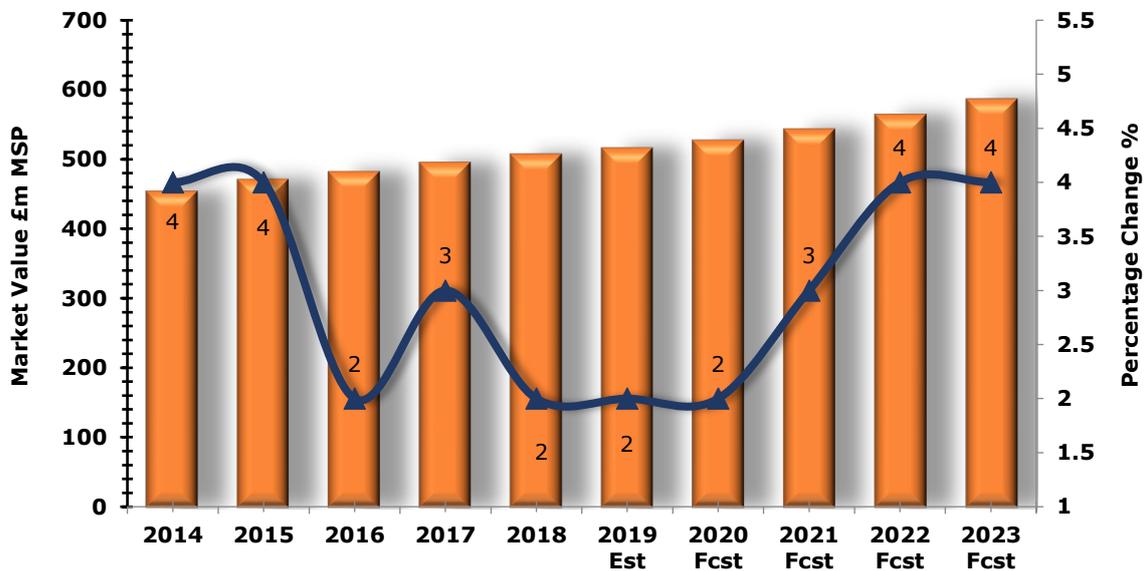


The outlook for the UK shower equipment market at the end of 2019 remains challenging



The following chart illustrates the size of the overall UK shower equipment market (including accessories) in terms of value since 2014, with forecasts to 2023

The outlook for the UK shower equipment market at the end of 2019 remains challenging - market growth will be influenced by the economic environment and consumer and business confidence. Longer term prospects are more positive, with overall market development expected to improve across the review period, following a more subdued performance in the short term.

As the shower market reaches maturity in the UK, there is a significant and ongoing demand for replacement products, with manufacturers offering 'easy to install and replace' showering equipment in order to encourage upgrades.

Lifestyle and design trends are also supporting the refurbishment market with the desire for improved style and design in the home. Flexibility, durability and ease of use are also key requirements and are influencing the shift towards higher value products. Digital showers are set to

grow at a steady rate in line with the use of digital technology and smart devices around the home in general. This sector will continue to take share from other shower control sectors, particularly mixer showers and power showers.

The growing use of the internet has raised expectations and awareness of affordable design-led products. The 'improve don't move' trend continues to drive demand in the RMI sector and upgrades to higher quality shower products. The growth of online retailing means that price comparison is quick and easy, affording these homeowners greater scope and choice.

Moderate to steady growth of 2-4% per annum is currently forecast from 2020 until 2023. Housebuilding volumes are set to remain stable despite the uncertainty currently surrounding the UK's exit from the EU. Prospects remain positive in this sector and will support demand for shower equipment installed in new build homes.

The information was taken from the [Shower Market Report](#) by AMA Research, which is available to purchase now at www.amaresearch.co.uk or by calling 01242 235724.

Editors Note:

Please include our web address on any press release or article published. If you would like to receive more information on the report, or would like to speak to the Editor, then please contact:

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