

## **6% of UK homes now have a wetroom installation**



The market for wetrooms has increased at a steady pace over the last 5 years and continues to grow in popularity. As an open-plan alternative to the traditional bathroom, it provides a design-led solution that is regarded as a luxurious and accessible feature in the home. According to the latest wetroom report from AMA Research, it is estimated that around 6% of UK homes now have a wetroom installation.

In the period 2014-15, the wetroom market achieved annual growth of 4-6%. Key market drivers included increasing levels of new housebuilding, particularly the retirement/care sector, where wetrooms are more common. However, with the political and economic uncertainty surrounding the UK Brexit vote in 2016-18, value growth in the wetroom market slowed somewhat.

More recent design developments have meant that there are now wetroom products available that can be used on most floor types, including concrete floors or timber

joists. Prices have also fallen, and products are more widely available, making wetrooms a more affordable choice to the mainstream consumer.

The outlook for the UK wetroom market in 2019 is proving to be more challenging - market development will be influenced by the economic environment and the outcome of the Brexit negotiations. However, underlying demand remains positive, with overall market development expected to improve across the review period, following a more subdued market in the short term.

Moderate to steady growth of 3-4% per annum is currently forecast from 2020, when the market size is expected exceed a value of £100 million at MSP. This would represent an increase of around 15% when compared to the market size in 2019.

The information was taken from the [Wetroom Market Report - UK 2019-2023](#) by AMA Research, which is available to purchase now at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) or by calling 01242 235724.

Image taken from Adobe Stock.

#### **Editors Note:**

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