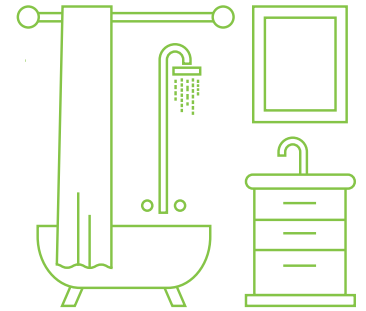


# 2016

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## BATHROOM TRENDS - INTERNATIONAL COMPARISON October 2016



Overview of bathroom trends in 2016

# Big Ideas

## LOUNGING IN THE LOO

In most surveyed countries,\* half or more homeowners who are renovating their bathrooms report spending 30-60 minutes per day in their home bathrooms. German and Italian homeowners most often indulge in bathroom time with nearly two thirds of homeowners spending 30-60 minutes per day in their bathrooms (65% and 62%, respectively), whereas time is of the essence in Denmark where only 4 in ten Danish homeowners spend that long in the bathroom (46%).

## FLOORS MADE THE SAME

Across the globe, ceramic or porcelain tile is the leading flooring material for more than a third of renovating homeowners updating their bathroom floors (35%-75%). However, Japan is showing a different preference with over a third prioritizing Vinyl/resilient flooring during upgrades (36%).

## GOING BIG

Many homeowners in countries across the globe opt to enlarge the size of their bathroom (21%-38% across nearly all countries), with Japanese homeowners at the lead (38%). Impressively, even more homeowners opt for larger showers (56%-83% across nearly all countries). Despite the larger bathrooms, only 26% of Japanese homeowners enlarge their showers (26%).

## AWARDS GO TO....

Japan – for most frequent high-tech toilet installations during toilet replacements (89% vs. 8%-21% of all other countries)  
Italy – for most frequent high-tech showers during shower replacements (19% vs. 6%-18% of all other countries)  
Ireland– for most frequent choice of style post-renovation being a clear 59% selection of contemporary, more than any other country's leading style.

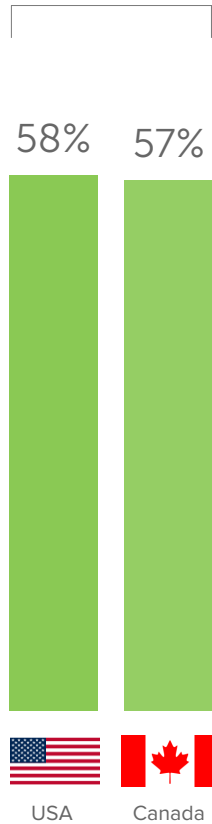
\* Houzz Research studies trends in the U.S.A., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom.

# How We Use Our Bathrooms: *Spending 30-60 Minutes Per Day in the Bathroom*

Charts below show the frequency of homeowners spending 30-60 minutes per day in their bathrooms at home, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

