



Shower Enclosures, Screens & Trays Market Trends & Analysis UK 2025 - 2028

**Shower Enclosures, Screens, Trays & Accessories Market Size by
Volume & Value 2018-2025; SWOT & PEST Analysis, Product Mix &
Key Trends 2018-2028; Key Manufacturers Profiles; Distribution
Channel Shares; Market Forecasts to 2028**

5th Edition

March 2025

Trends & Analysis Report Contents

- 1. INTRODUCTION TO RESEARCH & ANALYSIS REPORTS**
 - 1.1 KEY FEATURES & BENEFITS OF THIS RESEARCH & ANALYSIS REPORT
 - 1.2 METHODOLOGY & SOURCES OF INFORMATION
- 2. UK SHOWERS MARKET**
 - 2.1 MARKET DEFINITION
 - 2.2 SHOWERS MARKET BY SALES VOLUME 2018-2028
 - 2.2.1 TOTAL UK SHOWERS MARKET BY VOLUME 2018-2028
 - UK SHOWER MARKET TRENDS
 - MILLENNIALS & GEN Z SHOWER SPECIFICATION & BUYER BEHAVIOUR
 - GENERAL SHOWER MARKET TRENDS
 - BATHROOM & SHOWER DESIGN TRENDS 2025 & BEYOND
 - 2.2.2 CURRENT TRENDS & PURCHASING BEHAVIOUR IN UK SHOWER PRODUCTS MARKET
 - 2.2.3 IMPACT OF HOUSEMOVING & HOUSEBUILDING ON SHOWER TRENDS IN 2025
 - 2.2.4 IMPACT OF THE FUTURE HOMES STANDARD ON THE SHOWER MARKET IN 2025 & 2026
 - 2.3 UK TOTAL SHOWERS MARKET BY VALUE 2018-2028
 - 2.3.1 SHOWERS MARKET 2018-2028 VALUE AT CURRENT PRICES
 - 2.3.2 SHOWERS MARKET 2018-2028 VALUE AT CONSTANT PRICES
 - 2.4 SHOWERS MARKET –SHARE BY UK COUNTRY & ENGLISH REGION
 - 2.4.1 SHOWER SALES MIX BY ENGLAND, WALES, SCOTLAND & NORTHERN IRELAND 2018-2028
 - 2.4.2 ENGLAND SHOWER MARKET BY VALUE 2018-2028
 - 2.4.3 SCOTLAND SHOWER MARKET BY VALUE 2018-2028
 - 2.4.4 WALES SHOWER MARKET BY VALUE 2018-2028
 - 2.4.5 NORTHERN IRELAND SHOWER MARKET BY VALUE 2018-2028
 - 2.5 AVERAGE PRICES – SHOWER ENCLOSURES, SCREENS & TRAYS
 - 2.5.1 SHOWER ENCLOSURES AVERAGE UNIT PRICES 2018-2028
 - 2.5.2 SHOWER SCREENS AVERAGE UNIT PRICES 2018-2028
 - 2.5.3 SHOWER TRAYS AVERAGE UNIT PRICES 2018-2028
 - 2.5.4 SHOWER ACCESSORIES AVERAGE UNIT PRICES 2018-2028
 - 2.6 HOUSEHOLD PENETRATION OF SHOWERS 2018-2028
 - 2.6.1 SHOWER PENETRATION LEVELS % 2018-2028
 - 2.6.2 NUMBER OF UK HOUSEHOLDS WITH A SHOWER 2018-2028
 - 2.7 MARKET TRENDS & INFLUENCES ON UK SHOWER MARKET
 - 2.7.1 PEST ANALYSIS FOR UK SHOWERS MARKET
 - 2.7.2 UK ECONOMIC ENVIRONMENT IMPACTING ON UK SHOWERS MARKET 2018-2028
 - 2.8 SWOT ANALYSIS FOR UK SHOWERS MARKET
 - 2.9 ANSOFF MATRIX – GROWTH DIRECTIONS FOR SHOWERS MARKET TO 2028 49
 - 2.10 FUTURE PROSPECTS
 - 2.10.1 SHOWER MARKET SALES FORECAST 2025-2028
 - 2.10.2 POSITIVE MARKET INFLUENCES FOR UK SHOWERS MARKET 2025-2028
 - 2.10.3 NEGATIVE MARKET INFLUENCES FOR UK SHOWERS MARKET PROSPECTS 2025-2028
- 3. SHOWER PRODUCTS MARKET BY VALUE 2018-2028**
 - 3.1 SHOWER ENCLOSURES MARKET BY VALUE 2018-2028
 - 3.1.1 SHOWER ENCLOSURES MARKET DEFINITION
 - 3.1.2 SHOWER ENCLOSURES MARKET SIZE 2018-2028
 - 3.1.3 CORNER-FITTING ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.1.4 RECTANGULAR AND SQUARE ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.1.5 WALK-IN AND D-SHAPED ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.1.6 FRAMED ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.1.7 FRAMELESS ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.1.8 BESPOKE ENCLOSURES KEY TRENDS & DEMAND DRIVERS
 - 3.2 SHOWER SCREENS MARKET VALUE 2018-2028
 - 3.2.1 SHOWER SCREENS MARKET DEFINITION
 - 3.2.2 SHOWER SCREENS MARKET SIZE 2018-2028

