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Commercial Washrooms Market – UK 2011-2015

New AMA report Reviews Developments in the Commercial Washrooms Market

“With cuts to public spending budgets announced under the *CSR* in 2010, the development of the UK commercial washrooms market will become more reliant on private sector investment in the short-medium term. As such, future market stabilisation and return to growth is likely to be underpinned by returning confidence in the private sector and the corresponding recovery in non-domestic RMI.”

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

Priced at £665, the report is currently available from AMA Research Ltd.
Telephone 01242 235724 or e-mail at 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.**

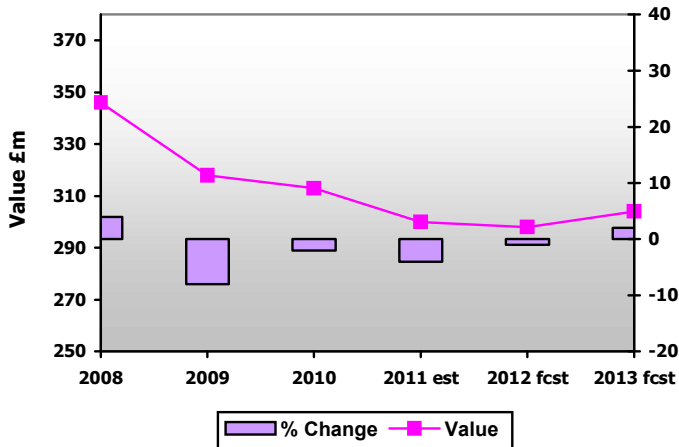
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Keith Taylor or Chris Moore on (01242) 235724.

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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Commercial Washrooms Market UK 2011-2015

UK Commercial Washrooms Market by value (£m MSP)



The UK commercial washrooms market is estimated to be worth some **£313 million at Manufacturers Selling Prices (MSP) in 2010**. This represents a decrease of around 2% when compared to the market size in 2009 and reflects the continued impact of the UK economic downturn on the non-domestic construction market.

The education, entertainment/leisure and health are the key end-use sectors for the commercial washrooms market. In recent years the education sector has experienced good growth supported by major capital programmes such as **Building Schools for the Future (BSF)**. However, the outlook for

the education sector is currently more difficult, with the recent suspension or cancellation of the BSF programme. Annual capital budgets are set to decline by 60% over the next 5 years and although the Coalition has pledged support for the provision of 600 new/replacement schools – the Government is seeking cost savings of up to 40% on such projects. Entertainment and leisure has been supported to some degree by the **2012 Olympic Games** construction programme, combined with major hotel upgrade programmes, particularly in London. Health construction output has been boosted by some large hospital projects and a number of new local facilities for GP's and clinics though decline is anticipated, with a greater emphasis on the provision of social care and funding of more essential treatments and chronic disease prevention.

Estimated at £126 million in 2010, **washroom panel systems** were the largest sector of the market. This was followed by **sanitaryware** (£95m), **brassware** (£45m), **showers/mixers** (£39m) and **baths** (£7m).

It is estimated that 75% of commercial washroom products are distributed via trade channels such as builders/plumbers merchants and distributors. The remainder represents mainly direct sales from supplier to end-user.

With cuts to public spending budgets announced under the *CSR* in 2010, the development of the UK commercial washrooms market will become more reliant on private sector investment in the short-medium term. As such, future market stabilisation and return to growth is likely to be underpinned by returning confidence in the private sector and the corresponding recovery in non-domestic RMI.

The trend towards prefabrication and off-site construction is likely to continue. Some growth in washroom panel systems is likely to be supported by this trend, with a greater demand for higher value pre-plumbed panels. The levels of cheaper imports and their components are expected to remain high, from lower cost sources such as China and the Far East. This will lead to higher levels of price competition and restrict value growth in some product sectors.

The outlook for the UK commercial washrooms market remains uncertain in 2011. Forecasts indicate that the commercial washrooms market is likely to decline by 4% in 2011, with a further decline of 1% in 2012. This reflects further capital spending cuts in the public sector though this should partially be offset by a gradual recovery in private commercial markets. By 2015 the market value is forecast to be some £327m at MSP, which would represent an increase of 9% compared to the estimated market size in 2011.

AMA Research's report "**Commercial Washrooms Market – UK 2011-2015**" is available in hard copy or electronic format for £665 and can be ordered online at www.amaresearch.co.uk or by calling 01242 235724.