

Kitchen Sinks Market By Material (Metallic, Granite, Others), By Number of Bowls (Single, Multiple), By End User (Residential, Commercial), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/KDBBF37F544CEN.html>

Date: November 2023

Pages: 190

Price: US\$ 4,900.00 (Single User License)

ID: KDBBF37F544CEN

Abstracts

The global market for kids' storage furniture reached a valuation of USD 9.85 billion in 2022 and is poised for robust growth with a projected CAGR of 12.03% through 2028. This growth can be attributed to several key factors shaping the market landscape.

Consumer Preference for Home Remodeling: Rising housing costs have led consumers to choose home remodeling and improvement projects over purchasing new homes. As property values increase, homeowners are building equity, indicating a trend toward wealthier homeowners who are more inclined to invest in home repair and improvement projects.

Expanded Product Offerings: Major manufacturers are enhancing their product portfolios by introducing a wide range of items. The COVID-19 pandemic, which prompted remote learning and increased time spent at home, led to a heightened focus on living spaces. Parents and caregivers began paying more attention to creating suitable environments for children to play, study, and more. This has opened up new opportunities for children's furnishings, prompting manufacturers to develop products that contribute to creating multifunctional spaces suitable for studying, working, playing, sleeping, or resting.

Changing Home Sizes: Due to rising real estate costs, the size of homes and children's rooms is expected to vary. This presents opportunities for companies that offer light, portable, and easy-to-assemble kids' furniture suitable for smaller living spaces. Remodeling projects have also led to increased spending on nursery rooms, playrooms,

and study areas, further driving demand for versatile children's furniture. Parents are opting for furniture that serves multiple purposes, allowing them to store toys, books, clothes, and other items in one place.

Growth of 3D-Printed Furniture: The market is witnessing a growing trend toward 3D-printed furniture. Customers are seeking specialized furniture that aligns with their specific decor needs, and 3D printing offers an ideal solution. This technology allows for the rapid creation of even the most intricate forms, resulting in faster production compared to conventional methods. Moreover, it reduces raw material waste, resulting in cost savings. Both consumers and manufacturers are increasingly embracing this trend.

Emphasis on Sustainability: Environmentally friendly children's furniture is becoming a top priority for many manufacturers. Consumers are opting for products that enhance the exteriors of homes and complement architectural designs and backyard and living space layouts. Sustainable materials, responsible sourcing practices, and eco-friendly manufacturing processes are gaining importance in the market.

Key Market Drivers:

- 1. Evolving Family Dynamics and Urbanization:** Smaller living spaces in urban areas and changing family dynamics have led to increased demand for space-efficient and multifunctional kids' furniture, such as bunk beds with built-in storage and foldable study desks.
- 2. Disposable Income and Changing Spending Patterns:** Rising disposable incomes enable families to invest in higher quality and aesthetically pleasing furniture for their children, prioritizing durability and design.
- 3. Holistic Child Development:** Parents are emphasizing the importance of creating environments conducive to a child's overall development, leading to the demand for ergonomic, creatively designed furniture that promotes proper posture and cognitive development.
- 4. Personalization and Aesthetics:** Families seek furniture that can be customized to align with children's preferences, fostering an emotional connection with their living spaces.
- 5. Digital Age and E-commerce:** The growth of e-commerce platforms has made it

easier for parents to explore a wide range of kids' furniture options, compare prices, and make purchases online.

Key Market Challenges:

1. **Safety and Regulatory Compliance:** Ensuring the safety of children is paramount, and manufacturers must adhere to strict safety standards and regulations for kids' furniture, which can be complex and costly.
2. **Changing Consumer Preferences:** Keeping pace with rapidly changing consumer preferences and trends in kids' furniture design can be challenging for manufacturers.
3. **Environmental Sustainability:** Meeting eco-friendly demands while maintaining attractive designs presents a challenge as manufacturers seek to reduce their carbon footprint and minimize waste.
4. **Technological Integration:** Incorporating technology into kids' furniture requires expertise in areas such as data security and user privacy, posing challenges for manufacturers.
5. **Competitive Landscape and Branding:** The crowded market requires effective branding and differentiation to stand out, requiring ongoing innovation and adaptability.

Key Market Trends:

1. **Smart and Interactive Furniture:** Technology is being integrated into kids' furniture, enhancing functionality and providing interactive learning experiences. Examples include adjustable desks and beds with built-in LED nightlights.
2. **Modular and Multi-Functional Designs:** Modular and multi-functional furniture is gaining popularity due to smaller living spaces. Bunk beds with storage and convertible cribs are examples of versatile solutions.
3. **Sustainable and Eco-Friendly Options:** Sustainable materials and eco-friendly practices are becoming important as consumers prioritize environmentally responsible choices.
4. **Customization for Personalized Spaces:** Customizable options allow families to personalize furniture to match their children's preferences.

