

# 2016

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## U.S. HOUZZ BATHROOM TRENDS STUDY



# Big Ideas

## HIGH-TECH MASTERS

One in five new toilets and one in 10 new showers in renovated master bathrooms are equipped with at least one high-tech feature.

## TIME FOR TECH

Nearly two-thirds of respondents spend 30-60 minutes a day in their home bathrooms. This includes spending time on their mobile devices—more than half of renovating homeowners use their mobile devices in their bathrooms at least once a week, from checking email and social media to listening to music and reading.

## REACHING THE BREAKING POINT

Many homeowners are done with their dated, aging bathrooms—no longer being able to stand the old one is the top trigger for starting a bathroom renovation (46%). Nearly a third are also tackling a bathroom that is breaking down (29%). Small size and outdated finishes are the most cited old-bathroom gripes.

## ROOM FOR TWO

The vast majority of master bathrooms are shared by two people; given this, homeowners are creating spacious master bathrooms that easily accommodate two, including private nooks for showers (47%), toilets (46%), vanity/make-up areas (27%), bathtubs (19%), and double sinks (57%).

## PROFESSIONAL HIRING ON THE RISE

More homeowners enlisted or will enlist the help of a professional during their 2015-2016 bathroom projects (90%) relative to 2014-2015 projects (78%).

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# At a Glance: Master Bathroom Renovation

	Top Master Bathroom Features		
<b>Major overhauls</b> (among renovating homeowners)	Include at least one walled-off area <b>73%</b>	Increase shower size <b>68%</b>	Increase bathroom size <b>24%</b>
<b>Top pro types</b> (among renovating homeowners)	General contractor <b>55%</b>	Building specialist <b>44%</b>	Cabinetmaker <b>21%</b>
<b>Top upgraded features</b> (among renovating homeowners)	Faucets or fixtures <b>94%</b>	Wall finish <b>92%</b>	Flooring <b>91%</b>
<b>Top walled-off areas</b> (among renovating homeowners)	Shower area <b>47%</b>	Toilet area <b>46%</b>	Vanity or make-up area <b>27%</b>
<b>Top lighting types</b> (among those upgrading lighting)	Wall lights <b>67%</b>	Recessed lights <b>50%</b>	Shower lights <b>40%</b>
<b>Top wall finishes</b> (among those upgrading walls)	Paint <b>68%</b>	Ceramic or porcelain tile <b>45%</b>	Stone tile or slab <b>24%</b>
<b>Top flooring materials</b> (among those upgrading flooring)	Ceramic or porcelain tile <b>69%</b>	Stone tile or slab <b>35%</b>	Painted wood <b>9%</b>

# At a Glance: Master Bathroom Design and Function

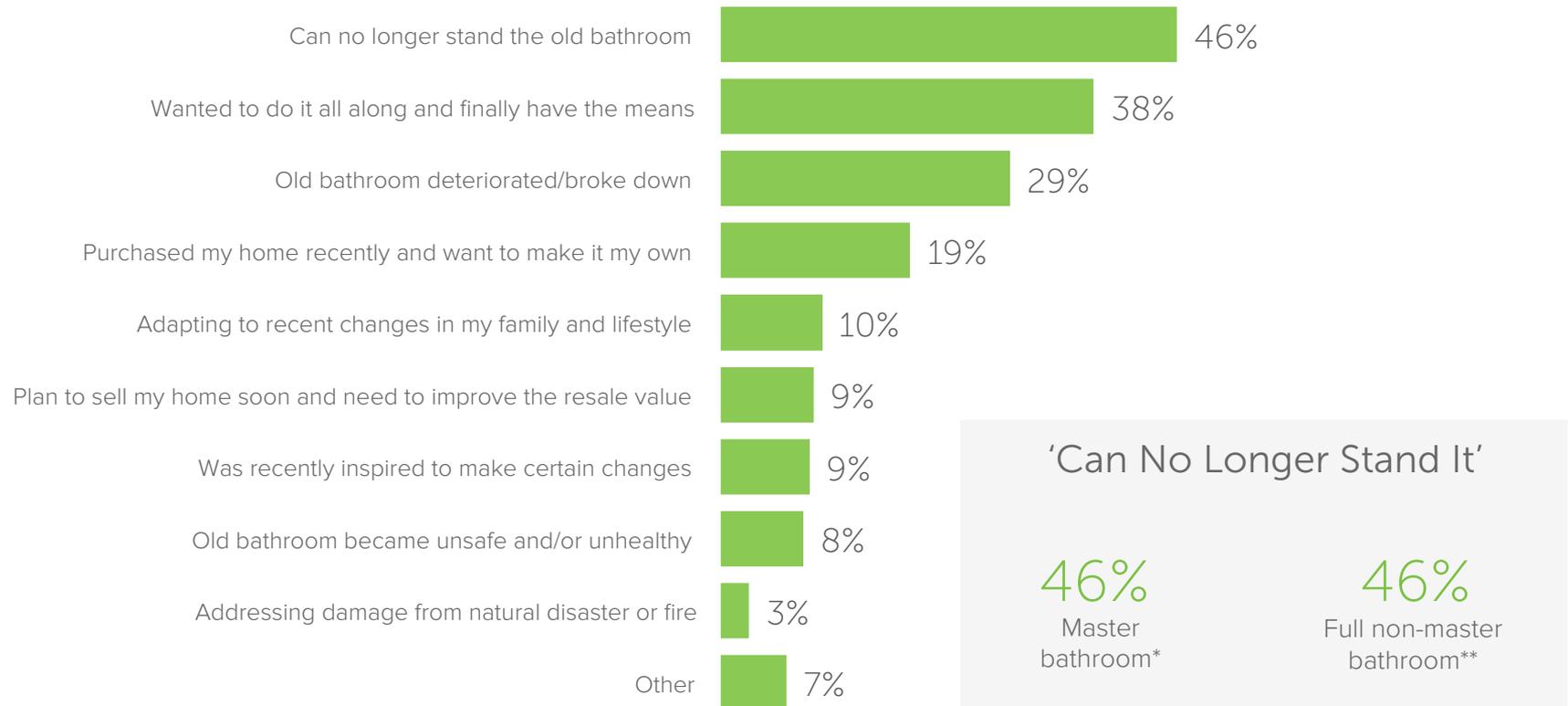
	Top Master Bathroom Features		
<b>Style updates</b> (among those updating bathroom style)	Change in style <b>90%</b>	“Before” style: None <b>42%</b>	“After” style: Contemporary <b>27%</b>
<b>Top colors</b> (among renovating homeowners)	Walls: Gray <b>29%</b>	Cabinets/vanity: White <b>34%</b>	Countertop: White <b>36%</b>
<b>Top high-tech features</b> (among those upgrading to high-tech toilets, bathtubs, showers)	Toilet: Self-cleaning <b>43%</b>	Bathtub: Built-in lighting <b>64%</b>	Shower: Mood lighting <b>60%</b>
<b>Top specialized features</b> (among those upgrading toilets, bathtubs, showers upgrades)	Toilet: Double-flush <b>14%</b>	Bathtub: Space for two <b>20%</b>	Shower: Rainfall showerhead <b>54%</b>
<b>Top design aspects</b> (among renovating homeowners)	Stylish and beautiful <b>81%</b>	Adds to resale value <b>48%</b>	Spa-like atmosphere <b>36%</b>
<b>Top functional aspects</b> (among renovating homeowners)	Good lighting <b>46%</b>	Easy to clean and disinfect <b>43%</b>	Easy to store and find things <b>42%</b>
<b>Top project triggers</b> (among renovating homeowners)	Can no longer stand the old bathroom <b>46%</b>	Wanted to do it all along and finally have the means <b>38%</b>	Old bathroom deteriorated/broke down <b>29%</b>

