Bathroom and Kitchen Pods Market Report

UK 2020-2024

SAMPLE ONLY

7th edition

AMA Research

1. INTRODUCTION

1.1 Background

AMA Research is a specialist publisher of a wide range of market reports and a provider of marketing research and consultancy services, including both ad-hoc and commissioned research projects. Full details of our range of services are contained in the information page at the front of this report and on our website at http://www.amaresearch.co.uk.

Report areas include building products distribution, kitchens, bathrooms, replacement doors and windows, heating and lighting, together with several furniture and furnishings markets, including upholstered furniture and beds, window coverings, wall coverings and household textiles.

This is the seventh edition of the review of the bathroom and kitchen pods market and focuses upon volumetric pods, which are three dimensional units manufactured in a factory-controlled environment and made ready for connection to the appropriate services. The interiors of these pods are finished and furnished complete with bathroom or kitchen fixtures and fittings.

The report analyses the market and its structure, key product sectors, end user sectors, specification issues and suppliers. The key trends have also been identified, to provide an insight into current and future issues affecting the market in the light of the current economic and business environment and gives estimates of future market size and trends in the period to xxxx.

The UK market for bathroom & kitchen pods can be broken down into the following product sectors:

- **Bathroom pods**
- **Shower-room pods** (including wetroom pods)
- **Kitchen pods**

The report specifically excludes shower pods or cabins, which are included in the AMA Research report entitled - **UK Shower Market 2019-2023.**

1.2 Sources of Information

AMA Research was established in 1989 and have been producing market reports on construction, building and home improvement products for over 30 years. AMA specialises in the construction sector and now publishes a range of over 150 reports covering the market and have developed a comprehensive understanding of the industry.

While there are basic government statistics at an overall construction industry level, there are very few 'officially recognised' statistics at individual market, product or sector level. Some sectors of the construction industry or trade associations produce basic market statistics but, in general, there is very little published data which identifies market size, product mix, sector application mix, supply and distribution structures and shares, etc.

AMA's reports address this fundamental lack of data in terms of providing an assessment of markets. This market is typical in terms of lack of availability of market data. As a result, information in this report has been collated from a wide range of sources and includes both primary and secondary research data. Secondary data sources include government statistics, company accounts, Internet, trade magazines, etc, whilst a range of interviews with suppliers, distributors, retailers and others has also contributed to the development of this report.

All AMA Research market reports are researched and produced by an experienced member of our research team, some of whom have been with us over xx years. Information for each report is gathered from a wide range of secondary sources, as well as primary research, as follows:

- Company reports/accounts. Companies House and credit checking organisations.
- Information from company websites.
- Relevant commentary from trade journals/papers.
- Trade interviews with suppliers.
- Trade interviews with members of key distribution channels.
- Government Statistics.
- Personal contacts.
- AMA's background experience and knowledge of the market.

The information is collated and assessed in some detail and a view of the market size, structure, trends, product mixes, key suppliers, end use applications/sectors, etc is then formulated and developed and subsequently tested through interviews where possible. We tend to assess markets on a top-down basis, identifying key companies, importing agencies, suppliers, distributors who import directly, etc, and develop data on the level of activity undertaken by these organisations to develop an overall picture of the market. We then use other data, interviews, opinions, etc, to determine product mix, trends, shares and market forecasts, etc.

As a result, market calculations are based on AMA's assessment of these information sources, together with data and research in related markets, which has been collated over the last xx years. Data in the report is often sourced as 'AMA Research / Trade Estimates', which reflects the fact that assessments are estimates only and are based on a range of sources and our interpretation of data and key market influences, and we are happy to discuss our findings with the reader.

Finally, forecasts of market developments are provided, and these are also based on our interpretation of the wide range of factors influencing the market. Forecasting in the current situation is difficult, given the unknown effects of the Brexit transition process, the unknown impact on industry, commerce and the difficulty of judging the impact on consumer confidence levels, but AMA Research assess the key positive and negative factors impacting on the market and then develop x-year forecasts of trends.

