



# BiKBBi RESEARCH

KBB Installer Survey: January 2024





# Overview

In December 2023, the British Institute of Kitchen, Bedroom & Bathroom Installation (BiKBBI) launched its annual 'State of the Industry' survey, inviting UK-based KBB installers and installation businesses to share their views on a number of key topics relating to their business, the economy, the environment and the KBB sector generally.

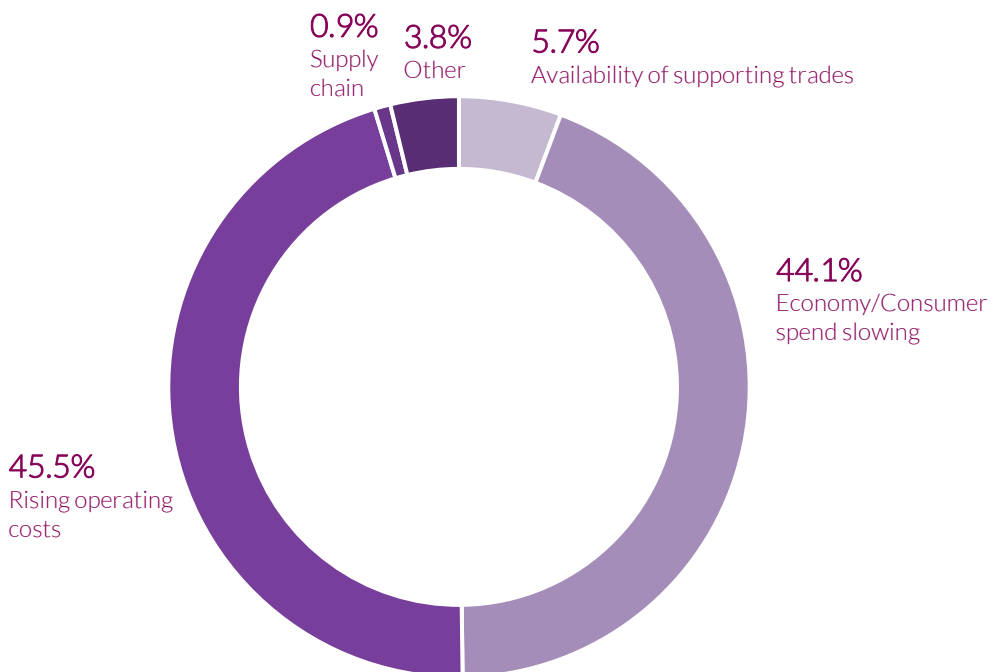
The survey was open to both BiKBBI members and non-members and respondents were invited to participate via a number of platforms including the BiKBBI website and social media platforms, email marketing to both the BiKBBI member database and The Installer Magazine circulation list and BiKBBI stakeholder/third-party digital platforms.

The full results of the survey are published in this document for the first time.

Tell us a little about how you feel the economy will affect you and your business in 2024:

Almost  
**90%**  
of installers surveyed are most concerned about the economy or rising operating costs affecting their business in 2024.

