INSTALLER SURVEY

April 2025

BRITISH
INSTITUTE OF
KBB INSTALLATION

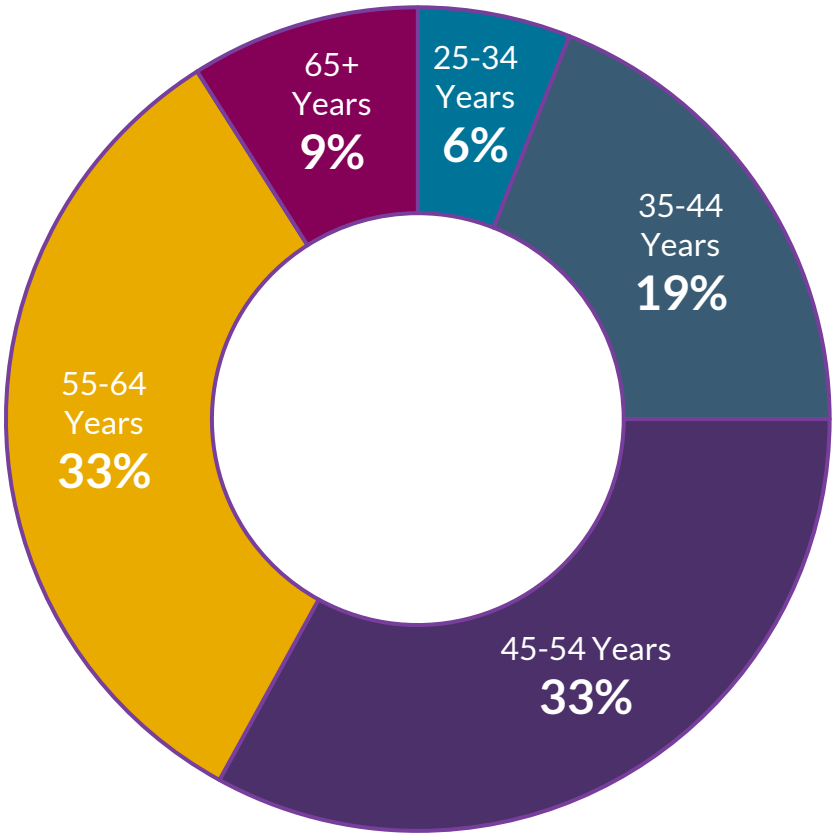
Overview

Each year, the British Institute of Kitchen, Bedroom & Bathroom Installation (BiKBBI) undertakes a research project focused on the KBB installation sector - inviting UK-based kitchen, bedroom and bathroom installers and installation businesses to share their views on a number of key topics relating to their business, the economy and the KBB sector generally.

The 2025 survey was launched in March 2025 and was open to both BiKBBI registered installers and non-registered installers, 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.

Age profile:



Almost

2/3

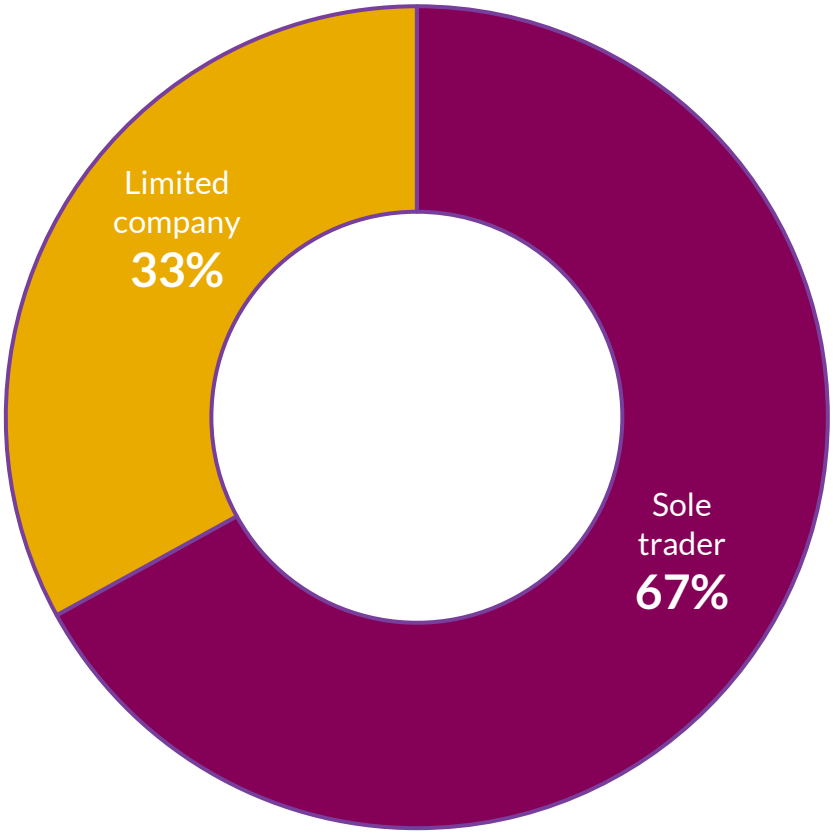
of installers surveyed sit within the 45-54 and 55-64 year age groups.

