

# **UK Bathroom Market: Analysis By Product (Bath & Shower, Sink/Toilet Accessories, Furniture Accessories and Fittings, Toilet, Sink, Storage Bins, Cabinetry & fitted furniture, Bath/Shower Accessories and Others), By Distribution Channel (DIY Retailers, Online Channels, Store Based and Others), Size and Trends with Impact of COVID-19 and Forecast up to 2028**

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## **Abstracts**

A bathroom is a dedicated domestic or commercial space designed for personal hygiene and sanitation purposes. It typically comprises fixtures such as a toilet, sink, bathtub, or shower, along with appropriate plumbing and ventilation systems. With a focus on functionality, durability, and aesthetics, manufacturers and retailers in the UK bathroom market strive to provide innovative and high-quality products. The biggest driver for where a consumer buys a bathroom product is the extent of the range rather than the price. In the UK bathroom market, online penetration is growing rapidly. The UK Bathroom market was valued at US\$1.45 billion in 2022. The market value is expected to reach US\$1.67 billion by 2028.

The UK bathroom market has witnessed significant growth in recent years. Heightened awareness of hygiene and sanitation, driven by events like the COVID-19 pandemic, has led to increased demand for touchless technology and antimicrobial fixtures in bathrooms, promoting a safer and more sanitary environment. Additionally, the emphasis on sustainability and water conservation has driven the adoption of eco-friendly and water-efficient bathroom products. Moreover, the shift towards compact living spaces in urban areas has spurred demand for space-saving bathroom solutions,

catering to the needs of smaller households. Further, the development of apps and compact space products and the advent of inclusive bathroom solutions and an inclination towards luxury and minimalist bathrooms would support the market further. The UK bathroom market is expected to grow at a CAGR of 2.58% over the years 2023-2028.

#### Market Segmentation Analysis:

**By Product:** The report identifies nine segments on the basis of UK bathroom market products: Bath & Shower, Sink/Toilet Accessories, Furniture Accessories and Fittings, Toilet, Sink, Storage Bins, Cabinetry & fitted furniture, Bath/Shower Accessories and Others. In 2022, the Bath & Shower segment held the largest share of the market as this segment encompasses a wide range of fixtures, accessories, and technologies designed which enhance the overall bathing experience while ensuring functionality and aesthetic appeal. Features such as rainfall showerheads, adjustable water pressure, and customizable lighting options have gained popularity among discerning buyers. The UK cabinetry & fitted furniture market is expected to experience the highest CAGR as these fixtures are designed to fit seamlessly into the available space and are available in a variety of designs, finishes, and materials.

**By Distribution Channel:** On the basis of distribution channel, the report is divided into four segments namely, DIY Retailers, Online Channels, Store Based, and Others. The DIY Retailers hold the largest share in the UK bathroom market as it remains highly competitive with large DIY players and specialist retailers competing for consumer attention. DIY retailers influence consumer preferences and encourage the adoption of new and innovative bathroom products. The Online Channel is expected to experience the highest CAGR as online channels offer an extensive range of bathroom products. Consumers can browse and purchase bathroom products from the comfort of their homes, eliminating the need for physical store visits. The online channel is expected to continue taking share of the market driven by online specialists and the expansive product availability provided by online channels.

#### Market Dynamics:

**Growth Drivers:** The market has been growing over the past few years, due to factors such as rapid urbanization, growth of online channels, aging UK housing stock, rising per capita income, rising bathroom refurbishments, increased residential and commercial construction, and many other factors. The increasing popularity of online channels is fueling a surge in demand for bathroom products in the UK. Consumers are

now turning to digital platforms to explore a wider range of options, compare prices, and access convenient shopping experiences. This is reshaping the bathroom product industry, with UK manufacturers and retailers capitalizing on the digital landscape to meet the growing demand for their products, ultimately driving the sector's growth.

**Challenges:** However, the market growth would be negatively impacted by challenge such as expensive and infrequent purchases. Infrequent renovations, occurring every 10-15 years, hinder consistent market growth. The high cost of quality fixtures and remodeling further deters frequent upgrades, especially during economic uncertainty, causing longer decision-making processes and potential delays in purchases. These perceptions impact the industry's sustained growth.

**Trends:** The market is projected to grow at a fast pace during the forecast period, due to various latest trends such as touchless technology, water-efficient & eco-friendly sustainable designs, compact space products, integration of apps, inclusive bathroom solutions, inclination towards luxury and minimalist bathrooms, presence of premium third party brands, social media setting new trends, etc. Touchless technology in bathrooms is gaining popularity for its ability to minimize germ spread. Additionally, touchless air fresheners, paper towel dispensers, and hand dryers promote convenience and energy efficiency. Water-efficient fixtures, such as low-flow toilets and eco-friendly materials like reclaimed wood, are also in demand, driven by environmental awareness and regulatory mandates. Sustainability is a key marketing strategy, aligning with consumer preferences and cost savings in the bathroom market.

#### Impact Analysis of COVID-19 and Way Forward:

The UK bathroom market faced significant challenges during the COVID-19 pandemic, with temporary closures of physical stores leading to a decline in sales and disruptions in the supply chain. However, the pandemic also shifted consumer behavior, as more people focused on home improvement projects, including bathroom renovations, due to remote work and social distancing measures. Bathroom retailers adapted by expanding their online presence, offering virtual showrooms, 3D planning tools, and virtual consultations to engage customers safely from their homes.

As restrictions eased, the bathroom market began to recover, with physical stores reopening and in-store sales rebounding. While some segments, like luxury products, faced slower recovery, the overall demand for bathroom products surged as consumers invested in creating comfortable and functional home spaces. Online channels continued to play a crucial role, with e-commerce adoption accelerating, providing

convenience and access to a wider product range.

#### Competitive Landscape:

The UK bathroom market market is fragmented, with large DIY players and specialist retailers, both online and offline, competing for consumer attention. The key players in the global UK bathroom market market are:

Victorian Plumbing PLC

Kingfisher PLC (B&Q)

Wickes

IKEA UK

Homebase

Porcelanosa UK

C.P. Hart

Plumbworld

Easy Bathrooms

Victoria Plum

Victoria + Albert Baths

Wolseley

Better Bathrooms

With the significant channel shift to online, it is expected major players to pay more attention to the channel and potentially invest behind it.

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