**> 1%**  
of respondents are most concerned about the supply chain, compared to 4.7% in 2023.



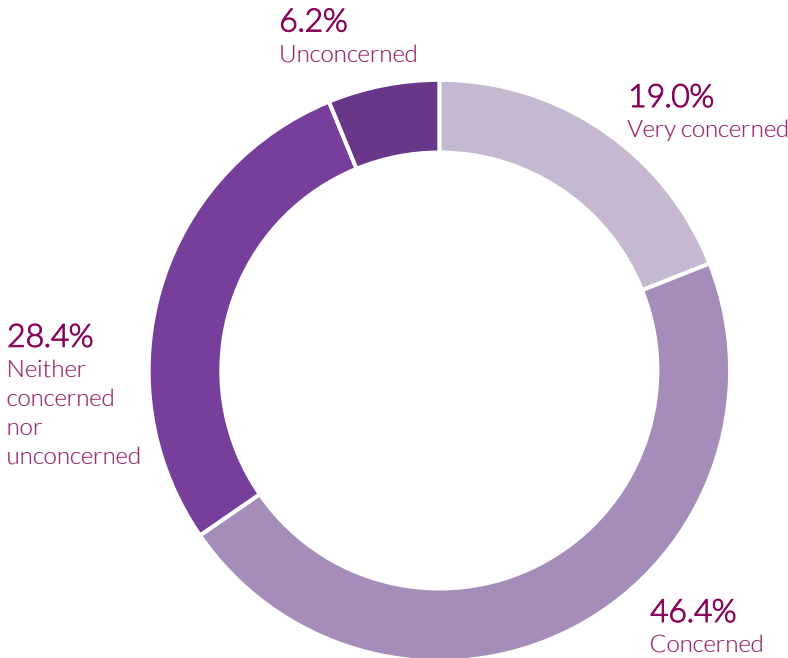
# How concerned are you about your business and the next 12 months?

**65%**

of installers are either concerned or very concerned about their business in the next 12 months (+4% compared to 2023).

Those unconcerned about their business in the next 12 months fell from 12.5% in 2023 to

**6.2%**



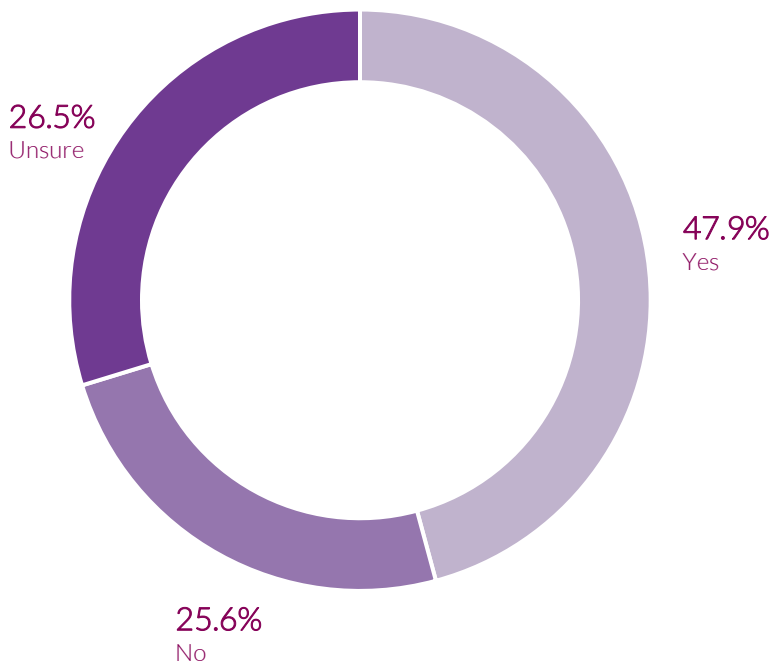
# Do you think your work streams will reduce in 2024

# 48%

of respondents think their workload will reduce in the next 12 months – up from 43% last year.

# 1/3

of installers surveyed are unsure of the impact that uncertainty in 2024 will have on them – in line with 2023 results.



