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Bathroom and Tile Products in the Hotel Sector Report – UK 2011 – 2015 Analysis

**New AMA report provides a major review of the UK market for
bathroom and tile products in the hotel sector.**

“The market for commercial bathroom products was worth £313m in 2010, a fall of 2% since 2009. The market for bathroom products in the hotel sector increased by £2m in 2010 to £67m, accounting for 22% of the overall commercial bathrooms market. During 2010, the hotel sector began to make a slow recovery as corporate demand increased and confidence in the hotel sector improved. This renewed optimism in both the hotel construction and refurbishment markets, particularly in the high-end and Budget market sectors, supports demand for both luxury and economy products in the bathroom sector.”

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:

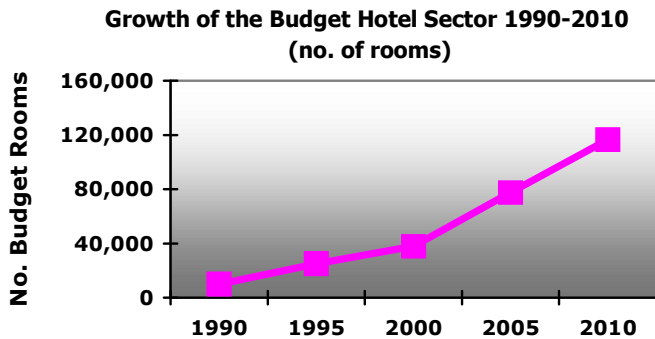
Attached is a summary of the report. Please use brief extracts if you wish, **but we would request that references to company market shares are not published without our prior permission.**

If you would like to receive an editorial review copy or would like to speak to an author of this report, please contact 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.

AMA Research Ltd
Montpellier House
Montpellier Drive
Cheltenham
Gloucestershire GL50 1TY
Tel: +44 (0)1242 235724
Fax: +44 (0)1242 262948
E-mail: keithtaylor@amaresearch.co.uk
Website: www.amaresearch.co.uk

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The bathroom products in the hotel sector slowed in 2007 and 2008, with both the refurbishment and new build sectors affected by the recession and a lack of funding available for large scale projects.

The market for bathroom products in the hotel sector increased by £2m in 2010 to £67m, accounting for 22% of the overall commercial bathrooms market. During 2010, however, the hotel sector began to make a slow recovery as corporate demand increased and confidence in the hotel

sector improved. This renewed optimism in both the construction and refurbishment markets, particularly in the high-end and Budget market sectors, supports demand for both luxury and economy products in the bathroom sector.

Hotel bathrooms are considered an important element of the overall package and can impact on the total perception and image of the hotel. Key elements include high quality fittings and finishes. Functionality is also a key concern as hotel bathrooms must be durable, easy to clean and maintain. There has been a shift towards the wider use of shower enclosures, particularly in the budget sector, where bathrooms are generally smaller. Design is largely dependent on the style of hotel, although generally contemporary style fittings are the most popular with chrome finished brassware and white sanitaryware.

In the tiles sector, contract applications such as hotels, leisure facilities such as gyms, spas and restaurants have been more responsive with tiling options including combinations of ceramic & porcelain tiles and natural stones in order to provide a more upmarket and modern design scheme. In the hotel sector, there is a trend towards larger size tiles in both the wall and floor sectors. Accent tiles and mosaics are often included to add a design element around the basin or bath area or to break up solid walls.

Demand for bathroom products in the hotel sector is likely to increase in late 2011 and early 2012 with a number of major refurbishments and new hotels planned for London in the build up to the Olympics. A number of these hotels are in the luxury sector which will support the upper end of the market for bathroom products in particular.

In London, an upturn in the sector combined with the weakness of Sterling is attracting overseas buyers, especially from the Middle and Far East. In addition, there will be new opportunities over the next two years, with the Commonwealth Games in Glasgow providing a boost to the regions. Growth in the budget sector will be most evident in London and city centre locations, where there is a shortage of quality budget hotel rooms and demand remains strong.

In the tiles sector, high profile commercial projects such as the finishing of facilities on the Olympic Park are likely to boost value growth in the commercial sector from Q2 2011 onwards. Pent-up demand from postponed refurbishments projects in the hotel sector is also likely to come on-stream from early 2012. The completion of projects associated with the Olympic Park and hotels sector, particularly the proposed expansion by the budget hotels sector 2011-12, in preparation for the Games is likely to provide a significant boost for ceramic and porcelain tiles in the short-term.

AMA Research's report "**Bathroom and Tile Products in the Hotel Sector Report - UK 2011-2015 Analysis**" 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.