The number of installers in the +65 years age group has increased

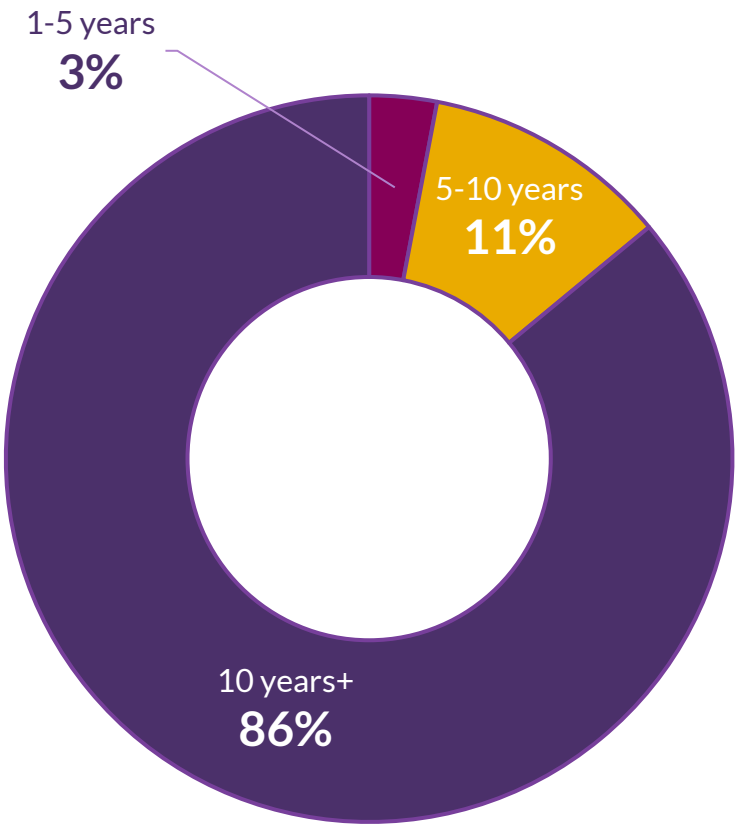
+3.6%

compared to BiKBBI's 2024 survey data.

What type of business do you operate?



How long have you been in the industry?