# Would you consider taking on an apprentice?

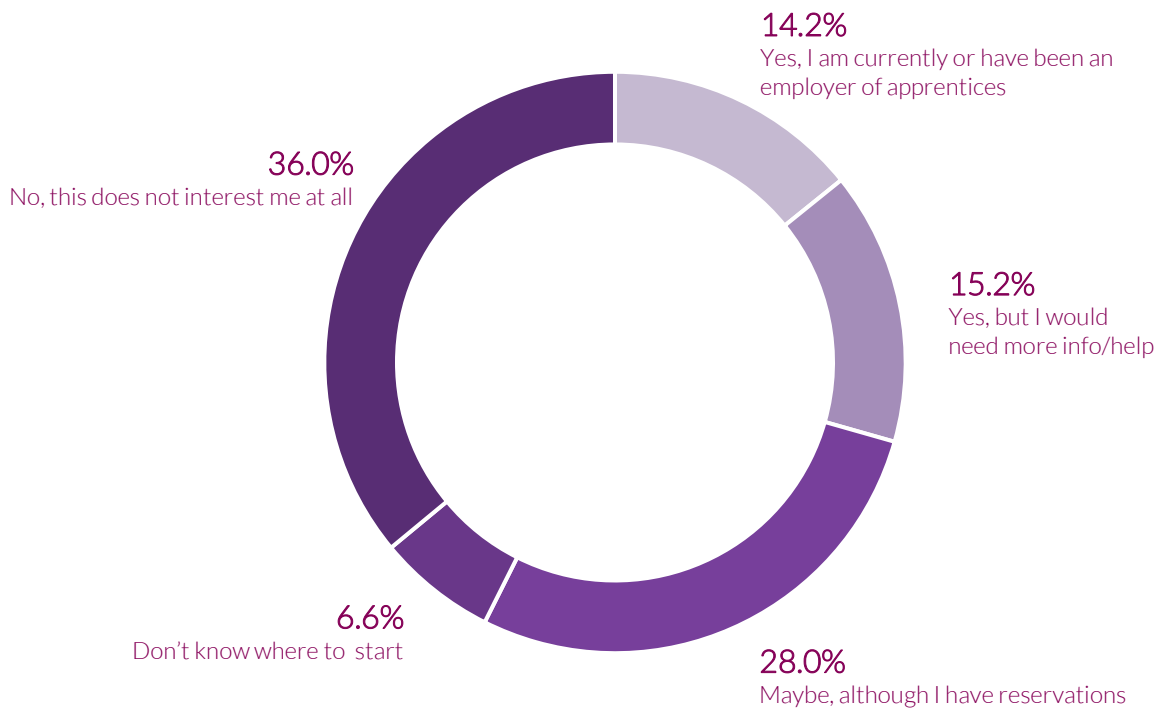
28%

have reservations about taking on an apprentice.

More than

1/3

are not interested in taking on an apprentice.



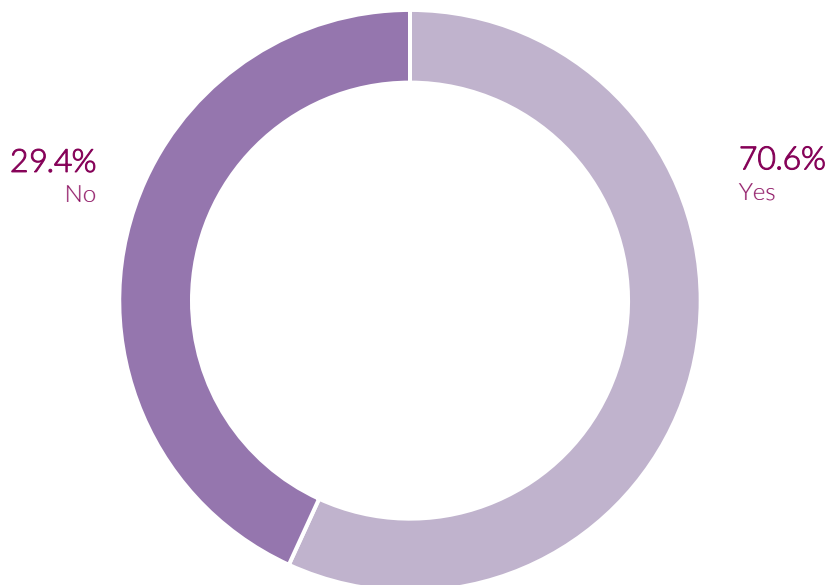
Would you be interested in further training opportunities and CPD for either yourself and/or your team?

70%

of those surveyed are interested in training for themselves and their teams.