■ Spend 30-60 minutes per day in the bathroom

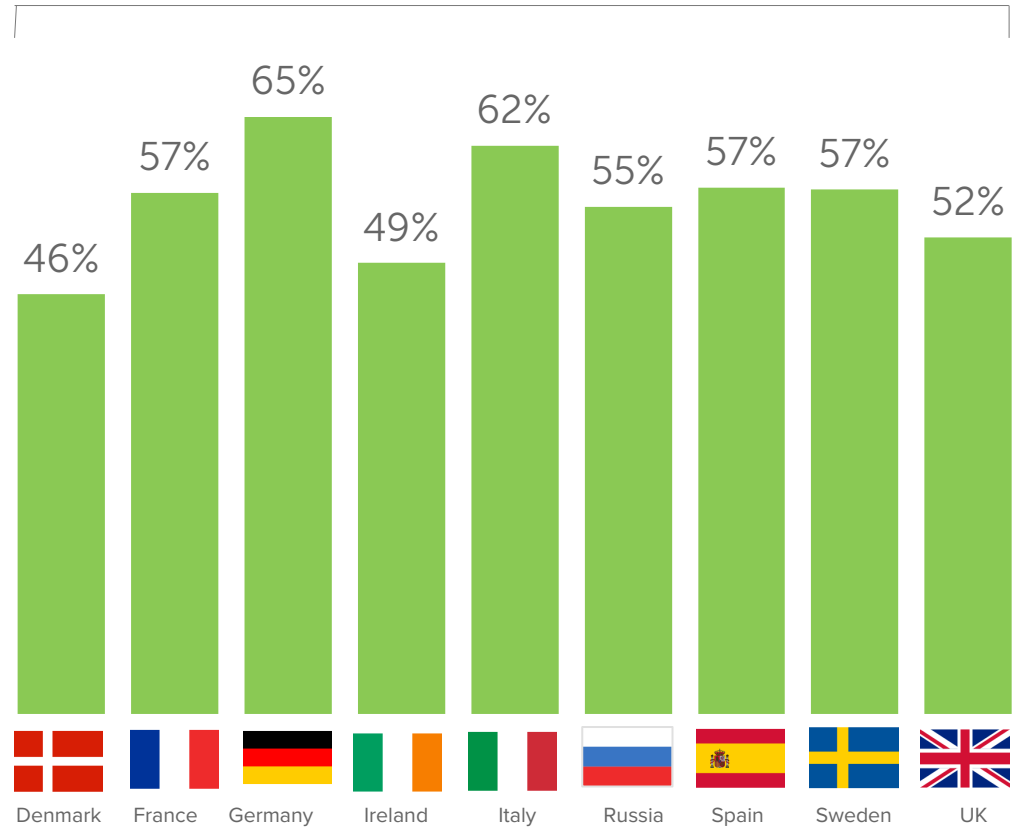
USA &  
Canada



Asia - Pacific



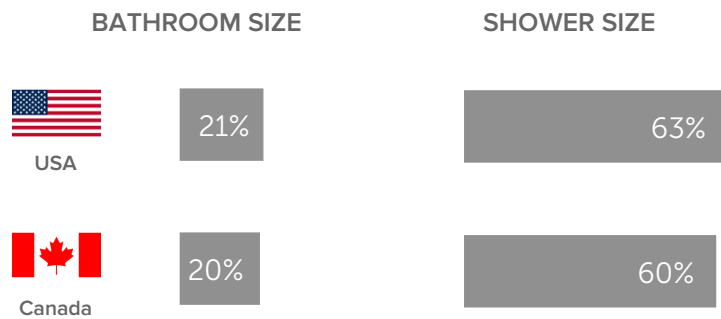
Europe



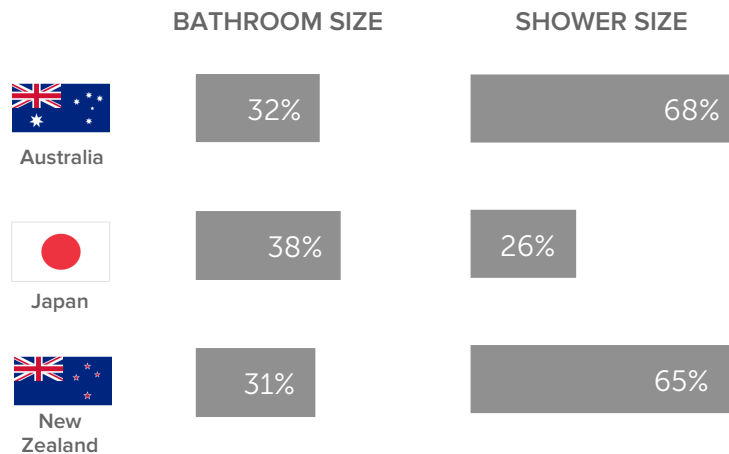
# What We Are Updating in Our Bathroom: *Shower and Bathroom Size Increases*

Charts below show the frequency of homeowners increasing the size of bathrooms and showers at home, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

