Key Industry Statistics

BISHTA is committed to working with its Members to identify the size of the hot tub and swim spa market in the UK and Ireland. In order to achieve this, there is a need to collect data from the industry. It is hoped to do this by liaising with BISHTA Full Members to get confidential data to share key headlines from our industry.

The main benefits from this data collection will be for members to have a more accurate figure for the size of the UK Hot Tub industry and to understand the size of their market share compared with all other Members combined. Only each Member will know their own specific share of the market (all other data will be collated to ensure anonymity).

The key indicators that will ideally be collected will be:

1. the number of invoiced sales of domestic, self contained hot tubs and separately swim spas in the UK (please note this figure will normally be the number of sales to retailers and so if there are any direct sales to customers, please ensure there is no double counting of hot tubs and swim spas in the figures collected).
2. the value of the hot tub and swim spa sales mentioned in point one above. This should be the price as sold to the retailers (or the retail price, if sold directly to the user, but please ensure there is no double counting).

Through the sharing of key data, it will be possible for BISHTA to build up an accurate picture on the size of the market that is currently held by BISHTA Members. If each BISHTA Member provides accurate and timely figures, then this will allow the data to be collated and each Member will be able to identify their share of the total market. It should be stressed that at no point is it envisaged that individual data will ever be shared with anyone else, (unless such permission is given by you) and therefore although you will know the combined figures for all BISHTA companies, you will not have access to the data for any other individual company. The individual data will be anonymous.

The figures would usually be requested on a quarterly basis in arrears. It is vital that the data provided is accurate and reflects the true nature of the numbers and invoiced sales. Without the trust that each relevant Member is submitting their data accurately, it will prove a meaningless exercise, as there may be concerns that the figures have been deliberately inflated or underplayed to distort the true size of the market.

In addition to collecting data starting from this year, it is hoped that Members will be prepared to retrospectively provide data for at least the last three years, as this will permit trends to be analysed in the UK hot tub market. This retrospective data collection should permit better estimates to be made historically about the trends in the size of the market in the UK. The number of year’s figures that the Members provide will dictate the information that they receive for a particular year. If a Member supplies data for the previous two years they will receive the summarised data for that time period, but not for any earlier. Given the loss of at
least three BISHTA Full Members in the past few years, due to liquidations, some of these retrospective figures will need to be estimated, where possible to ensure more accurate figures can be constructed.

Please note that the data collection will not be compulsory for Full Members to provide to BISHTA, but only Members that provide the data will be entitled to receive a summary of the information back on a quarterly basis. It would be very helpful if Members would confirm their intention to provide data or to decline to provide some, or all of the data when telephoned by BISHTA MD.

Only BISHTA Full Member companies will be eligible to submit data and they must do so by the deadline provided to have access to the data. All other BISHTA Members will not be given the information provided and you can be assured that the raw data will be treated in strict confidence.

Please do not count any hot tubs or swim spas supplied on any form of a “sale or return agreement”.

There follows some key facts on BISHTA, as background to the industry data.

BISHTA reminds its members that no responsibility can be taken by BISHTA, its employees or agents in respect of any errors or omissions from this factsheet.
**BISHTA Key Facts**

The number of hot tubs in the UK is estimated at 100,000.

Annual figures for hot tub sales in the UK in 2009 is estimated at 6,000.

The peak was 2005-06 where it is estimated that there were 10,000 – 12,000 hot tubs sold.

If you include fun spas (usually sold for less than £500) the figures may increase by at least another 1,500 – 2,000 units per annum.

It is forecast that sales will show a slight recovery over the next year to nearer 5,000 – 6,000.

It is estimated that at least 40% of all new hot tubs are installed by Members of BISHTA.

Hot tubs vary in price from £2,000 to £22,000.

Average running costs of a standard hot tub – varies from £1 - £1.50 per day, depending on outside temperature and amount of time used.

Purchasing a spa or hot tub costs less than an average family holiday to the Middle East.

Spas and hot tubs add value to your home.

Britain ranks within the top ten in the “World hot tub market”.

BISHTA runs a prestigious annual Award event.

BISHTA has over 100 members throughout the UK (plus some overseas).