- 3.2.3 FIXED PANEL SHOWER SCREENS MARKET PRODUCT TRENDS
- 3.2.4 HINGED SHOWER SCREENS MARKET PRODUCT TRENDS
- 3.2.5 FOLDING SHOWER SCREENS MARKET PRODUCT TRENDS
- 3.2.6 CURVED SHOWER SCREENS MARKET PRODUCT TRENDS
- 3.2.7 BESPOKE SHOWER SCREENS MARKET PRODUCT TRENDS

3.3 SHOWER TRAYS MARKET VALUE 2018-2028

- 3.3.1 SHOWER TRAYS MARKET DEFINITION
- 3.3.3 SHOWER TRAYS MARKET SIZE 2018-2028
- 3.3.4 SHOWER TRAYS SHARE BY MATERIAL 2025
- 3.3.5 SHOWER TRAYS SHARE BY SHAPE 2025
- 3.3.6 SHOWER TRAYS SHARE BY SIZE 2025

3.4 SHOWER ACCESSORIES MARKET VALUE 2018-2028

- 3.4.1 SHOWER ACCESSORIES MARKET DEFINITION
- 3.4.2 SHOWER ACCESSORIES MARKET SIZE BY VALUE 2018-2028
- 3.4.3 SHOWER HOSES, CLIPS, WASHERS KEY MARKET TRENDS
- 3.4.4 SHOWER HANDSETS & FIXED HEADS, FILTERS, ACCESSORIES MARKET TRENDS
- 3.4.5 SHOWER RISER RAILS, GRAB RAILS, BRACKETS & FITTINGS MARKET TRENDS
- 3.4.6 SHOWER CURTAINS, CURTAIN RAILS, SHOWER CURTAIN HOOKS MARKET TRENDS
- 3.4.7 SHOWER BASKETS, CADDIES, SHELVING, FITTINGS, WALL BRACKETS MARKET TRENDS
- 3.4.7 OTHER SHOWER ACCESSORIES MARKET TRENDS

4. SHOWER PRODUCTS MARKET BY VOLUME 2018-2028

- 4.1 SHOWER PRODUCTS MARKET SHARE BY VOLUME 2025
- 4.1.2 SHOWER ENCLOSURES MARKET VOLUME 2018-2028
- 4.1.3 SHOWER SCREENS MARKET VOLUME 2018-2028
- 4.1.4 SHOWER TRAYS MARKET VOLUME 2018-2028
- 4.1.5 SHOWER ACCESSORIES & FITTINGS MARKET VOLUME 2018-2028