# Triggers and Scope

# Reaching the Breaking Point

Many homeowners are done with their dated, aging bathrooms - no longer being able to stand the old one is the top trigger for starting a bathroom renovation (46%). Nearly a third are also tackling a bathroom that is breaking down (29%). The most cited gripes about the old bathroom are size, age, and outdated finishes (see Appendix A). Another important reason for starting a 2015-2016 renovation is finally having the means (38%); this is down from 46% for 2014-2015 projects.

## EVENTS TRIGGERING MASTER BATHROOM RENOVATIONS\*



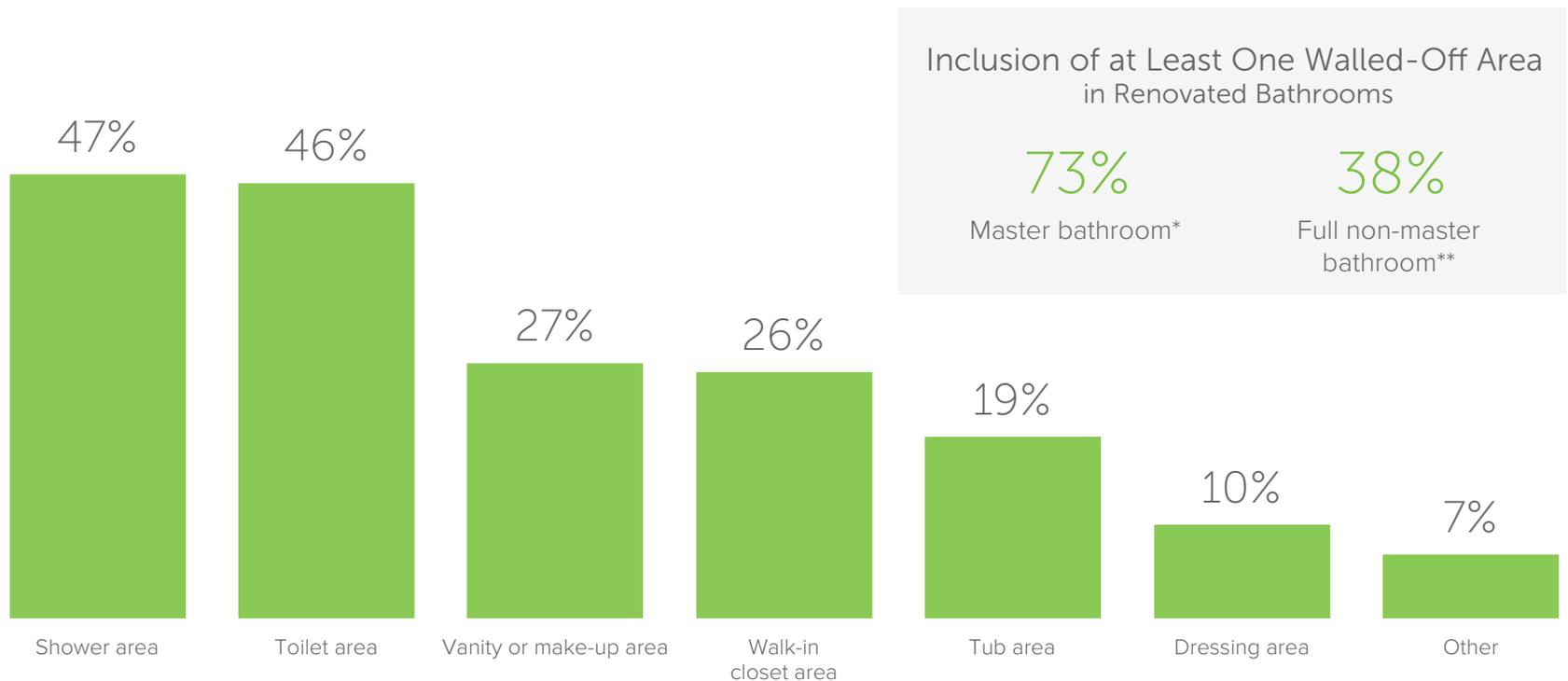
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

# Room for Two

Given that the vast majority of master bathrooms are shared by two people (see Appendix D), it makes sense that homeowners are creating master bathrooms that are spacious and provide privacy. Three in four renovated master bathrooms include at least one area that is separated from the rest of the bathroom by a partial- or full-height wall. Distinct shower and toilet areas are most common.

## AREAS SEPARATED BY FULL- OR PARTIAL-HEIGHT WALLS IN RENOVATED MASTER BATHROOMS\*



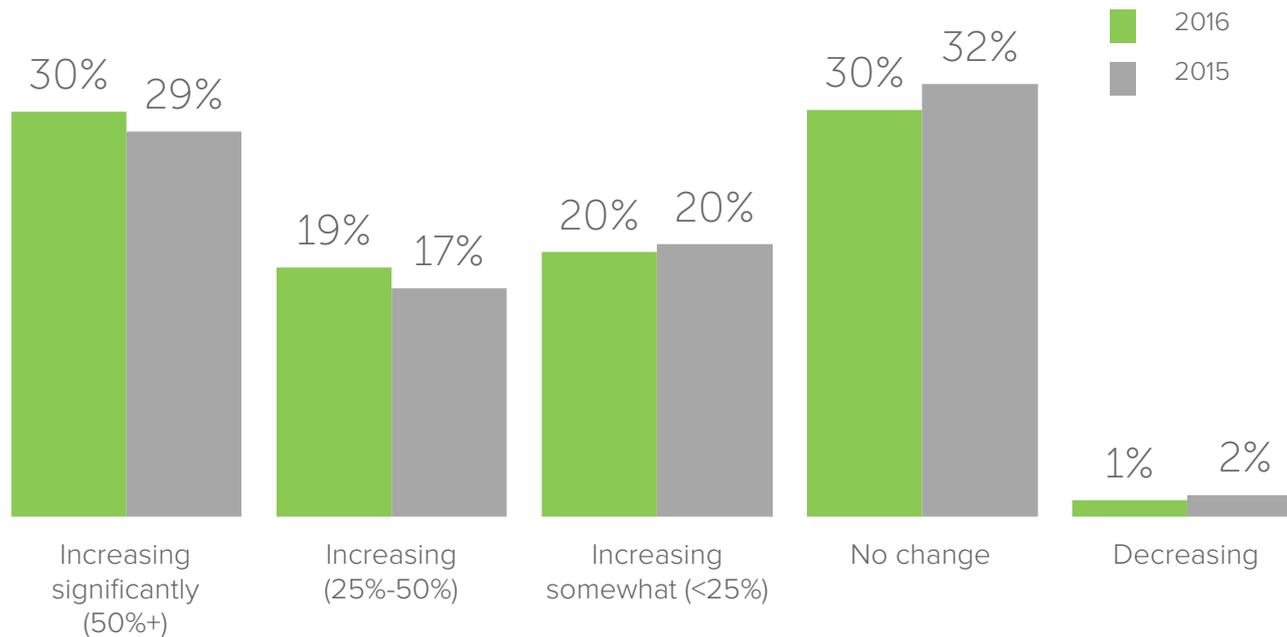
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