5. Gender-Neutral and Inclusive Designs: Inclusive designs that move away from traditional gender-specific themes are gaining traction.

6. Influencer and Social Media Impact: Social media and influencers are influencing consumer choices, making a strong online presence essential for brands.

Segmental Insights:

Furniture Type Insights: In 2022, bookshelves led the market, serving educational and storage needs in classrooms, libraries, and learning areas.

Innovative products for space-constrained rooms are attracting customers. Manual wardrobes are expected to gain traction due to lower maintenance and repair costs.

Material Insights: Wood was the dominant material in 2022, favored for modern kids' furniture. The popularity of modern designs is expected to drive further growth in this segment.

Regional Insights: In 2022, North America held the largest market share, driven by major manufacturers, increased demand for personalized kids' furniture, and rising home renovation trends.

In conclusion, the kids' furniture market is experiencing significant growth driven by various factors, including changing consumer preferences, technological integration, and a focus on sustainability. Challenges related to safety, changing trends, and environmental responsibility are also shaping the industry. As these drivers and trends continue to evolve, the kids' furniture market is expected to flourish and adapt to the changing needs of families.

Key Market Players

Williams Sonoma Inc.

Million Dollar Baby Co.

Wayfair Inc.

Blu Dot

First Cry

KidKraft

Sorelle Furniture

Circu Magical Furniture

Crate and Barrel

Casa Kids

Report Scope:

In this report, the global Kids Storage Furniture market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Kids Storage Furniture Market, By Furniture Type:

Wardrobes

Bookshelves

Toy Storage

Table & Chair

Others

Kids Storage Furniture Market, By Material:

Wood

Metal

Plastic

Kids Storage Furniture Market, By Sales Channel:

Direct Sales

Furniture Retail Outlets

Supermarket/ Hypermarket

Online

Kids Storage Furniture Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Vietnam

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Kids Storage Furniture Market.

Available Customizations:

Global Kids Storage Furniture Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decision
- 4.3. Challenged Faced

5. GLOBAL KITCHEN SINKS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Material Market Share Analysis (Metallic, Granite, Others)

- 5.2.2. By Number of Bowls Market Share Analysis (Single, Multiple)
- 5.2.3. By End User Market Share Analysis (Residential, Commercial)
- 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. North America Market Share Analysis
 - 5.2.4.2. South America Market Share Analysis
 - 5.2.4.3. Middle East & Africa Market Share Analysis
 - 5.2.4.4. Europe Market Share Analysis
 - 5.2.4.5. Asia-Pacific Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Kitchen Sinks Market Mapping & Opportunity Assessment
 - 5.3.1. By Material Mapping & Opportunity Assessment
 - 5.3.2. By Number of Bowls Mapping & Opportunity Assessment
 - 5.3.3. By End User Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA KITCHEN SINKS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Material Market Share Analysis
 - 6.2.2. By Number of Bowls Market Share Analysis
 - 6.2.3. By End User Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. United States Kitchen Sinks Market Outlook
 - 6.2.4.1.1. Market Size & Forecast
 - 6.2.4.1.1.1. By Value
 - 6.2.4.1.2. Market Share & Forecast
 - 6.2.4.1.2.1. By Material Market Share Analysis
 - 6.2.4.1.2.2. By Number of Bowls Market Share Analysis
 - 6.2.4.1.2.3. By End User Market Share Analysis
 - 6.2.4.2. Canada Kitchen Sinks Market Outlook
 - 6.2.4.2.1. Market Size & Forecast
 - 6.2.4.2.1.1. By Value
 - 6.2.4.2.2. Market Share & Forecast
 - 6.2.4.2.2.1. By Material Market Share Analysis
 - 6.2.4.2.2.2. By Number of Bowls Market Share Analysis
 - 6.2.4.2.2.3. By End User Market Share Analysis
 - 6.2.4.3. Mexico Kitchen Sinks Market Outlook

