

Bathroom Association Market Index

Driving Growth with Data and Insights

UNLOCKING MARKET INTELLIGENCE



Confidential, Collective Intelligence

Data is securely processed by an independent third-party, ensuring total confidentiality.



Pooling data builds a comprehensive industry picture



Benchmarking for Success

Monthly health checks compare your performance against the entire industry.



Identify growth opportunities

Identify growth opportunities and underperforming areas with deep dive insights.



Transforming Data into Growth

The Market Index converts raw sales figures into actionable insights for the UK bathroom sector.

Empowers businesses to replace guesswork with verified market facts.

UNLOCK BESPOKE MARKET INTELLIGENCE

Gain access to the UK bathroom sector's only verified data pool for precise decision-making.



Track Performance in Real Time

Receive monthly reports detailing sector, category, volume, and value trends.



Benchmark Your Market Share

See your business's performance mapped against the wider industry every 30 days.



Independent & Secure Data Processing

Enjoy total confidentiality with third-party data handling, so your sales figures remain private.



Your Business, Measured

Empowers businesses to replace guesswork with verified market facts.

UNIFIED SECTOR INTELLIGENCE



Your participation helps build the sector's single source of truth for market performance.



Collective insights ensure the bathroom industry is prioritised in national policy.

COLLECTIVE INDUSTRY INFLUENCE



Aggregated data empowers the Association to advocate effectively with government and regulators.



Evidence-based lobbying drives real impact for members during regulatory changes.

PRIVACY-FIRST DATA HANDLING



All sales figures are processed by an independent third party, ensuring 100% confidentiality.



Individual business data is never visible to competitors or the Association.

LEADING WITH EVIDENCE



Included Market Intelligence

Monthly reports deliver actionable insights as part of your membership.



Pinpoint Growth Opportunities

Deep dive data reveals underperforming channels and emerging sales areas.



Drive Strategic Decisions

Real-time performance tracking empowers teams to pivot quickly.



Save on Research Costs

Professional reporting included, eliminating need for expensive external research.

KEY TAKEAWAYS FOR YOUR BUSINESS



BENEFIT



EVIDENCE-BASED



MARKET SHARE TRACKING



DATA SECURITY



GROWTH DISCOVERY



BUDGET OPTIMISATION



WHAT IT DELIVERS



Move from gut feel to a plan backed by proof



Know your exact market share every 30 days



Independent processing ensures 100% confidentiality



See which categories are growing while others stall



Stop spending on declining channels by seeing real market shifts