# Supersizing the Shower

While the majority of updated bathrooms maintain their size (75%), most homeowners are supersizing showers (68%). Remarkably, nearly a third (30%) are expanding the shower size by 50% or more.

## CHANGE IN SIZE OF SHOWERS DURING MASTER BATHROOM RENOVATIONS\*



### Change in Master Bathroom Size\*\*

75%  
No change

24%  
Increasing

1%  
Decreasing

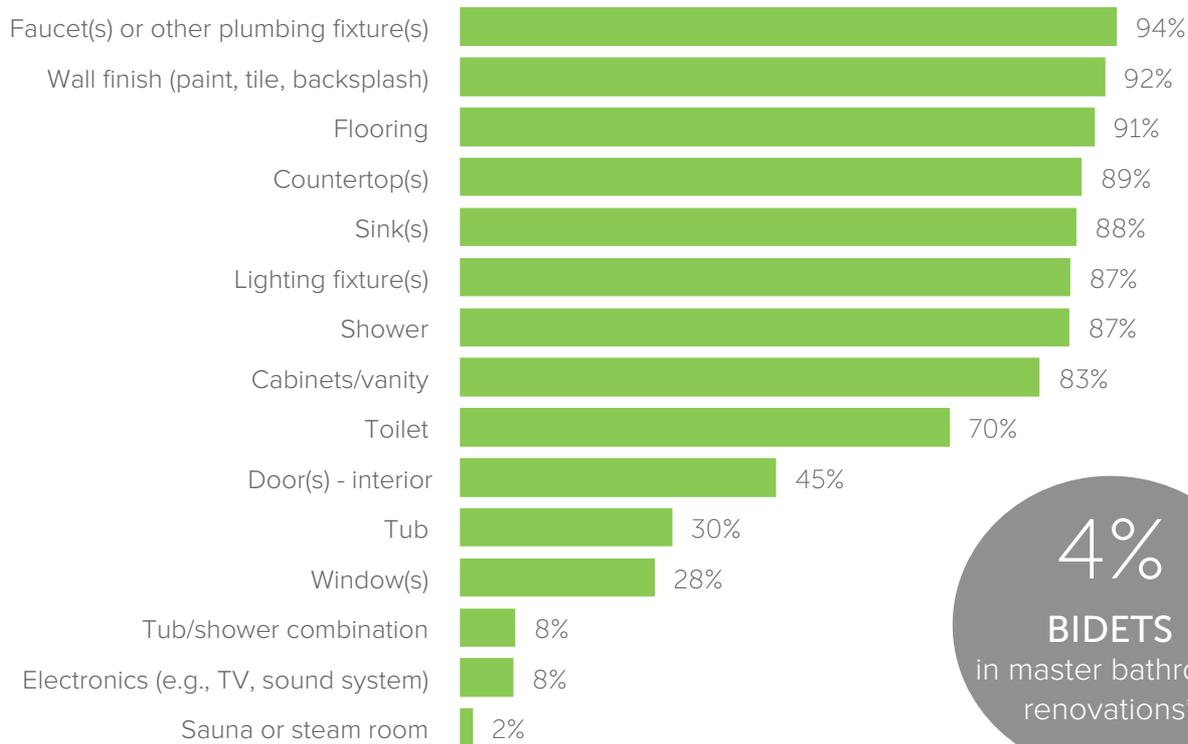
\*Percentages reflect proportion of homeowners who are updating showers as part of their completed, current, or planned master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

# Major Master Upgrades

More than four in five renovating homeowners are replacing major bathroom features such as showers, flooring, countertops, and sinks during master bathroom upgrades. While 87% are updating their shower, only 30% and 8% are updating their master tub or tub/shower combination, respectively. Surprisingly, nearly one in 10 install electronics in the master bathroom (8%).

## UPGRADED MAJOR FEATURES IN MASTER BATHROOM RENOVATIONS\*



Tub/Shower Combination

8%  
Master bathroom\*

36%  
Full non-master bathroom\*\*

4%  
BIDETS  
in master bathroom renovations\*

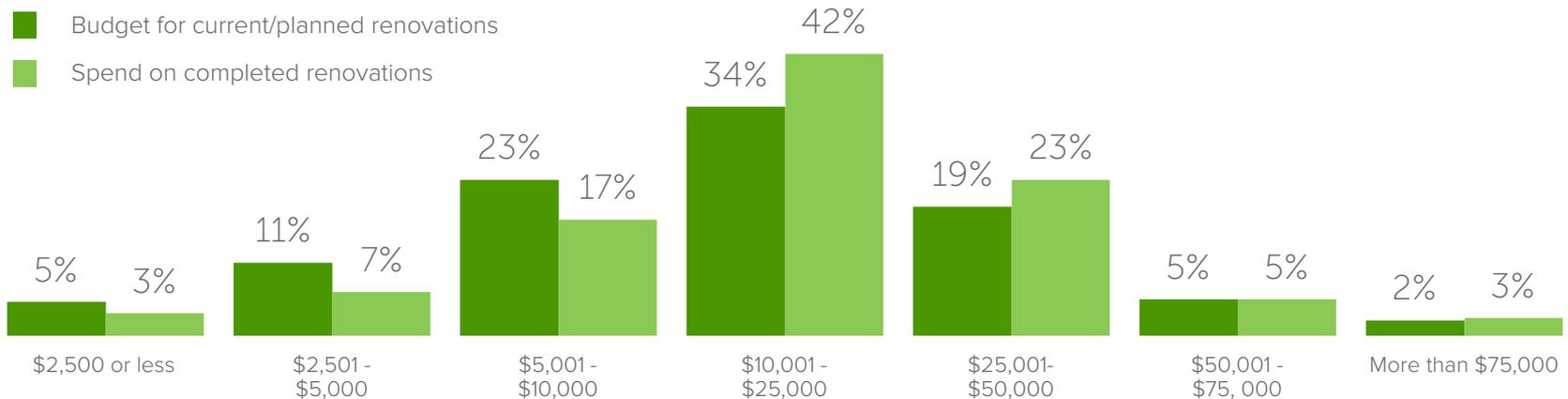
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