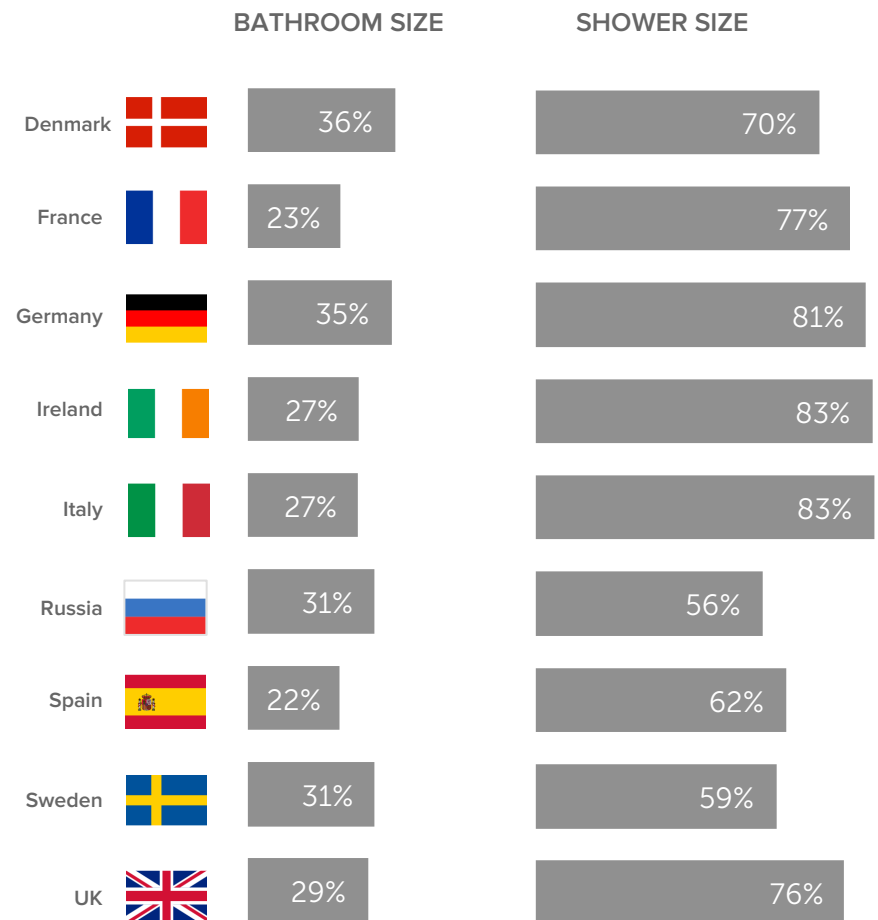
## USA & Canada



## Asia - Pacific



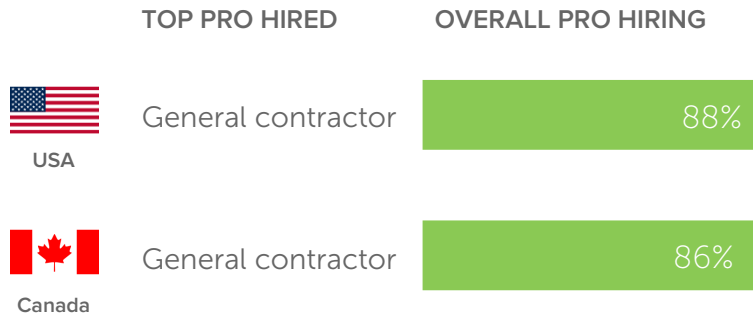
## Europe



# How We Are Updating Our Bathrooms: *Pro Hiring*

Charts below show the frequency of homeowners hiring professionals and the top professional hired for their bathroom projects at home, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