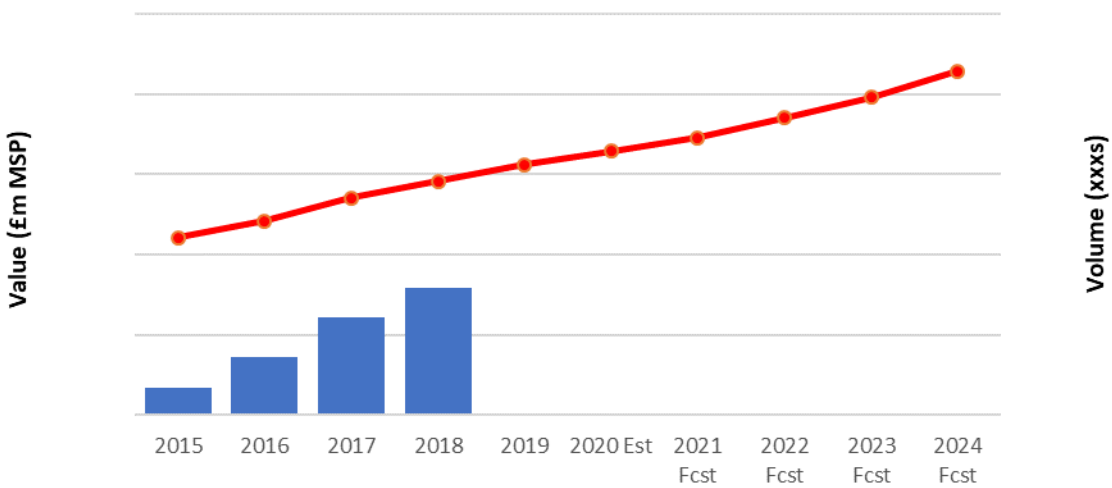
2. SUMMARY & MARKET PROSPECTS

2.1 Summary

- The value of the bathroom and kitchen pods market has experienced xxxxx xxxx since xxxx and xxxx xxxxx xxxxxx xxxxxxxxxxx xxxx as an offsite building solution.
- In xxxx, the value of the bathroom and kitchen pods market was estimated at **£x million at Manufacturers Selling Prices (MSP)**. This represents an xxx of around xx% compared to the previous year.
- This market estimate equates to around **xx,xxx pods installed in xxxx**, both in residential and non-domestic end use applications.

The following chart illustrates the size of the bathroom and kitchen pods market in terms of value and volume since xxxx, with forecasts to xxxx: -

Chart 1: UK Bathroom and Kitchen Pods Market by Value (£m MSP) and Volume (000s) 2015-2024



Source: AMA Research / Trade Estimates

- Since xxxx, the market for bathroom and kitchen pods has generally been driven by increasing requirements for **faster construction times** in key end use applications – student accommodation, xxxx xxxxx xxxxxxxxx xxxxxxx - combined with the impact of the **shortage of key on site skills** in trades such as roofing, plumbing and bricklaying.
- With the Government target to build xxx,xxx homes a year by the mid-xxxxs, offsite construction and the use of pods has been recognised as a **practical strategy** to achieve this goal.

3. UK MARKET FOR BATHROOM AND KITCHEN PODS

Table 2: The Features and Benefits of Bathroom and Kitchen Pods

Features	Benefits
A high level of quality control and testing prior to leaving the factory.	Guaranteed quality. (Typically to BS EN ISO xxxx) Higher standard of finish. High degree of replication. Improved reliability /operational characteristics.
Xxxx xxxxxxxxxx xxxx xxxxxxxxxxx xxxxx xxxxxxxxxxxxx xxxxxxx xxx xxxxxxxx.	Xxxxxx xxxxxx xxxxxx xxxxxxxxxxxxxx xxxxx xxxxx xxxxxxxxxxxx xxxxxxxxxx xxx.
Reduced levels of onsite assembly.	Reduced storage onsite. Avoids theft and vandalism. Reduced noise and other pollution onsite.
Xxxxxxxxxxxxxxxx xxxxxxxxxx xxxxxxx xxxxxxxxxxxx xxxxx	Xxxxxx xxxxxx xxxxxx xxxxxxxxxxxxxx xxxxx xxxxx xxxxxxxxxxxx xxxxxxxxxx xxx. xxx xxxxxxxxxxxx xxxxxxxx xx
Works removed from critical path programme.	Greater control over time predictability. Ensured levels of cost.
Xxxx xxxxxxxxxx xxxxx	Xxxxxx xxxxxx xxxxxx xxxxxxxxxxxxxx xxxxx xxxxx xxxxxxxxxxxx.
One single point of contact for bathroom and kitchen pods.	Simplification of proces (Ctrl) Lower administration costs. Economies of scale.

Source: AMA Research

3.2 Definition

This report defines pods as discrete volumetric units for bathroom, shower or kitchen applications, that are factory fitted with electrical circuitry, lighting, plumbing and sanitaryware but which do not form part of the building envelope.

These are typically available in frames made from either light gauge steel, hot rolled steel, GRP, composite or concrete.

- **GRP, composite** and **steel pods** are either installed on site by being lowered by crane into a steel structural framework, or they are supplied directly to modular building manufacturers to be fitted inside larger volumetric modules. These products currently account for the major share of the market.
- **Concrete pods** are typically load-bearing structures that are often installed into a building's structural concrete framework.

4. PRODUCTS

4.1 Overview

Most pods manufacturers offer several standard pod ranges, with features and fittings modified for different end use applications with, for example, level access floors that cater for the disabled and elderly.

In general, a standardised pod design can be customised by the manufacturer, although with higher specification products, e.g. for an upmarket hotel or apartment, the final choice for interior finishes remains with the client or their architect.

