



Bathroom Accessories

Publ. Date: Jan 2005

Base Year: 2003 & 2004*

Price: €1,100 per country

Countries: UK, F, E, D, I, NL, B, P, RU

* base 2003 with focus on 2004 (including market shares)

Bathroom Accessories Reports

Consult GB is pleased to announce the publication of 9 reports on the European Market for Bathroom Accessories in 7 West (**United Kingdom, France, Spain, Germany, Italy Netherlands, Belgium**) - and 2 East European countries (**Poland and Russia**). The reports provide a detailed overview of the bathroom accessories market in these countries.

Each of these reports looks at the market for bathroom accessories in each of the above listed countries. Historical trends (back to 1995) and forecasts (through to 2008) and market shares. Market values and volumes are split by product category in each country, i.e:

Soap Holders, Soap Dispensers, Shelves, Towel Holders, Toilet Paper Holders, Tissue Holders, Towel and Bathrobe Hooks, Toothbrush Holders and Tumblers, Waste Paper Bins, Shower Storage Units, Toilet Brushes and Other Bathroom Accessories.

Summary:

The European market for bathroom accessories for the nine countries studied by Consult GB increased by 2% in value both in 2003 and 2004. In terms of value, the overall bathroom accessories market in these countries is estimated at €1.0 billion in 2004.

Russia is the largest European market for bathroom accessories in terms of value. In 2004, the market increased to above €325 million. A great majority of bathroom accessories in Russia is imported from China.

The German bathroom accessories market continued its long term decline in 2003 and 2004, though the market stabilised in 2004. KEUCO has a very strong position in the German market with an estimated 20% market share.

In Italy, sales of bathroom accessories increased by 3% in terms of value in 2003. In 2004, the overall market value remained almost unchanged. INDA is the overall market leader, with more than 12% estimated market share, followed by GEDY (10%).

Research for this report has drawn mainly on personal and telephone interviews with manufacturers, importers and distributors, plus a variety of published sources, including government statistics, trade associations, in-house and library data.

Click [here](#) for detailed information on the survey (product segmentation, tables, figures, distribution etc.).

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