6.2.4.3.1. Market Size & Forecast

6.2.4.3.1.1. By Value

6.2.4.3.2. Market Share & Forecast

6.2.4.3.2.1. By Material Market Share Analysis

6.2.4.3.2.2. By Number of Bowls Market Share Analysis

6.2.4.3.2.3. By End User Market Share Analysis

7. EUROPE KITCHEN SINKS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Material Market Share Analysis

7.2.2. By Number of Bowls Market Share Analysis

7.2.3. By End User Market Share Analysis

7.2.4. By Country Market Share Analysis

7.2.4.1. France Kitchen Sinks Market Outlook

7.2.4.1.1. Market Size & Forecast

7.2.4.1.1.1. By Value

7.2.4.1.2. Market Share & Forecast

7.2.4.1.2.1. By Material Market Share Analysis

7.2.4.1.2.2. By Number of Bowls Market Share Analysis

7.2.4.1.2.3. By End User Market Share Analysis

7.2.4.2. Germany Kitchen Sinks Market Outlook

7.2.4.2.1. Market Size & Forecast

7.2.4.2.1.1. By Value

7.2.4.2.2. Market Share & Forecast

7.2.4.2.2.1. By Material Market Share Analysis

7.2.4.2.2.2. By Number of Bowls Market Share Analysis

7.2.4.2.2.3. By End User Market Share Analysis

7.2.4.3. Spain Kitchen Sinks Market Outlook

7.2.4.3.1. Market Size & Forecast

7.2.4.3.1.1. By Value

7.2.4.3.2. Market Share & Forecast

7.2.4.3.2.1. By Material Market Share Analysis

7.2.4.3.2.2. By Number of Bowls Market Share Analysis

7.2.4.3.2.3. By End User Market Share Analysis

7.2.4.4. Italy Kitchen Sinks Market Outlook

7.2.4.4.1. Market Size & Forecast

- 7.2.4.4.1.1. By Value
- 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Material Market Share Analysis
 - 7.2.4.4.2.2. By Number of Bowls Market Share Analysis
 - 7.2.4.4.2.3. By End User Market Share Analysis
- 7.2.4.5. United Kingdom Kitchen Sinks Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Material Market Share Analysis
 - 7.2.4.5.2.2. By Number of Bowls Market Share Analysis
 - 7.2.4.5.2.3. By End User Market Share Analysis

8. ASIA-PACIFIC KITCHEN SINKS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Material Market Share Analysis
 - 8.2.2. By Number of Bowls Market Share Analysis
 - 8.2.3. By End User Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Kitchen Sinks Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Material Market Share Analysis
 - 8.2.4.1.2.2. By Number of Bowls Market Share Analysis
 - 8.2.4.1.2.3. By End User Market Share Analysis
 - 8.2.4.2. Japan Kitchen Sinks Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Material Market Share Analysis
 - 8.2.4.2.2.2. By Number of Bowls Market Share Analysis
 - 8.2.4.2.2.3. By End User Market Share Analysis
 - 8.2.4.3. India Kitchen Sinks Market Outlook
 - 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value

- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Material Market Share Analysis
 - 8.2.4.3.2.2. By Number of Bowls Market Share Analysis
 - 8.2.4.3.2.3. By End User Market Share Analysis
- 8.2.4.4. Australia Kitchen Sinks Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Material Market Share Analysis
 - 8.2.4.4.2.2. By Number of Bowls Market Share Analysis
 - 8.2.4.4.2.3. By End User Market Share Analysis
- 8.2.4.5. South Korea Kitchen Sinks Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Material Market Share Analysis
 - 8.2.4.5.2.2. By Number of Bowls Market Share Analysis
 - 8.2.4.5.2.3. By End User Market Share Analysis

9. MIDDLE EAST & AFRICA KITCHEN SINKS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Material Market Share Analysis
 - 9.2.2. By Number of Bowls Market Share Analysis
 - 9.2.3. By End User Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa Kitchen Sinks Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Material Market Share Analysis
 - 9.2.4.1.2.2. By Number of Bowls Market Share Analysis
 - 9.2.4.1.2.3. By End User Market Share Analysis
 - 9.2.4.2. Saudi Arabia Kitchen Sinks Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value
 - 9.2.4.2.2. Market Share & Forecast

- 9.2.4.2.2.1. By Material Market Share Analysis
- 9.2.4.2.2.2. By Number of Bowls Market Share Analysis
- 9.2.4.2.2.3. By End User Market Share Analysis
- 9.2.4.3. UAE Kitchen Sinks Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Material Market Share Analysis
 - 9.2.4.3.2.2. By Number of Bowls Market Share Analysis
 - 9.2.4.3.2.3. By End User Market Share Analysis
- 9.2.4.4. Turkey Kitchen Sinks Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Material Market Share Analysis
 - 9.2.4.4.2.2. By Number of Bowls Market Share Analysis
 - 9.2.4.4.2.3. By End User Market Share Analysis

10. SOUTH AMERICA KITCHEN SINKS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Material Market Share Analysis
 - 10.2.2. By Number of Bowls Market Share Analysis
 - 10.2.3. By End User Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Argentina Kitchen Sinks Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Material Market Share Analysis
 - 10.2.4.1.2.2. By Number of Bowls Market Share Analysis
 - 10.2.4.1.2.3. By End User Market Share Analysis
 - 10.2.4.2. Colombia Kitchen Sinks Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
 - 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Material Market Share Analysis