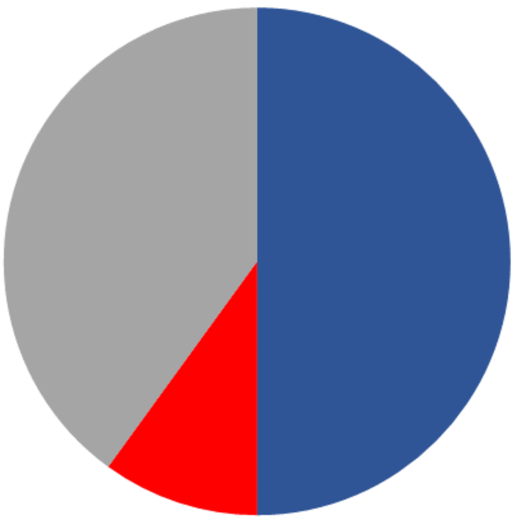
Added value is typically achieved through the specification of upmarket components such as xxx xxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxxx xxxxxxxxx xxxxx xxxxxxx xxxxxx xxxxxxxxxx xxxxxxx xxxxxx xxx xxxxxxx xxxxxxxxxxxx xxxxxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxx xxxxx xxx xxxxxx xxxxxxxxxxx xxxxxxxxx xxxxxxxxx xxxxxx.

There are often partnerships between pod manufacturers and suppliers of sanitaryware, brassware, internal finishes, worktop surfaces, etc. This is particularly important with contracts requiring large numbers of pods, whereby layouts and finishes are highly standardised.

4.2 Product Mix

There has been little change in the overall product mix for bathroom, shower-room and kitchen pods in the last few years, with the current situation shown in the following chart: -

Chart 6: Bathroom, Kitchen and Shower-room Pods % Product Mix by Volume 2019



Source: AMA Research / Trade Estimates

5. SUPPLIERS

5.1 Market Shares

The bathroom and kitchen pods market has undergone some consolidation in the last ten years, following the contraction of the market during the economic downturn. This resulted in several larger specialist manufacturers going into administration (i.e. **RB Farquhar**, **EJ Badekabiner**), whereas others have gained market share (i.e. **Walker Modular**). xxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxxx xxxxxxxxx xxxxx xxxxxxx xxxxxx xxxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxx xxxxx xxx xxxxxx xxxxxxxxxxx xxxxxxxxx xxxxxxxxx xxxxxx.

The market for bathroom and kitchen pods has xxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxxx xxxxxxxxx xxxxx xxxxxxx xxxxxx xxxxxxxxxx xxxxxxx xxxxxx xxx xxxxxxx xxxxxxxxxxxx xxxxxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxx xxxxxx. Establishing production facilities can also represent a large investment and any delays in the build programme may cause cash flow issues for smaller companies.

The main suppliers of pods generally fit into two categories; xxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxxx xxxxxxxxx xxxxx xxxxxxx xxxxxx xxxxxxxxxx xxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxxxx xxxxxxxxx xxxxx xxxxxxx xxxxxx xxxxxxxxxx xxxxxxx xxxxxx xxx xxxxxxx xxxxxxxxxxxx xxxxxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxxx xxxxxxxxx xxxxxxx xxxxx xxx xxxxxx xxxxxxxxxxx xxxxxxxxx xxxxxxxxx xxxxxx.

The following table illustrates the market shares of the leading suppliers in the UK bathroom and kitchen pods market in xxxx: -

Table 8: Bathroom and Kitchen Pods Suppliers % Market Shares by Value 2019

Company	Value Share %
Walker Modular	x
Xxxxxxx xxxxxxxx	x
Bathsystem UK	x
Xxxxx xxxxxxxxxx	x
Others including Modular Systems, xxxxxxx xxxxxxxx, Rollalong, xxxxxx xxxxx, Ensuite Solutions, Kondor Pods, **etc.**	x
Imports	x
Total	**x**

It should be stated that estimates in the table should be treated as guideline market shares only, since figures may be significantly affected by one large contract in a given year.

6. END USE SECTORS

The following chart illustrates new housing completions in the UK from 2015 to 2019, with forecasts to 2024: -

Table 11: New Housing Completions (UK) by Volume 2015-2024

Year	Private Sector	Public Sector	All Dwellings	% Change
2015	x	x	x	+ x
2016	x	x	x	- x
2017	x	x	x	+ x
2018	x	x	x	+ x
2019 Est	x	x	x	+ x
2020 Fcst	x	x	x	- x
2021 Fcst	x	x	x	+ x
2022 Fcst	x	x	x	+ x
2023 Fcst	x	x	x	+ x
2024 Fcst	x	x	x	+ x

Source: DCLG / AMA Research

- The level of new housing completions is estimated to have increased by just xx% in xxxx, following a moderate xx% xxxxx in xxxx. In xxxx, completions are forecast to decline by xx% followed by more steady annual increases of x-x% to xxxx.
- New housing reservations have been affected by the uncertainty within the UK economy with the Brexit transition process, with consumers taking more time to commit to purchases. There is perception within the housing market that buyers may be deferring purchases until there is greater clarity on job security and wage growth.
- The recent hustings surrounding the General Election at the end of xxxx showed significant political will from the major parties to boost housing completion numbers. However, it is the speed with which these policies will be enacted which will have the greatest influence on the level of housing output into the medium-term.
- In addition, there are changes affecting the public sector in terms of delivery of housing developments, with more involvement of “private” sector divisions and more direct build initiatives.
- The private sector will continue to play a dominant role in total housing output, but it will remain subject to the key issues of affordability and funds available through mortgage lending.