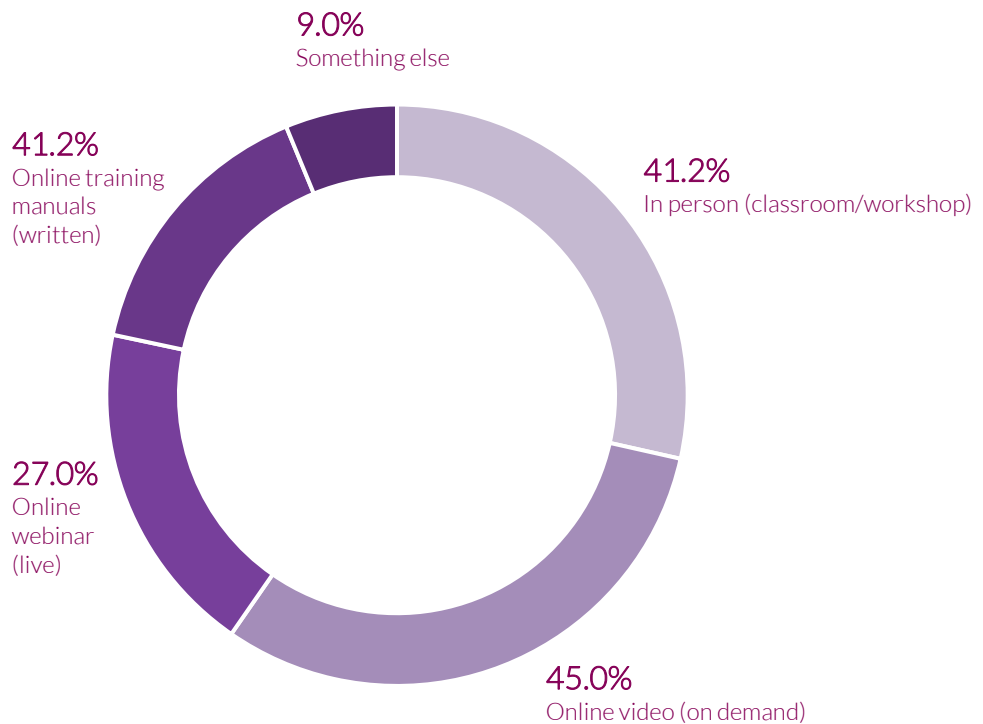
1/3

of respondents were not interested in Continued Professional Development



# How can training best be delivered to KBB installers?

<p>Almost</p> <h1>1/2</h1> <p>of installers said that online video (on demand) is the best training platform.</p>	<h1>41%</h1> <p>think that in-person (classroom /workshop) is best environment for learning and CPD.</p>
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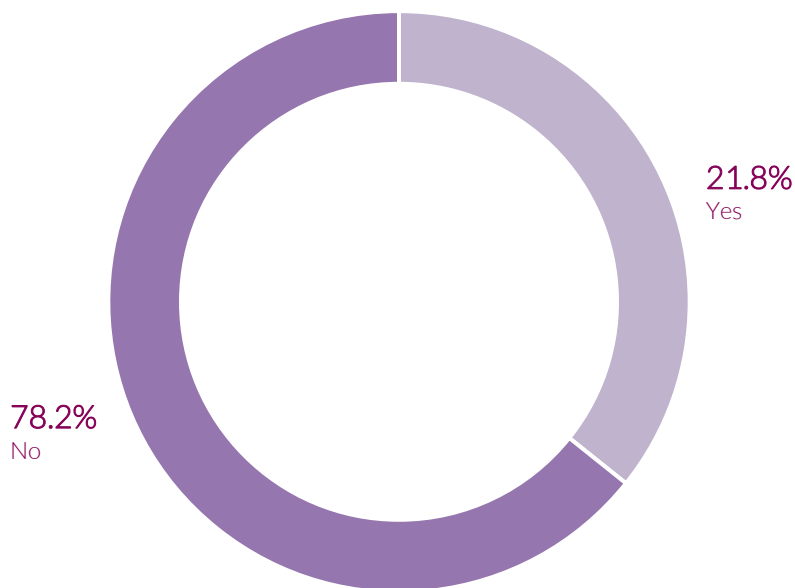
Have you seen an increase in the number of customers asking about environmentally-friendly solutions/products?