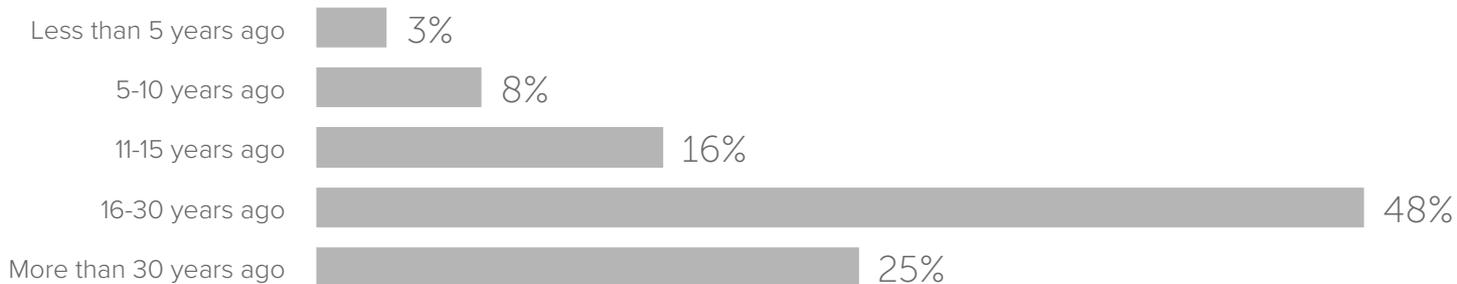
# A Lasting Investment

Two in five homeowners are spending \$10K-\$25K on master bathroom renovations (42%), yet only a third have set a budget within this range (34%). Similarly, more homeowners are spending over \$25K than those who have budgeted this amount, indicating that budgets do not always line up with actual costs. Three in four homeowners are renovating a bathroom that was last updated 16+ years ago (73%).

## BUDGET VS. SPEND IN MASTER BATHROOM RENOVATIONS\*



## TIMING OF LAST MASTER BATHROOM UPDATE\*

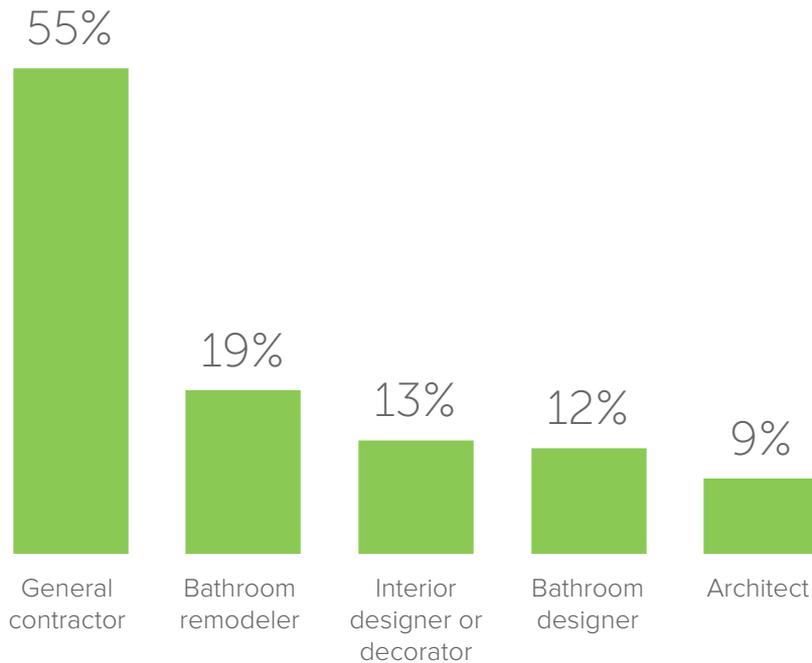


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

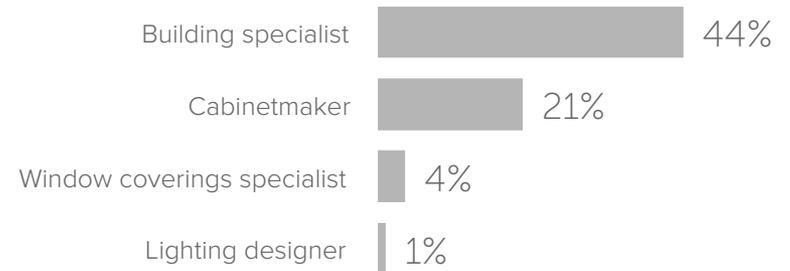
# Pro Hiring Is Up

More homeowners have enlisted or will enlist the help of a professional during their 2015-2016 master bathroom projects (90%) relative to 2014-2015 (78%). Over half of renovating homeowners are hiring a general contractor (55%) and a fifth are hiring a bathroom remodeler (19%). Building specialists such as electricians are also in high demand (44%).