- 10.2.4.2.2.2. By Number of Bowls Market Share Analysis
- 10.2.4.2.2.3. By End User Market Share Analysis
- 10.2.4.3. Brazil Kitchen Sinks Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Material Market Share Analysis
 - 10.2.4.3.2.2. By Number of Bowls Market Share Analysis
 - 10.2.4.3.2.3. By End User Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. IMPACT OF COVID-19 ON GLOBAL KITCHEN SINKS MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted
 - 12.1.2. Key Regions Impacted
 - 12.1.3. Key Countries Impacted

13. MARKET TRENDS & DEVELOPMENTS

14. PORTER'S FIVE FORCES MODEL

- 14.1. Competitive Rivalry
- 14.2. Bargaining Power of Buyers
- 14.3. Bargaining Power of Suppliers
- 14.4. Threat of New Entrants
- 14.5. Threat of Substitutes

15. SWOT ANALYSIS

- 15.1. Strengths
- 15.2. Weaknesses
- 15.3. Opportunities
- 15.4. Threats

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

16.1.1. Ruvati USA

16.1.1.1. Company Details

16.1.1.2. Products

16.1.1.3. Financials (As Per Availability)

16.1.1.4. Key Market Focus & Geographical Presence

16.1.1.5. Recent Developments

16.1.1.6. Key Management Personnel

16.1.2. Kohler

16.1.2.1. Company Details

16.1.2.2. Products

16.1.2.3. Financials (As Per Availability)

16.1.2.4. Key Market Focus & Geographical Presence

16.1.2.5. Recent Developments

16.1.2.6. Key Management Personnel

16.1.3. Zuhne

16.1.3.1. Company Details

16.1.3.2. Products

16.1.3.3. Financials (As Per Availability)

16.1.3.4. Key Market Focus & Geographical Presence

16.1.3.5. Recent Developments

16.1.3.6. Key Management Personnel

16.1.4. Frigidaire

16.1.4.1. Company Details

16.1.4.2. Products

16.1.4.3. Financials (As Per Availability)

16.1.4.4. Key Market Focus & Geographical Presence

16.1.4.5. Recent Developments

16.1.4.6. Key Management Personnel

16.1.5. Swanstone

16.1.5.1. Company Details

16.1.5.2. Products

16.1.5.3. Financials (As Per Availability)

16.1.5.4. Key Market Focus & Geographical Presence

16.1.5.5. Recent Developments

16.1.5.6. Key Management Personnel

16.1.6. Acrysil

16.1.6.1. Company Details

16.1.6.2. Products

16.1.6.3. Financials (As Per Availability)

16.1.6.4. Key Market Focus & Geographical Presence

16.1.6.5. Recent Developments

16.1.6.6. Key Management Personnel

16.1.7. AGA

16.1.7.1. Company Details

16.1.7.2. Products

16.1.7.3. Financials (As Per Availability)

16.1.7.4. Key Market Focus & Geographical Presence

16.1.7.5. Recent Developments

16.1.7.6. Key Management Personnel

16.1.8. Duravit

16.1.8.1. Company Details

16.1.8.2. Products

16.1.8.3. Financials (As Per Availability)

16.1.8.4. Key Market Focus & Geographical Presence

16.1.8.5. Recent Developments

16.1.8.6. Key Management Personnel

16.1.9. Dombrecht Kitchen

16.1.9.1. Company Details

16.1.9.2. Products

16.1.9.3. Financials (As Per Availability)

16.1.9.4. Key Market Focus & Geographical Presence

16.1.9.5. Recent Developments

16.1.9.6. Key Management Personnel

16.1.10. Roca

16.1.10.1. Company Details

16.1.10.2. Products

16.1.10.3. Financials (As Per Availability)

16.1.10.4. Key Market Focus & Geographical Presence

16.1.10.5. Recent Developments

16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN**17.1. Key Focus Areas***Kitchen Sinks Market By Material (Metallic, Granite, Others), By Number of Bowls (Single, Multiple), By End Us...*

17.2. Target Material

17.3. Target End User

About Us & Disclaimer

I would like to order

Product name: Kitchen Sinks Market By Material (Metallic, Granite, Others), By Number of Bowls (Single, Multiple), By End User (Residential, Commercial), By Region, By Competition Forecast & Opportunities, 2018-2028F

Product link: <https://marketpublishers.com/r/KDBBF37F544CEN.html>

Price: US\$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/KDBBF37F544CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970