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Housebuilding Market - Focus On Bathroom & Shower Products UK 2007-2010

New AMA Report Reviews this important sector of the housebuilding market

In 2006 the number of housing completions was approximately 213,100 and this number is forecast to grow by 3% per annum from 2007-2010, according to the **sixth edition** of the “**Bathroom & Shower Products Focus on the Housebuilding Market**” recently published by **AMA Research**.

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.**

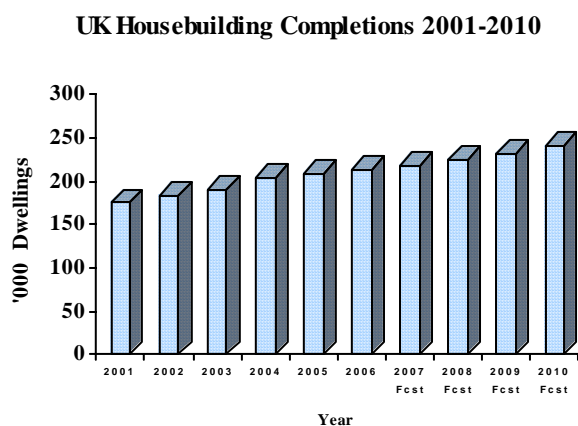
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Please include our web address and telephone number on any review printed, it would also be appreciated if a copy of the review could be forwarded to AMA Research. Thank you.

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The report, which is available for purchase at £650 from www.amaresearch.co.uk, reviews the recent developments in the housebuilding market and in the overall bathroom and shower market, before analysing more specifically the performance of bathroom and shower products in new build homes.

Approximately 213,000 main bathrooms, 170,000 en suites and 102,000 cloakrooms were installed in new build homes in 2006, for a total value of £166 million. The report provides a comprehensive analysis of the overall market and a detailed assessment of each area of application and product sector.

The report indicates that bathroom and shower products in the housebuilding sector have been influenced by several factors over the last two years, including the modest rise in housebuilding completions, the changing mix between flats and houses, and the smaller average dwelling size and lower number of bedrooms per home.

While the number of main bathroom installations has increased over the last two years, the number of en suite bathrooms and cloakrooms has declined slightly due to the higher number of one and two bedroom properties, particularly apartments, in addition to the increasing focus on affordable housing.

Overall market value has been supported by housebuilders continuing to add value to their properties by fitting higher quality products in the brassware, shower control and enclosure sectors.

AMA's report also provides an insight into the future prospects for the market for bathroom and shower products in new build homes. While completions are expected to rise in order to address the shortfall in housing, the lack of suitable land for development and the lengthy planning approval process are expected to remain key barriers to growth. The growth of the market for bathroom and shower products in new build homes is likely to become increasingly dependent on the volume of housing completions as the level of penetration of en suite bathrooms and cloakrooms reaches saturation.

The “Bathroom & Shower Products Focus on Housebuilding Market” published by AMA Research is available in electronic or hard copy format and can be ordered online at www.amaresearch.co.uk or by calling 0871 3103450.