## TOP HIRED PROFESSIONALS FOR MASTER BATHROOM RENOVATIONS\*



## TOP HIRED SPECIALISTS FOR MASTER BATHROOM RENOVATIONS\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

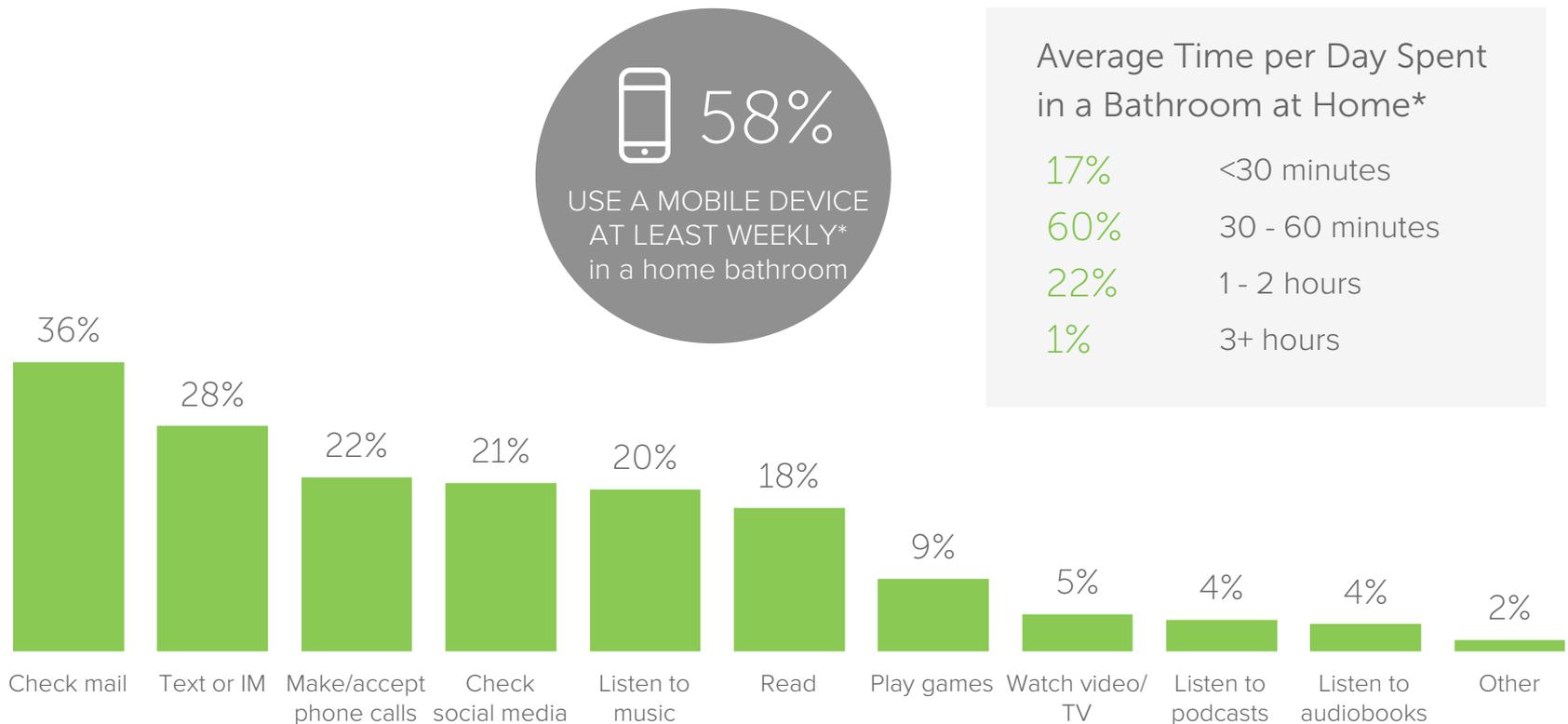
\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation in 2014-2015 (see [Bathroom Trends 2015](#)).

# Usage, Style, and Sentiments

# Is That a Pokémon in My Sink?!

Nearly two-thirds of respondents report spending 30-60 minutes daily in their home bathrooms, and nearly a quarter spend more than an hour in these rooms every day! Now more than ever, homeowners are likely to use their mobile devices in their bathrooms at least once a week, as reported by 58% of respondents. Mobile usage ranges from checking email and social media to listening to music and reading.

## WEEKLY ACTIVITIES ON A MOBILE DEVICE IN BATHROOMS AT HOME\*

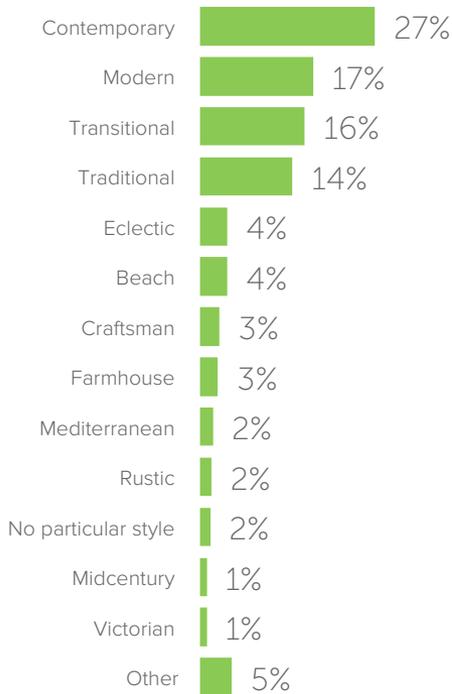


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

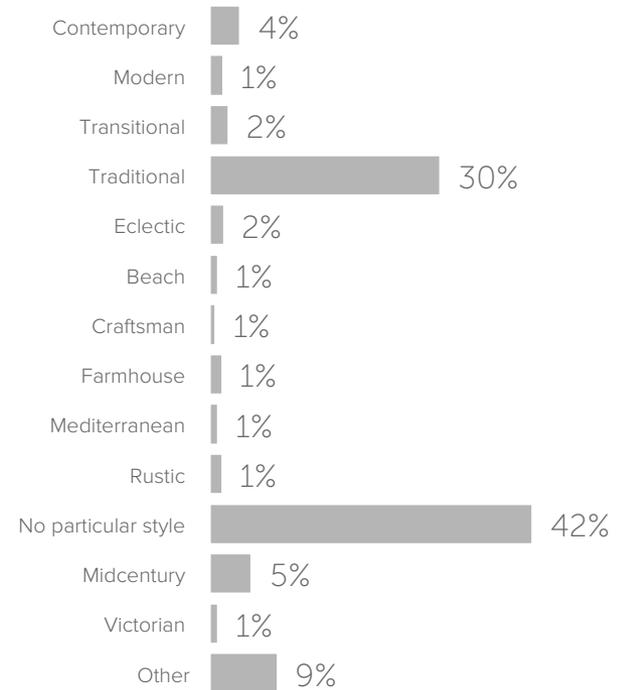
# New Bathroom, My Style

Nine in 10 homeowners are changing the style of their master bathrooms during upgrades (90%). Many of these rooms lacked a particular style prior to updates, or had a traditional look (42% and 30%, respectively). Homeowners are using their master bathroom projects as an opportunity to infuse these rooms with a style of their own, gravitating toward contemporary, modern, or transitional styles in their upgraded rooms (27%, 17% and 16% percent, respectively).

## TOP STYLES AFTER MASTER BATHROOM RENOVATIONS\*



## TOP STYLES BEFORE MASTER BATHROOM RENOVATIONS\*\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who are *changing the style* of their master bathroom and have completed, are currently working on, or are planning a master bathroom renovation.

# Lighting Is King

When it comes to functional aspects, homeowners are prioritizing lighting, cleanliness, and organization in their master bathrooms. Lighting is even more important in non-master full bathrooms, likely due to their smaller size.

