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**Trend Monitor and JKMR combine expertise
to provide comprehensive market data for
the K&B industry**



**Jane Blakeborough, research
director for Trend-Monitor**



**Jayne Barber, founder-
director for JKMR**

Kitchen and bathroom market analyst Trend-Monitor and research specialist JKMR will be continuing their collaborative partnership in 2020, providing an even more comprehensive service to the UK kitchen and bathroom industry. By combining their expertise in consumer and B2B data, and developing new projects, their partnership will enable clients to access the widest range of kitchen and bathroom industry specific data.

JKMR is the UK's only business-to-business research company specialising in the fitted kitchen product industries, offering in-depth analysis of the market including reports that focus on individual product areas, as well as its renowned annual Overview of the UK Fitted Kitchen Market.

Trend-Monitor provides an 'insight partner' service for K&B brands, offering category-specific trend analysis, primary consumer insight, and behavioural studies. With JKMR's multi-client reports now available alongside Trend-Monitor reports to purchase and download directly from the Trend-Monitor website, clients will have access to a 'one stop shop' for industry research.

“JKMR is an enormously well-respected industry analyst with lengthy experience in researching the kitchen market,” said Jane Blakeborough, Trend-Monitor’s research director. “Being able to include their business data alongside our consumer data will be of huge benefit to the industry. We’re also looking forward to working together on a much-requested bathroom market data report, which we have been discussing with a number of bathroom brands. This new report will be available later this year.”

Jayne Barber, founder-director of JKMR, added: *“By working in a partnership model we are able to provide clients with even greater insights that combine both consumer and B2B research. This collaboration means the industry will benefit from a comprehensive ‘manufacturing to end installation’ approach to market analysis, underpinned by our joint expertise and experience.”*

Both JKMR and Trend-Monitor reports can be purchased from the Trend-Monitor website, with prices starting from £145. Visit www.trend-monitor.co.uk for further details.

For further information, please contact Trend-Monitor on 0113 209 3288, email hello@trend-monitor.co.uk. Or JKMR on 07742 180855, email jkbarber1965@live.co.uk

NOTES FOR EDITORS

About Trend-Monitor

Established in 2015 by research director Jane Blakeborough, Trend-Monitor is an industry-recognised market analyst focusing on the trends that affect how people live in their homes and ultimately the products they will buy for their homes.

Working with brands to enable them to use trends to their advantage, Trend-Monitor targets the kitchen, bathroom and surface sectors, providing category-specific ‘off the peg’ reports, as well as undertaking trend workshops, bespoke research projects and behavioral studies for major retailers, K&B manufacturers (UK and overseas), distributors, trade associations, architects, designers, house-builders, investors, academics, journalists, brand agencies and more.

About JKMR

JKMR was established in 1998 by founder-director Jayne Barber, and is currently the UK’s only business-to-business research company specialising in the fitted kitchen product industries, supplying a range of multi-client reports and consultancy services to meet the day-to-day needs of those supplying the market. JKMR clients include major names in all sectors of the UK and European fitted kitchen markets, as well as global names in financial investment and business analysis.

JKMR is a corporate member of the KBSA and lead supplier of market figures to the association.

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