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## Bathroom and Kitchen Pods Market – UK 2010-2020

New AMA report provides a major new review of the Bathroom and Kitchen Pods Market

“In the medium to longer term, the bathroom and kitchen pods market is expected to experience a return to growth, and by 2014, the market value is forecast to be around £205 million at MSP, which would represent an increase of around 20% compared to the market size in 2010.”

A brief summary of the report is included on the following page.

Priced at £650, the report is currently available from AMA Research Ltd, Telephone 01242 235724 or e-mail at [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk).

### **Editors Note:**

Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

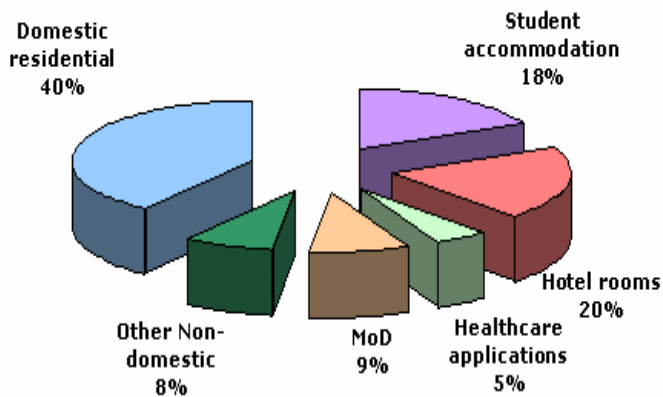
If you would like to receive an extended summary or would like to speak to an author of this report, please contact Chris Moore or Keith Taylor on (01242) 235724.

Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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## BATHROOM AND KITCHEN PODS MARKET UK 2010-2020

**Bathroom and Kitchen Pods  
% Mix by Application Sector 2009**



The bathroom and kitchen pods market has an estimated value of around £171 million at Manufacturers Selling Prices (MSP) in 2010. This represents a decrease of around 3% when compared to the market size in 2009 and reflects the expected continued impact of the UK economic downturn on the construction industry.

The UK bathroom and kitchen pods market has experienced excellent growth during the past five years, reflecting the trend towards offsite construction and high levels of Government expenditure in education, defence and health. In particular, there has been positive growth in single living accommodation such as used by universities, prisons, hospitals and army barracks.

However, like other products used in the construction industry, the market for prefabricated pods has been impacted by the global financial crisis. Market performance in 2008-09 has been relatively difficult, with a decline of around 11% – primarily due to the major fall in the levels of housebuilding. Forecasts suggest that in 2010, the economic downturn will continue to have a negative impact on this market, with any improvement unlikely until towards the end of the year. It is anticipated that 2011 will be period of consolidation as housebuilding levels improve, perhaps counterbalanced by deteriorating non-domestic situations.

In the medium to longer term, the bathroom and kitchen pods market is expected to experience a return to growth, and by 2014, the market value is forecast to be around £205 million at MSP, which would represent an increase of around 20% compared to the market size in 2010.

The prefabricated pods market is dominated by **bathroom pods (50%) and shower-room pods (40%)**. The market for **kitchen pods** has seen some growth in recent years with the development of social and affordable housing but still only accounts for around 10% of the total pods market.

Key application areas for bathroom and kitchen pods include **student accommodation, defence, healthcare, hotels (20%) and domestic residential housing (40%)**. The market for prefabricated pods in the domestic residential sector is greatest in **social housing, in affordable housing schemes and in flats/apartment blocks**. In terms of international trade, the bathroom and kitchen pods market in the UK has traditionally been well served with imports from continental Europe (mainly Germany, France and Italy). It is estimated that **around 35% of pods are imported from outside the UK**. However in 2009, industry sources indicate that the fall in the value of Sterling against the Euro has had a positive impact on the UK export market for pods.

In the **domestic sector**, residential housing starts have shown tentative signs of recovery since late 2009. It is therefore anticipated that the major potential for growth in the market for pods lies in residential housing, and **social and affordable housing in particular**. In the **non-domestic sector**, it is forecast that existing demand for prefabricated pods will remain relatively constrained in the short-medium term.

The trend to offsite manufacturing is set to continue, driven by environmental legislation and the need for greater accuracy and speed of construction. Sources indicate that **by 2020, offsite is forecast to have 20% market share of the UK construction industry**.

AMA Research's report "**Bathroom and Kitchen Pods Market – UK 2010-2014**" is available in hard copy or electronic format for £650 and can be ordered online at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.