## MOST VALUED FUNCTIONAL ASPECTS OF RENOVATED MASTER BATHROOMS\*



### Good Lighting

46%

Master bathroom\*

56%

Full non-master  
bathroom\*\*

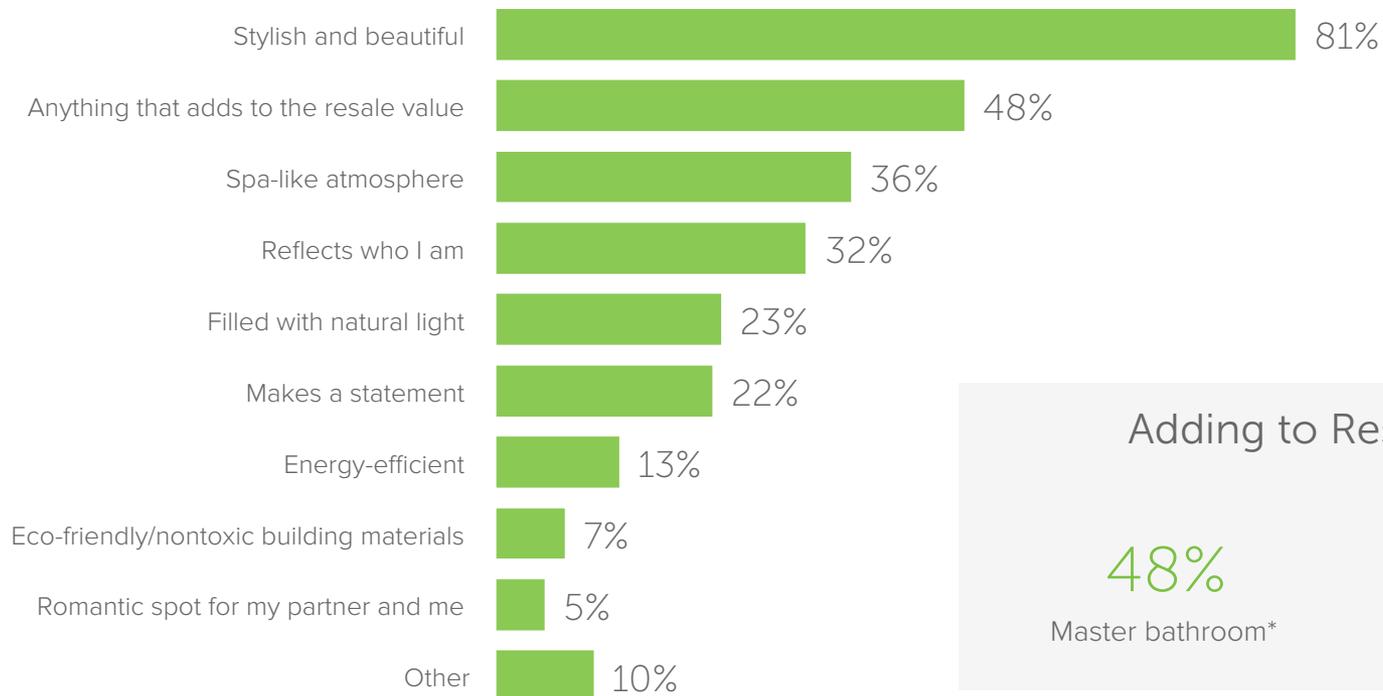
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

# Emphasizing Style and Beauty

Four in five homeowners renovating master bathrooms are prioritizing style and beauty over all other design aspects (81%). Interestingly, resale value is a much higher priority for those upgrading master bathrooms than those upgrading kitchens\*\* (48% vs. 26%, respectively).

## MOST VALUED DESIGN ASPECTS OF RENOVATED MASTER BATHROOMS\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

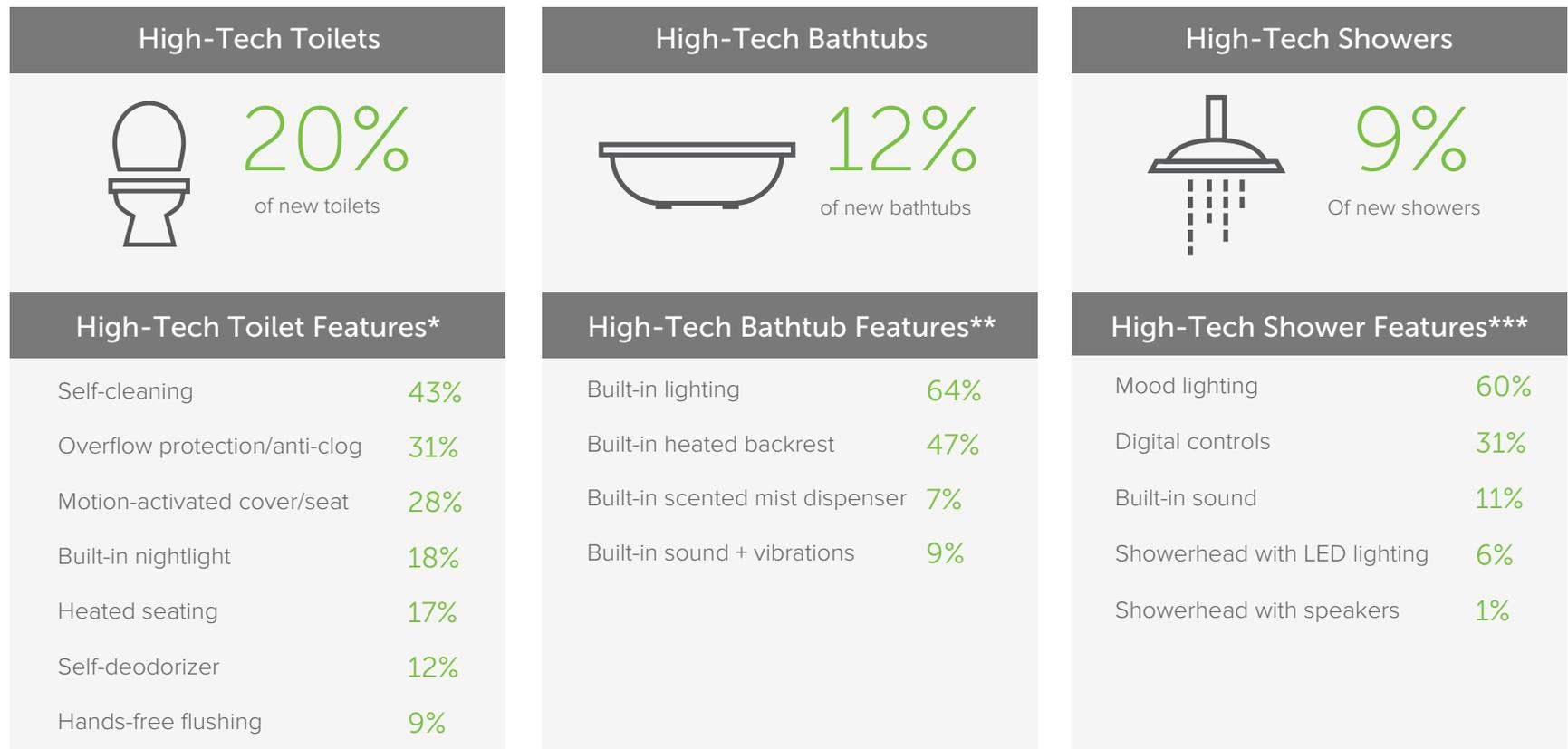
\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a kitchen renovation (see [Kitchen Trends 2016](#)).

# Products, Finishes, and Decor

# High Tech on the Rise

Among the 70% of renovating homeowners who are upgrading their toilets, a fifth are choosing a toilet with at least one high-tech feature, such as a self-cleaning function, a motion-activated cover, and/or a built-in nightlight. Roughly one in 10 new bathtubs and showers each come with a high-tech feature, with built-in lighting being a preferred choice.