Almost

90%

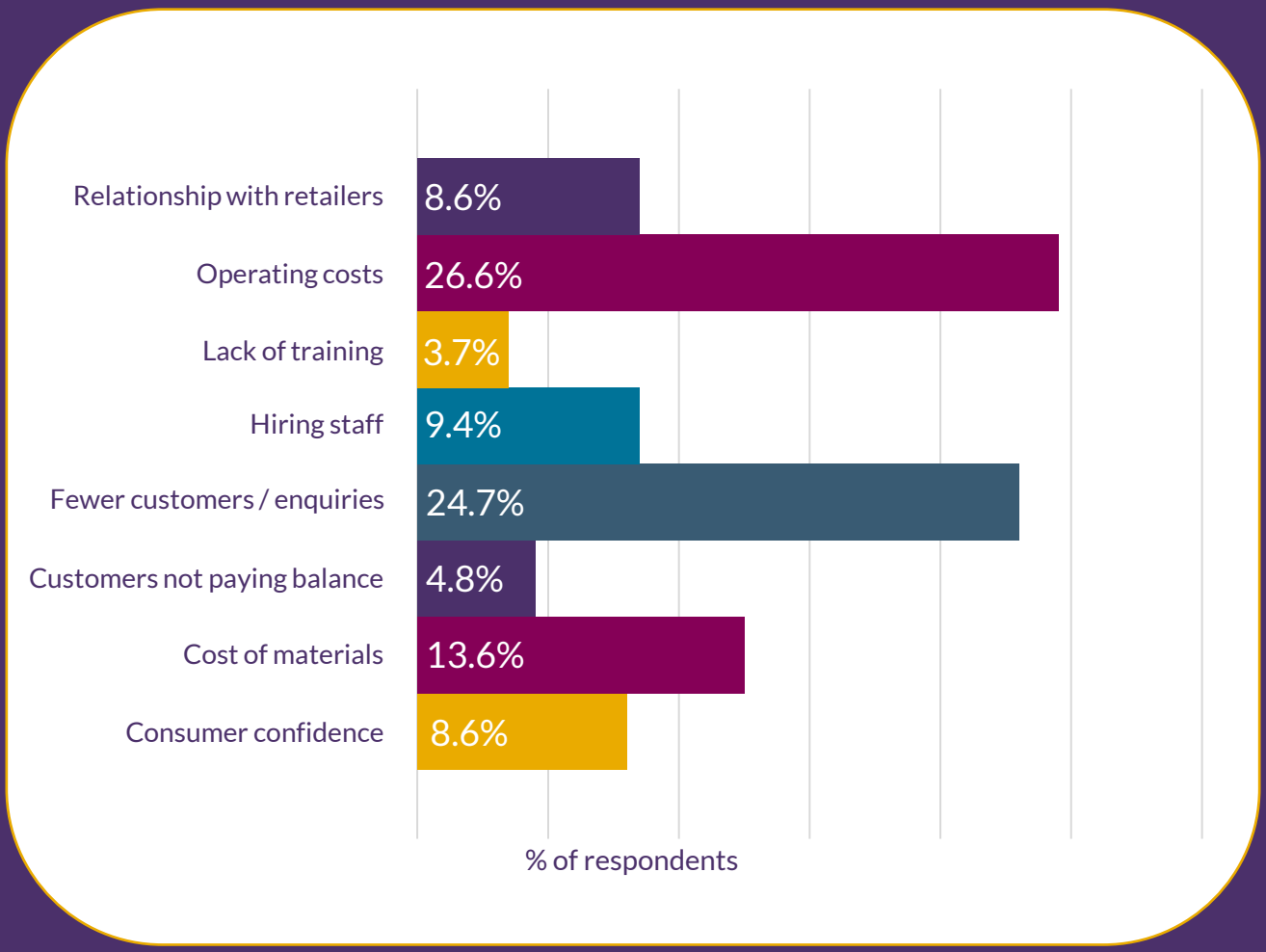
of installers surveyed have been in the industry for more than a decade.

Less than

1 in 10

respondents have entered the sector in the last 5-10 years

What is the biggest challenge facing your business?