5. SHOWER SUPPLIERS PROFILES & TURNOVER

6. DISTRIBUTION CHANNEL SHARES 2025

- 6.1 SHOWER MARKET ROUTES TO MARKET ILLUSTRATION
- 6.2 SHOWER PRODUCTS SHARE BY KEY DISTRIBUTION CHANNEL 2025

Market Report Tables & Charts

- Figure 1: Total UK Shower Products Market – UK 2018 - 2028 By Volume (Millions)
- Figure 2: Total UK Shower Products Market – UK 2018 - 2028 By Value £M
- Figure 3: Total UK Shower Products Market – UK 2018 - 2028 By Value £M Constant Prices
- Figure 4: Shower Sales % Share by England, Scotland Wales Northern Ireland 2025
- Figure 5: England Shower Products Market – UK 2018 - 2028 By Value £M
- Figure 6: Scottish Shower Products Market – UK 2018 - 2028 By Value £M
- Figure 7: Welsh Shower Products Market – UK 2018 - 2028 By Value £M
- Figure 8: Northern Ireland Shower Market – UK 2018 - 2028 By Value £M
- Figure 9: Shower Enclosures Average Unit Prices 2018-2028 MSP £
- Figure 10: Shower Screens Average Unit Prices 2018-2028 MSP £
- Figure 11: Shower Trays Average Unit Prices 2018-2028 MSP £
- Figure 12: Shower Accesories Average Unit Prices 2018-2028 MSP £
- Figure 13: Household Penetration Levels for Showers 2018-2028
- Figure 14: Installed Base of Showers 2018-2028
- Figure 15: PEST Analysis for UK Shower Market in 2025
- Figure 16: UK GDP 2018 - 2028
- Figure 17: UK Interest Rates 2018 - 2028
- Figure 18: UK Inflation 2018 - 2028
- Figure 19: UK Employment 2018 - 2028
- Figure 20: UK Public Sector Spending 2018 – 2028
- Figure 21: UK Residential Housing Transactions (Housemoving Market) 2018 - 2028
- Figure 22: UK Housebuilding Market 2018 - 2028
- Figure 23: UK Domestic RMI Market 2018 - 2028
- Figure 24: Key Strengths & Weaknesses in the UK Shower Products & Accessories Market 2025-2028
- Figure 25: Key Opportunities & Threats in the Shower Products Market 2025-2028
- Figure 26: Shower Market Future Growth Share by Strategic Direction (Ansoff Matrix) 2025-2028
- Figure 27: UK Shower Products Sales Value 2025-2028 £M – Current Prices
- Figure 28: UK Shower Enclosures Market Value – UK 2018 - 2028
- Figure 29: UK Shower Screens Market – UK 2018 - 2028 By Value
- Figure 30: UK Shower Trays Market – UK 2018 - 2028 By Value
- Figure 31: Shower Trays Share by Material 2025
- Figure 32: Shower Trays Share by Shape 2025
- Figure 33: Shower Trays Share by Size 2025
- Figure 34: UK Shower Accesories Market – UK 2018 - 2028 By Value
- Figure 35: Shower Products Market Share by Volume 2025
- Figure 36: UK Shower Enclosures Market Volume – UK 2018 - 2028
- Figure 37: UK Shower Screens Market Volume – UK 2018 - 2028
- Figure 38: UK Shower Trays Market Volume – UK 2018 - 2028
- Figure 39: UK Shower Accessories Market Volume – UK 2018 - 2028
- Figure 40: UK Shower Products Distribution Channels & Routes to Market Illustration 2025
- Figure 41: Share by Key Distribution Channels for UK Shower Products Market 2025



This report reflects MTW Research's independent view of the market which may differ from other third party views. Whilst we try to ensure that our reports are an accurate depiction of their respective markets, it must be emphasised that the figures and comment contained therein are estimates based on a mix of primary and secondary research, and should therefore be treated as such.

Terms & Conditions of Use

The information contained within this report remains the copyright of MTW Research. Subject to these Terms and Conditions (this "Agreement"), MTW Research ("we", "our", "us") makes available this publication and data or information contained therein (the "Report"). Your use of this report constitutes your acknowledgment and assent to be bound by this Agreement.

Permitted Use, Limitations on Use

You may access purchased Reports only as required to view the Reports for your individual use, and may print/copy a purchased Report once for your use. You may copy extracts from purchased Reports onto your own documents, provided that all citations are attributed to "MTW Research", and are for internal use only. You may not republish, resell or redistribute any Report, or do anything else with any Report, which is not specifically permitted in this Agreement. You may not reproduce, store in a retrieval system or transmit by any means, electronic or mechanical, any report without the prior permission of MTW Research.

Limitation of Liability

You are entirely liable for activities conducted by you or anyone else in connection with your use of the Report. We take no responsibility for any incorrect information supplied to us during the research process. Market information is based on telephone interviews and secondary sources whose accuracy we cannot guarantee. You acknowledge when ordering that MTW Research Reports are for your internal use and not for general publication or disclosure to third parties, unless otherwise agreed. Neither MTW Research nor any of its affiliates, owners, employees or other representatives will be liable for damages arising out of or in connection with the use of the Report or the information, content, materials or products included in the Report. This is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect or consequential damages, loss of data, income or profit, loss of or damage to property and claims of third parties.

Applicable Law

This Agreement will be governed by and construed in accordance with the laws of England and Wales without giving effect to the principles of conflict of laws thereof, and to the extent permitted by applicable law, you consent to the jurisdiction of courts situated in England and Wales in any action arising under this agreement.

Intellectual Property Rights

You acknowledge that legal and beneficial interest in Intellectual Property Rights in connection with the Report belongs to us. This includes all Intellectual Property Rights in any Material. You have no rights in or to the Report and you may not use any Material other than as permitted under this Agreement. We grant you a non-exclusive, non-transferable licence to use the Intellectual Property Rights referred to above solely for the use of Material as permitted under this agreement.

Companies Included

Whilst MTW endeavour to ensure that the majority of the major companies active in the market with which this report is concerned are included, it should be noted that the list of companies included in this report is not exhaustive and the inclusion or otherwise of a company in this report does not necessarily indicate, nor should be interpreted as, a company's relevance or otherwise in a particular market. Whilst we endeavour to attain high levels of accuracy, it should be borne in mind that the turnover, rankings and other information which may be provided within this report contain an element of estimation, should be regarded as such and treated with a degree of caution.