## NEW HIGH-TECH FEATURES IN MASTER BATHROOM TOILET, BATHTUB, AND SHOWER UPDATES



\*Percentages reflect proportion of homeowners who are upgrading to high-tech toilets as part of their completed, current, or planned master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who are upgrading to high-tech bathtubs as part of their completed, current, or planned master bathroom renovation.

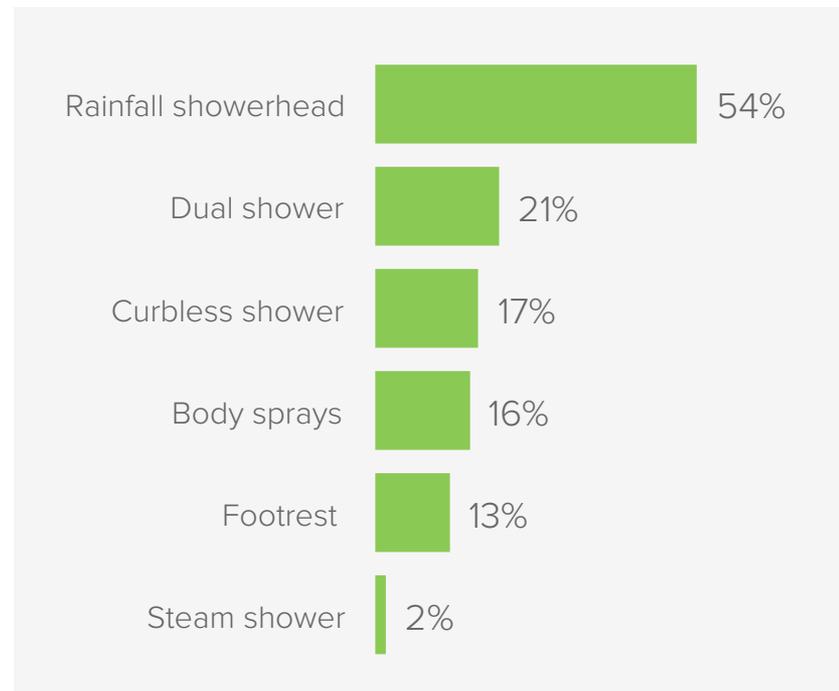
\*\*\*Percentages reflect proportion of homeowners who are upgrading to high-tech showers as part of their completed, current, or planned master bathroom renovation.

# Luxurious Touches

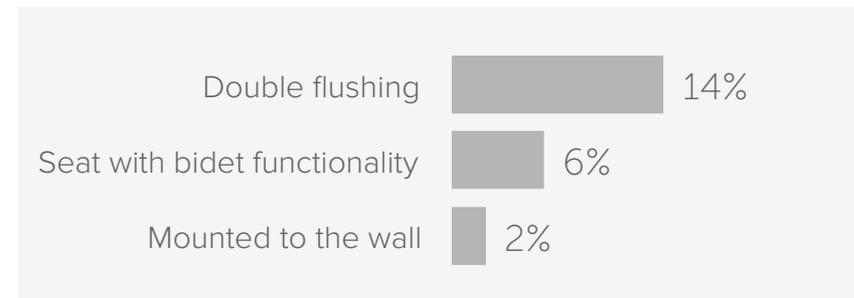
Many renovating homeowners who are installing new showers in their master bathrooms are including a variety of luxury features, such as rainfall showerheads or dual showers. Double-flush functionality and a seat with a bidet are some of the more luxurious features found in new toilets, while room for two and whirlpool jets appear in some new bathtubs.

## NEW SPECIALIZED FEATURES IN MASTER BATHROOM SHOWER, TOILET, AND BATHTUB UPDATES

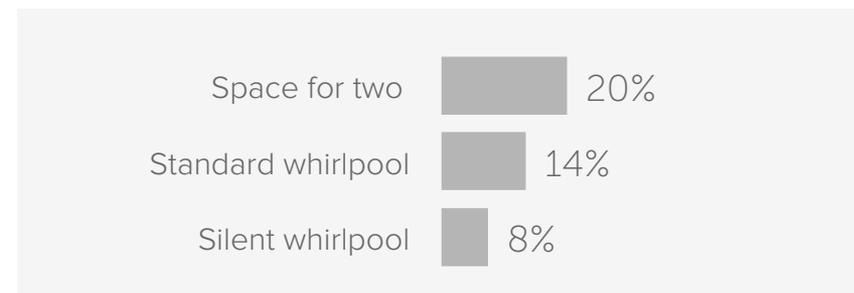
### Features of Showers\*



### Features of Toilets\*\*



### Features of Bathtubs\*\*\*



\*Percentages reflect proportion of homeowners who are updating showers as part of their completed, current, or planned master bathroom renovation.

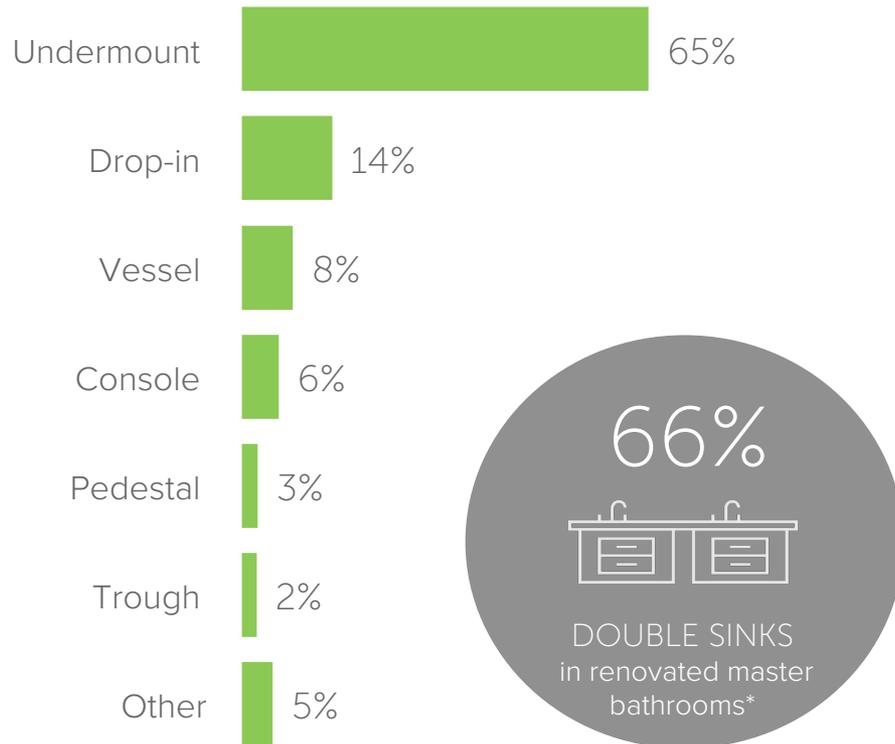
\*\*Percentages reflect proportion of homeowners who are updating toilets as part of their completed, current, or planned master bathroom renovation.