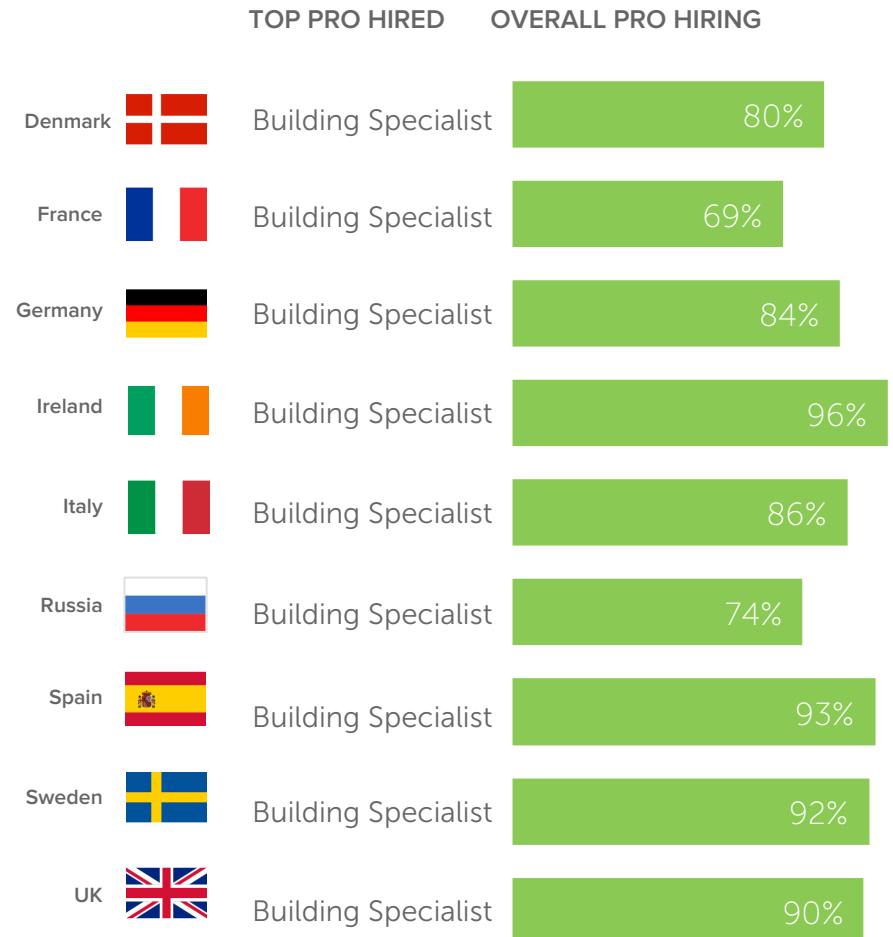
## USA & Canada



## Asia - Pacific





## Europe












# How We Design Our Bathrooms: *Before & After Styles & Top Design Priority*

Table below show the frequency of homeowners top style before and after bathroom projects as well as the top design priority in their bathrooms at home, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months




## US & Canada

	BEFORE	AFTER	TOP DESIGN PRIORITY
 USA	42% None	27% Contemporary	82% Stylish and beautiful
 Canada	47% None	36% Modern	79% Stylish and beautiful

## Europe

	BEFORE	AFTER	TOP DESIGN PRIORITY
 Denmark	43% None	34% Scandinavian	74% Stylish and beautiful
 France	37% None	27% Contemporary	50% Stylish and beautiful
 Germany	31% None	31% Contemporary	70% Stylish and beautiful
 Ireland	37% Traditional	59% Contemporary	85% Stylish and beautiful
 Italy	41% None	35% Modern	47% Reflects who I am
 Russia	78% None	31% Contemporary	66% Stylish and beautiful
 Spain	36% None	33% Modern	46% Stylish and beautiful
 Sweden	39% None	26% Scandinavian	85% Stylish and beautiful
 UK	37% None	50% Contemporary	84% Stylish and beautiful



## Asia - Pacific

	BEFORE	AFTER	TOP DESIGN PRIORITY
 Australia	41% None	34% Modern	77% Stylish and beautiful
 Japan	64% None	34% Modern	65% Stylish and beautiful
 New Zealand	49% None	31% Modern	75% Stylish and beautiful










# What Materials We install in Our Bathrooms: *Wall and Floor Finishes*

Table below show the frequency of homeowners top wall finishes and floor finishes in their bathrooms at home, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months




## US & Canada

	WALL FINISH	FLOOR FINISH
 USA	68% Paint	68% Ceramic or porcelain tile
 Canada	68% Paint	69% Ceramic or porcelain tile

