),
  - **Digital Showers** (share by pumped & un-pumped)
- **Shower Enclosures** – Market Size by Volume & Value
- **Shower Screens Market –** Market Size by Volume & Value
- **Shower Trays Market –** Market Size By Volume & Value
- **Shower Accessories Market –** Market Size by Value includes Hoses, Handsets, Baskets & Shelving, Gullies / Traps Etc
- **Commercial Showers Market –** Non-Domestic Market Size by Value For:-
  - **Multi-Point** Shower Controls
  - **Single Point** Controls
  - **Shower Fittings** (Heads, Handsets, Risers, Hose etc)
  - **Electric** Showers
  - **Enclosures**
  - **Screens**
  - **Trays**

The report also provides share by key distribution channel in 2016 for:-

- **Shower Controls Distribution Values** – share by key channel (DIY, Bathroom Retailers, High Street, Internet, Merchants, Others)
- **Enclosures, Screens & Trays Distribution Values** – share by key channel (DIY, Bathroom Retailers, High Street, Internet, Merchants, Others)

Where market sizes are expressed in value terms, these are at current manufacturers' selling prices unless otherwise stated, excluding any value added taxes, import duties, delivery charges and other associated costs.