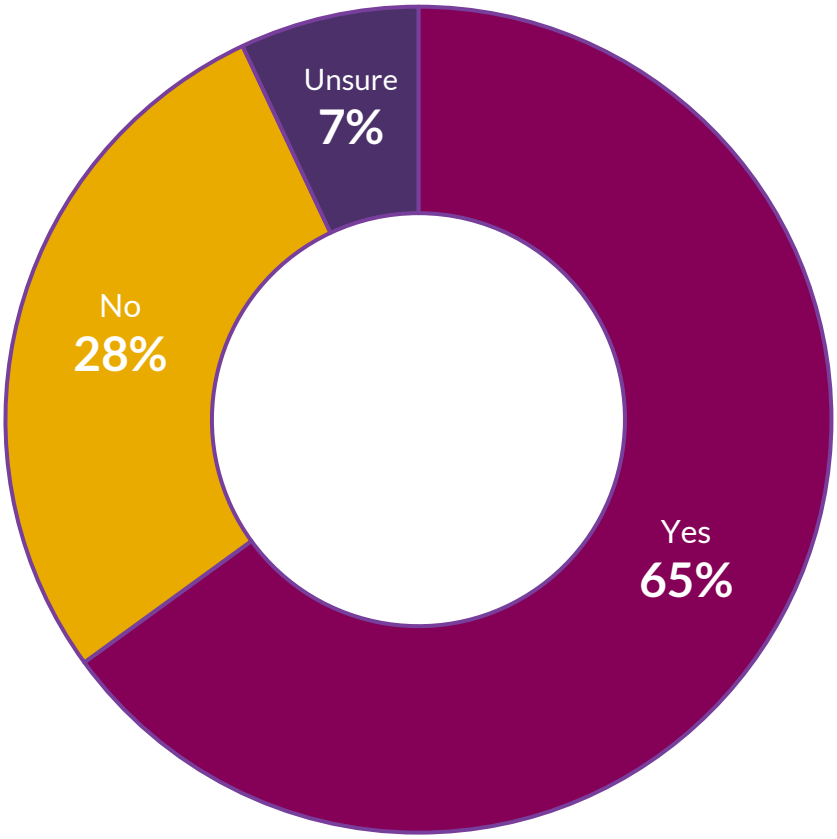


More than

50%

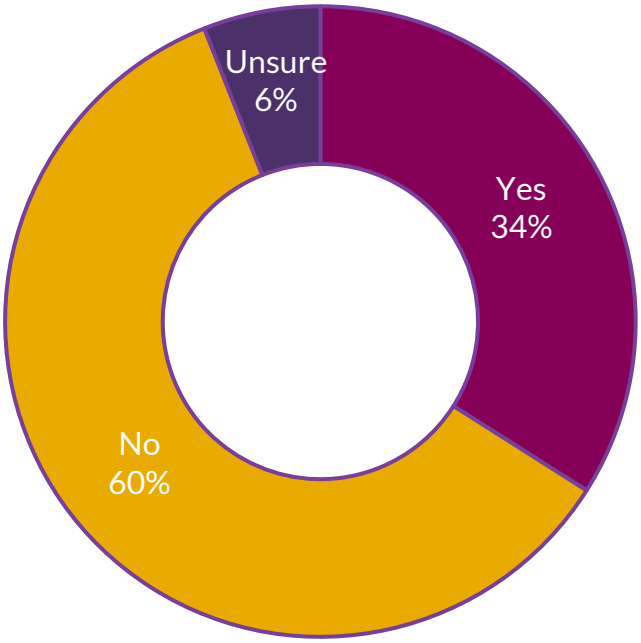
of respondents cite operating costs and a decline in customer demand as the biggest challenge facing their business.

Have your concerns changed in the last 6-12 months?



Almost 2/3 of respondents feel that the challenges they face have changed in the last year.

Are you currently part of any membership organisations?



