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Decorative Radiators Market UK 2008-2012

New AMA report provides a major review of the UK Household Textiles market

"The market for decorative radiators has shown **impressive rates of growth of between 10-20% per annum in recent years**. The market is maturing, though still offers further growth potential as acceptance of the product widens. However, the **decorative radiator market has an estimated value of £75 million** at manufacturer selling prices in 2008 and this represents a decrease of around 8-9% compared to 2007, reflecting the impact of the credit crisis on the domestic sector in particular."

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.com.

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.**

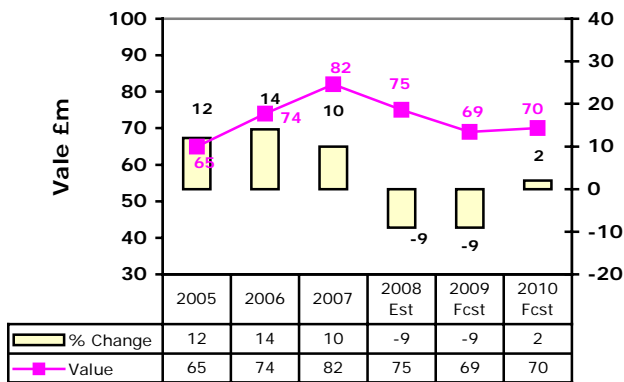
If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact Keith Taylor or Chris Moore on (01242) 235724.

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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Decorative Radiators Market - UK 2008-2012

Decorative Radiators Market by Value (£m MSP)



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There are many factors that influence the growth of the decorative radiator market in the UK; including the level of acceptance in the house building market, the growth of the conservatory sector and self-build,

consumer tastes in heating and the level of specification in commercial applications. The above table illustrates the size of the market in value terms since 2005, with forecasts to 2010.

Current forecasts indicate that in the short term, **the UK decorative radiator market will continue to fall**, reflecting the impact of the current economic downturn. In 2009, the market for decorative radiators is forecast to be around £69 million at MSP, which represents a further decrease of around 9% compared to 2008.

However, **in the medium to longer term, the market for decorative radiators is expected to experience a return to growth**, and by 2012, the market value is forecast to be around £80 million at MSP, which would represent an increase of around 16% compared to 2009.

Price competition has been a major factor affecting value growth in the market for decorative radiators. There are growing levels of imports being driven by retailers sourcing own brand products directly from lower cost sources abroad. Foreign and UK suppliers are increasingly attracted to the margin opportunities available in the UK decorative radiator market, which has resulted in higher levels of competition and a greater number of suppliers.

The market for decorative radiators can be broken down into **three key sectors**: domestic refurbishment (65%), domestic new build (20%) and commercial installations (15%). A major area of growth is expected to come from the domestic refurbishment sector. **Consumers are seen as the early adopters** of these products and are now paying greater attention to the role that radiators have in the home, particularly as open-plan contemporary designs expose every detail in the home.

Decorative radiators are distributed through builders and plumbers merchants (53%), DIY Multiples (30%), bathroom/heating specialists (10%), or direct via the Internet or mail order (7%). DIY multiples in particular, have been a major contributing factor to market growth of towel warmers over recent years.

Forecasting trends for the next 4 years is particularly difficult when issues such as the future direction of government policy and the performance of the economy are uncertain. The home improvement market is beginning to feel the impact of the fall in house prices and consumer confidence. In addition, spending on higher ticket "deferrable" projects such as new bathrooms, house extensions and conservatories is also starting to decline. However, there is more than £16 billion likely to be spent on the 2012 Olympic Games Infrastructure during the next 4 years. The decorative radiator market should be supported by the new build and RMI activity planned as a direct result of this.

AMA Research's "**Decorative Radiators Market – UK 2008 - 2012**" report is available in hard copy or electronic format for £650 and can be ordered online at www.amaresearch.co.uk or by calling 0871 3103450.