21%

of installers have reported an increase in customers asking questions about environmentally-friendly products.

1 in 5

are noticing consumers seeking their advice on sustainability.



Do you feel the industry is doing enough to reduce its impact on the environment?

55%

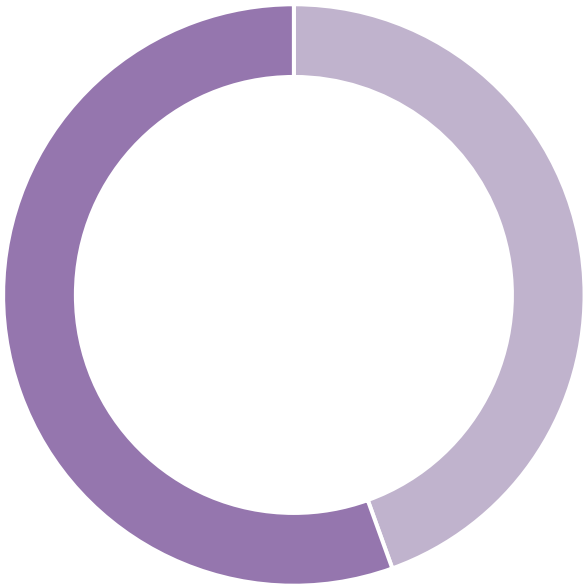
of those surveyed feel the industry is not doing enough to reduce its impact on the environment.

That's an increase of

+15%

compared to 2023.

55.5%  
No



44.5%  
Yes

When taking on someone new, where do you go to promote vacancies?

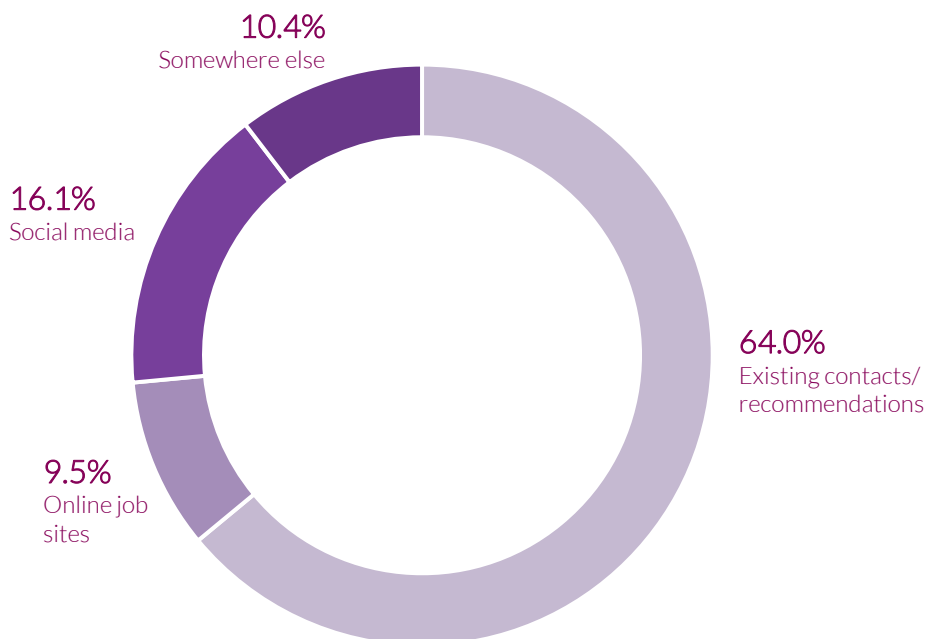
64%

rely on recommendations  
and existing contacts for  
recruitment

Less than

1/4

use online channels such as  
job sites and social media  
when looking to employ