## Europe

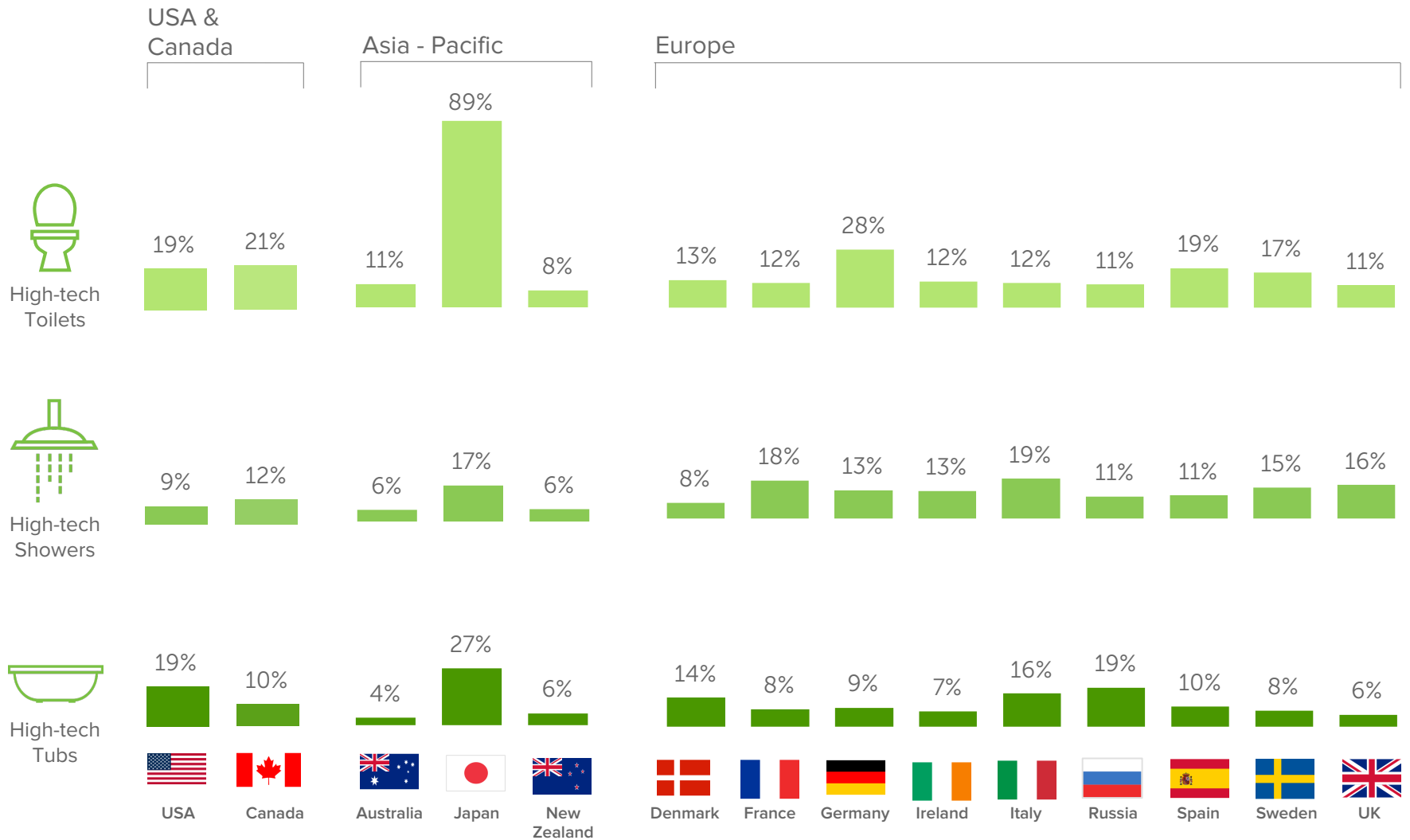
	WALL FINISH	FLOOR FINISH
 Denmark	51% Paint	52% Ceramic or porcelain tile
 France	61% Ceramic or porcelain tile	40% Ceramic or porcelain tile
 Germany	47% Ceramic or porcelain tile	35% Ceramic or porcelain tile
 Ireland	81% Ceramic or porcelain tile	67% Ceramic or porcelain tile
 Italy	61% Ceramic or porcelain tile	53% Ceramic or porcelain tile
 Russia	82% Ceramic or porcelain tile	72% Ceramic or porcelain tile
 Spain	79% Ceramic or porcelain tile	73% Ceramic or porcelain tile
 Sweden	75% Ceramic or porcelain tile	52% Ceramic or porcelain tile
 UK	73% Ceramic or porcelain tile	49% Ceramic or porcelain tile

## Asia - Pacific

	WALL FINISH	FLOOR FINISH
 Australia	82% Ceramic or porcelain tile	75% Ceramic or porcelain tile
 Japan	36% Wallpaper	36% Vinyl/resilient flooring
 New Zealand	65% Paint	55% Ceramic or porcelain tile

# What Features We Choose in Our Bathrooms: *High-Tech Features*

Charts below show the frequency of high-tech showers, bathtubs and toilets, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months.





# Methodology

The survey was sent to registered Houzz users all over the world, and fielded in September 2016. Homeowners who completed a bathroom renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=13,752.