Estimates Provided

In order to enable benchmarking, competitor analysis and facilitate further market research, MTW may provide estimates for turnover and profit for small, medium sized and other companies who are not obliged to submit this information to Companies House or for larger companies who have not yet reported same. 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 TRENDS & ANALYSIS REPORTS

1.1 Key Features & Benefits of this *Trends & Analysis* Report

MTW's "*Trends & Analysis*" market reports provide an independent, comprehensive review of recent, current and future market size and product 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.

Based on quantitative data and company accounts which provide higher confidence levels and supported by qualitative research by experienced & qualified professionals, MTW's *Trends and Analysis* reports provide a firm foundation for coherent strategic decision making based on sound market intelligence.

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 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 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 trends.

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, undertake strategic decisions with greater confidence and base marketing strategies on solid intelligence.

Market Leaders

- This report identifies the key players in the market, profiles them and provides an up to date turnover estimate. This enables the reader to identify the most relevant key players in a market and, understand their market position and share.

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 report which is more relevant to your 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 is privately owned and wholly independent, publishing our reports on a speculative basis to ensure complete independence of research. Unlike other report providers who focus primarily on qualitative input, our methodology represents a robust mix of quantitative data and qualitative input. We've been writing reports on this market since 1999 as well as bespoke research for leading manufacturers & distributors in the market.

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

Robust Quantitative Market Data:-

- Accounts Data from Manufacturers
- Accounts Data from Retailers & Distributors
- Company Information & Financial Accounts Data from Companies House
- Financial, Ownership & Shares Corroboration from 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

Intelligent 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
- SWOT & PEST Undertaken by Experienced & Qualified Marketing Professionals
- 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, enhancing confidence for the reader.

A comprehensive strategic marketing review (including SWOT & PEST) undertaken by professionals with 25+ years experience; in conjunction with all of the above inputs provides the reader with a clear strategic illustration of current and future market trends.

2. UK SHOWERS MARKET

2.1 MARKET DEFINITION

This report reviews the UK Shower Enclosures, Screens, Trays and Accessories Market, defined as consisting of shower products (excluding controls/valves which is dealt with in a separate MTW report) used in residential (and light commercial) environments in England, Wales, Northern Ireland and Scotland, excluding non-domestic products/applications such as Health, Education, prisons etc.

The shower enclosures, screens and trays market sits within the wider “Shower Products Market” which consists of a wide range of categories including controls, valves, screens, trays, enclosures, accessories etc. used in domestic and non-domestic applications.

This report provides **volume** and **value** sizes of the UK ‘**residential**’ **shower enclosures, screens, trays and accessories market 2018-2028** identifying key product trends therein. Specifically, this report includes analysis of:-

- Shower **Enclosures** – Market Size by Volume & Value;
- Shower **Screens** – Market Size by Volume & Value;
- Shower **Trays** – Market Size by Volume & Value;
- Shower **Accessories** – Market Size by Volume & Value;
- Shower Products **Distribution Values** – share by key channel (DIY, Bathroom Retailers, High Street, Internet, Merchants, Others)
- Shower Products **Manufacturers** – Profile overview, key brands & 2025 turnover estimate for key manufacturers/suppliers,
- Key **Market Influences** – Analysis of macro-economic, political, legal, social, technological trends 2018-2028
- **Future Prospects & Forecasts** – Forecasts for each key product sector by volume & value through to 2028.

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.

The term ‘light commercial’ is used for products purchased for use in small B&Bs / hosted accommodation etc which would not comfortably fit within the ‘commercial’ or ‘public sector’ application definition.

2.2 SHOWERS MARKET BY SALES VOLUME 2018-2028

2.2.1 Total UK Showers Market by Volume 2018-2028

The performance of the total shower market (including shower controls, valves, screens, trays, fittings, accessories etc. within domestic & non-domestic applications) by volume between 2018-2025 is illustrated below, with forecasts to 2028:-

2.3 UK TOTAL SHOWERS MARKET BY VALUE 2018-2028

2.3.1 Showers Market 2018-2028 Value at Current Prices

In value terms, the total UK shower market (including controls, valves, accessories, enclosures, screens, trays etc for all domestic and non-domestic applications) is currently worth just under £458 million at manufacturers selling prices (MSP) as illustrated in the following chart:-

2.4 SHOWERS MARKET –SHARE BY UK COUNTRY & ENGLISH REGION

2.4.1 Shower Sales Mix by England, Wales, Scotland & Northern Ireland 2018-2028

The following chart illustrates the mix of sales in the total UK showers market by UK country:-