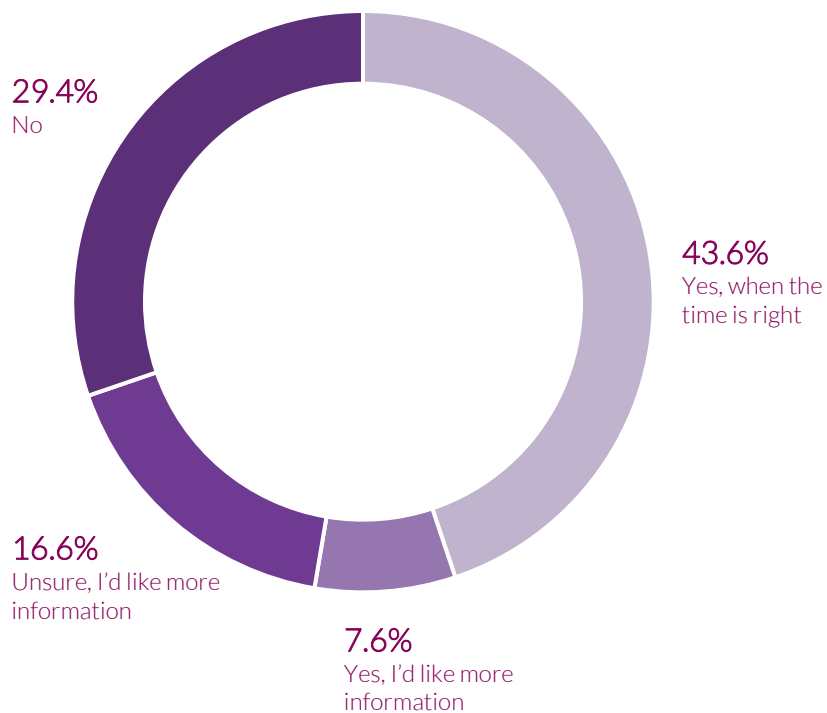
Would you consider taking on ex-services personnel when they finish their military career?

1/2

of KBB installers would consider taking on ex-services personnel in the future.

16%

were uncertain but would like to receive more information.



Would you be tempted to take your skills into another industry (if the circumstances were right)?

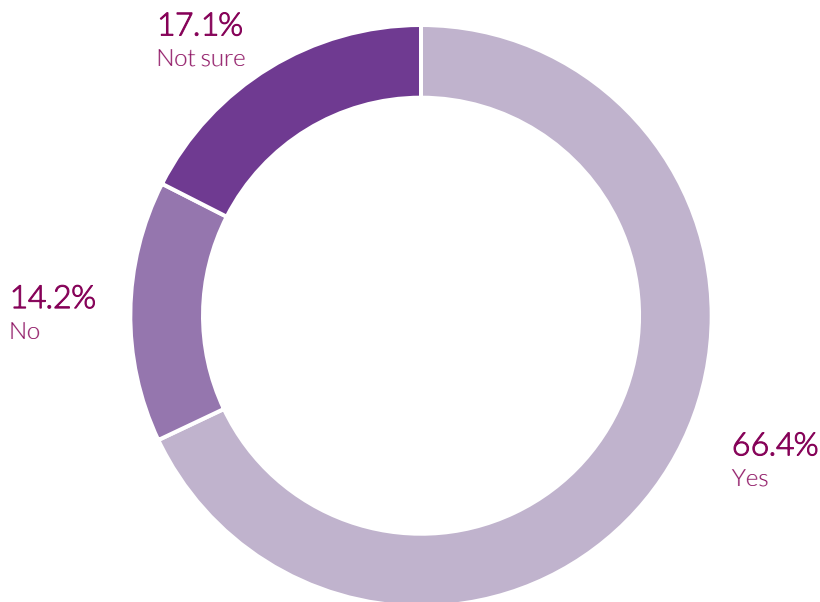
66%

of KBB installers would be tempted to leave the industry – that's an increase of +6% vs. 2023.

Only

14%

of installers would not consider moving to another sector.



If you were to be tempted away from the KBB industry, what would be the main reason?