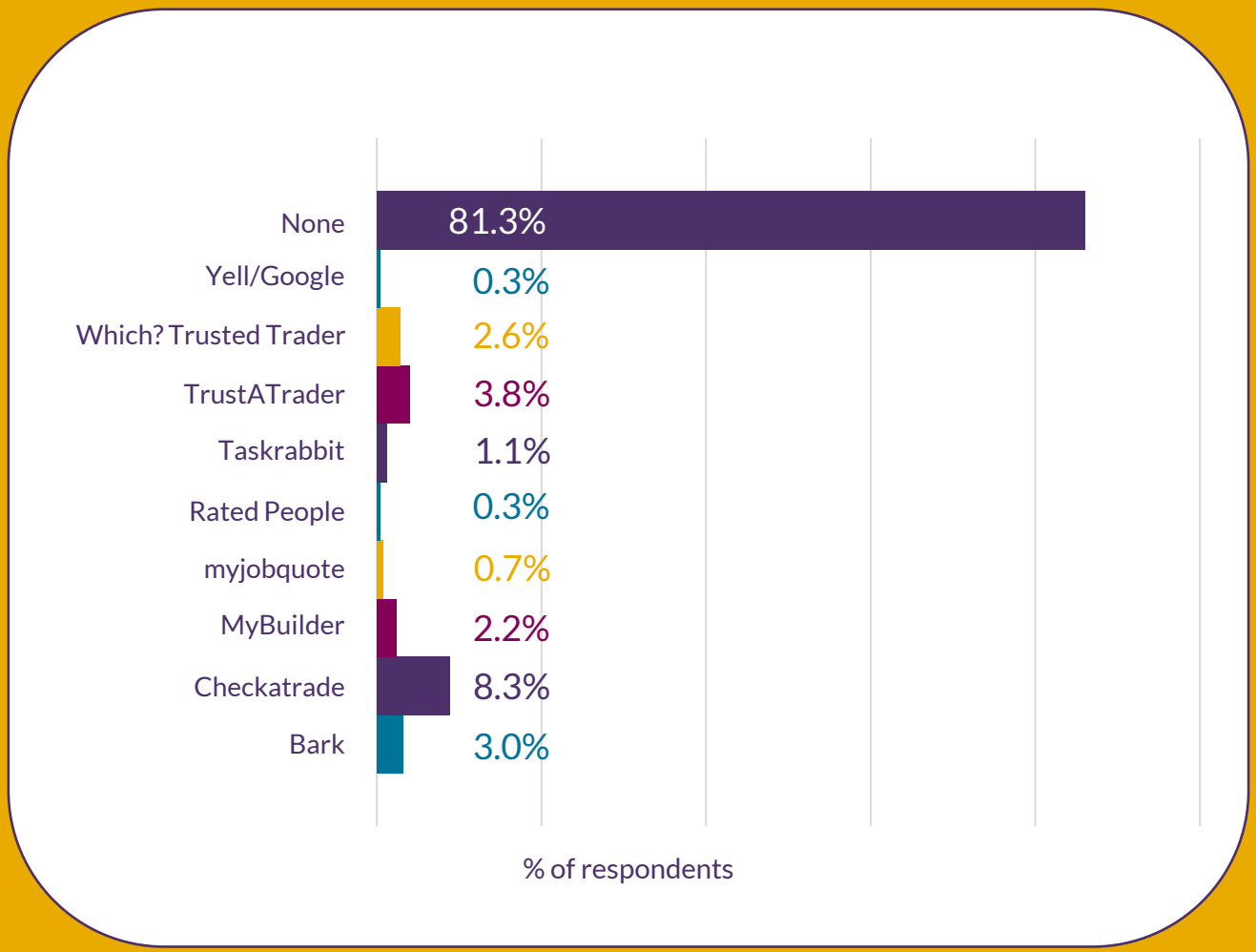
Only

1/3

of installers are currently registered with a trade body, association or institute.

Do you subscribe to any lead generation platforms?

Despite one quarter of respondents citing a decline in customers/enquiries as their biggest concern in 2025, **less than 10%** subscribe to lead generation platforms to secure more work. Checkatrade has the biggest market share of those surveyed, at 8.3%



More than

80%

of installers surveyed do not subscribe to lead generation platforms.

Despite one quarter of respondents citing a decline in customers/enquiries as their biggest concern in 2025, **less than 10%** subscribe to lead generation platforms to secure more work. Checkatrade has the biggest market share of those surveyed, at 8.3%

How do you promote your business?

Local radio / newspaper

7%

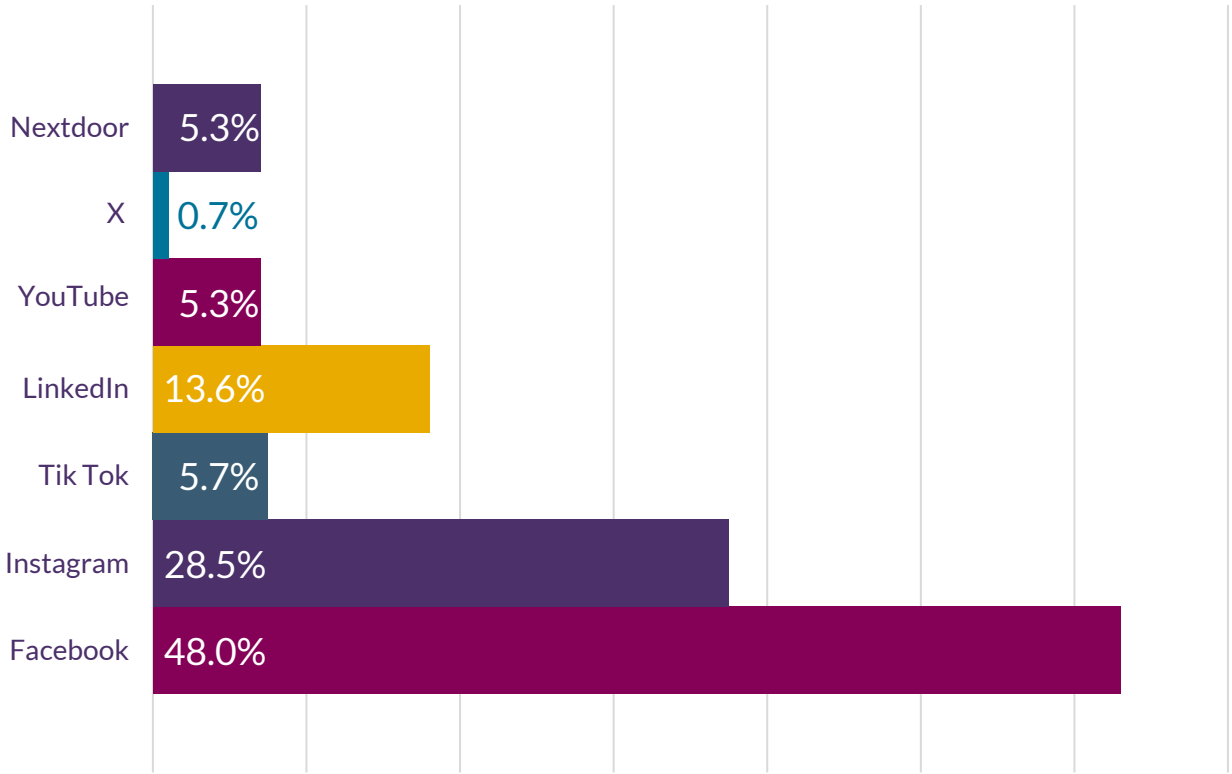
Social media

49%

Website

44%

Which social media platforms do you use to promote your business?



Facebook continues to be the most popular social media platform for promoting business within the KBB installer community.

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