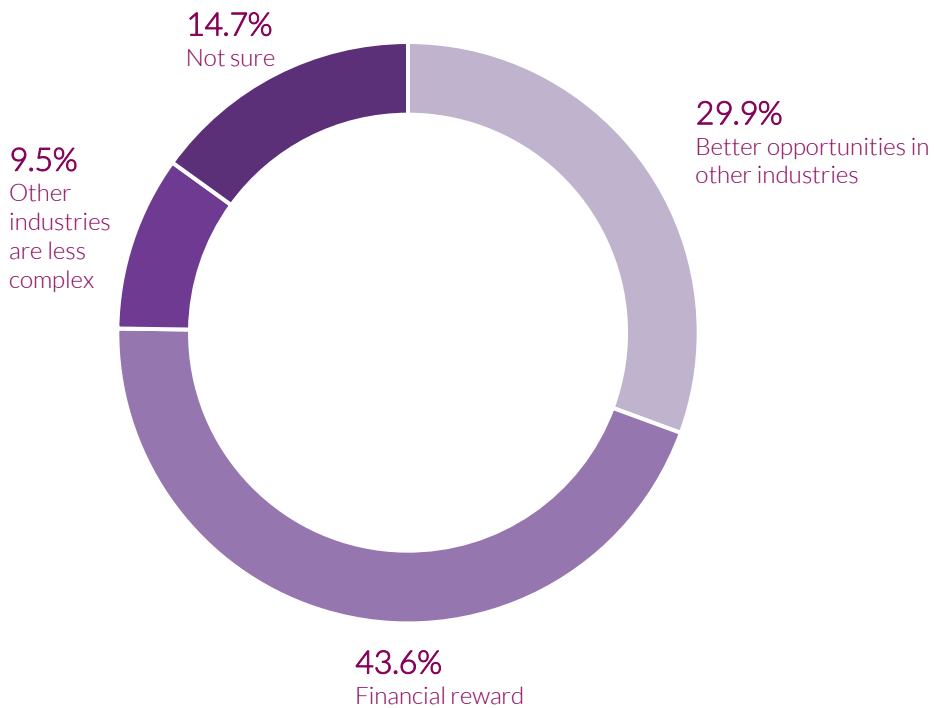
43%

of installers cite better financial reward as the main reason they would be tempted away from KBB.

Almost

1/3

of installers would move to another sector for better opportunities.



# Is the government doing enough to support your business?

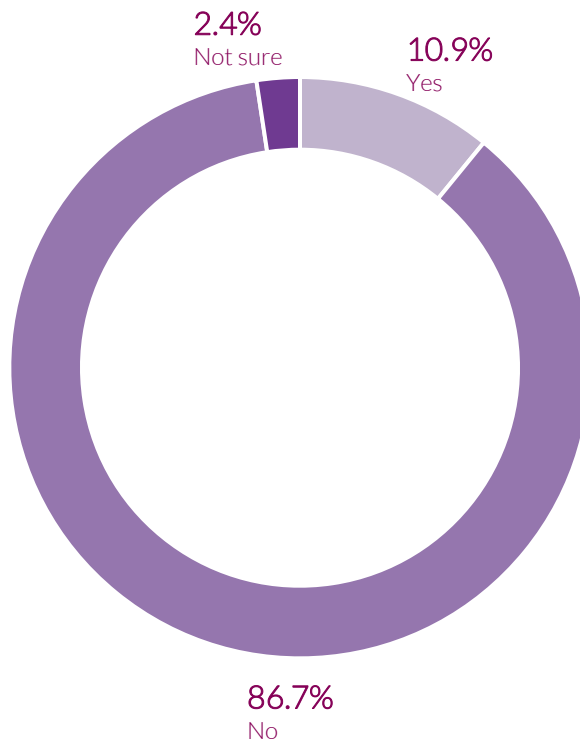
86%

of respondents think the government could be doing more to support their business.

Just

1/10

installers are satisfied with the level of support they currently receive from government.





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