\*\*\*Percentages reflect proportion of homeowners who are updating bathtubs as part of their completed, current, or planned master bathroom renovation.

# Double Sinks Dominate

Among the nine in 10 renovating homeowners updating their master bathroom sinks, the majority are choosing a two-sink setup (66%). Feature sinks, such as vessel, console, pedestal, and trough styles, are still relatively uncommon. Homeowners are gravitating toward matte nickel (37%) or shiny chrome faucets (33%) to complement their updated sinks.

## NEW SINK STYLES IN MASTER BATHROOMS UPDATES\*



## New Faucet Finishes

In Master Bathroom Faucet Updates\*\*

- 37% Nickel - matte (brushed or satin)
- 33% Chrome - shiny (polished)
- 11% Bronze - oil-rubbed
- 6% Chrome - matte (brushed or satin)
- 6% Nickel - shiny (polished)
- 3% Bronze - matte (brushed or satin)
- 2% Stainless steel (shiny)
- 4% Other

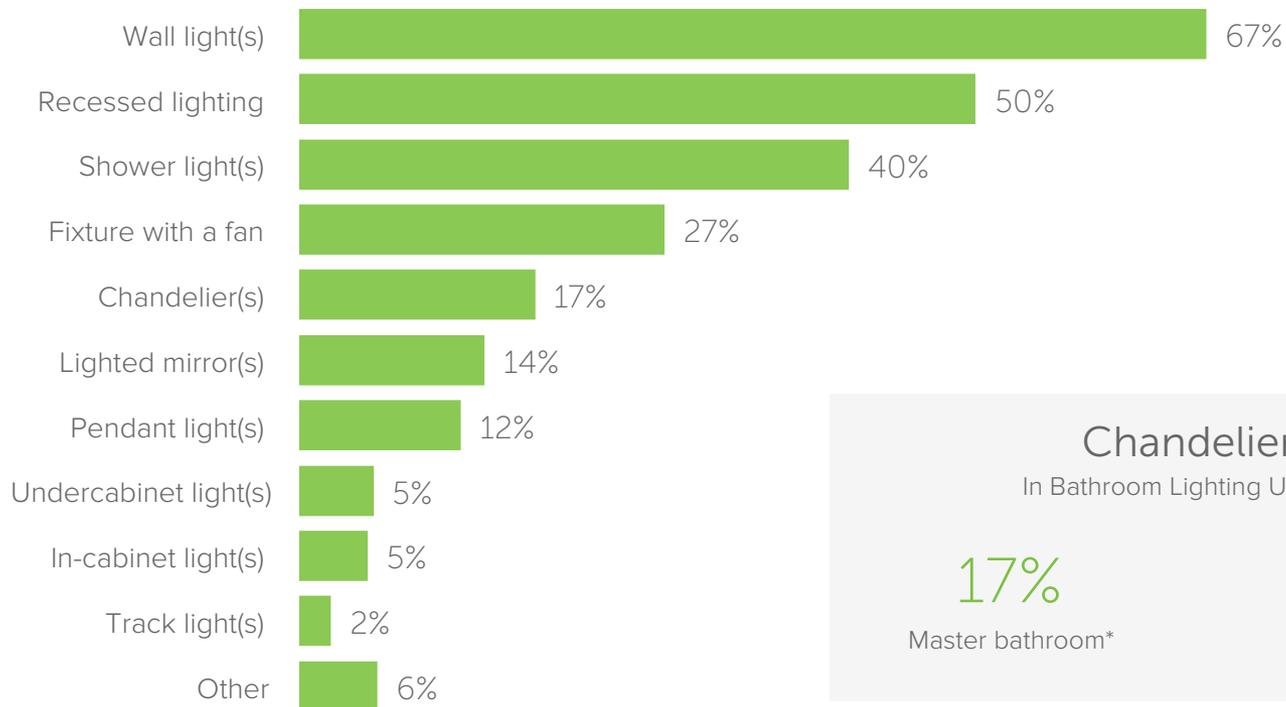
\*Percentages reflect proportion of homeowners who are updating sinks as part of their completed, current, or planned master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who are updating faucets as part of their completed, current, or planned master bathroom renovation.

# Lights Galore

Given that nearly half of homeowners prioritize a well-lit master bathroom, it is not surprising that lighting is a key update during renovations (87%). The usual suspects, like wall lights and recessed lighting, top the list, but many homeowners are also opting for specialty lighting such as shower lights (40%), chandeliers (17%), and lighted mirrors (14%).

## NEW LIGHTING FIXTURES IN MASTER BATHROOM LIGHTING UPDATES\*



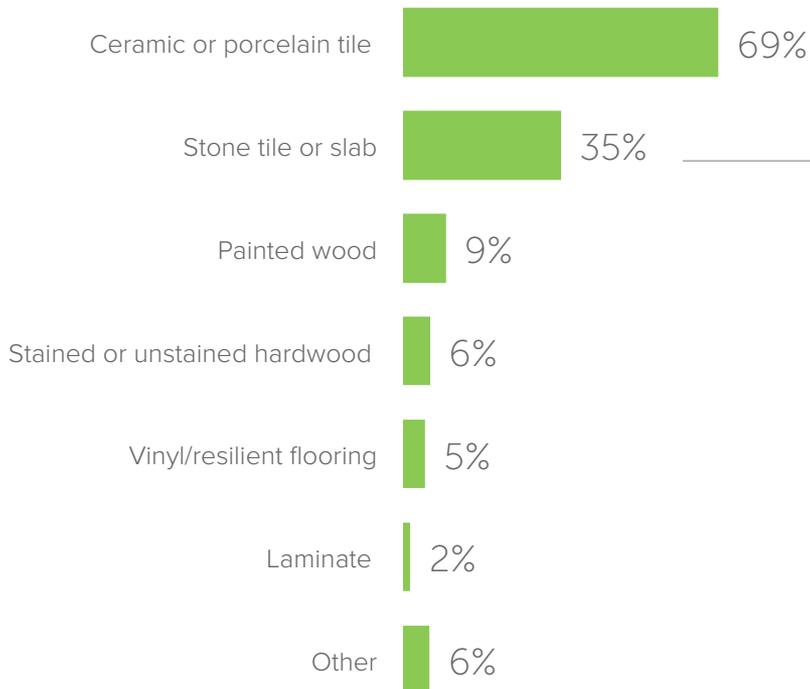
\*Percentages reflect proportion of homeowners who are updating lighting as part of their completed, current, or planned master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

# Ceramic or Porcelain Tile Preferred for Floors...

Among the nine in 10 homeowners updating flooring during their master bathroom renovation, the majority are opting for ceramic or porcelain tile (69%), followed by stone tile or slabs (35%). Surprisingly, hardwood or painted wood is included in a meaningful share of renovated master bathrooms (6% and 9%, respectively).

## NEW FLOORING MATERIALS IN MASTER BATHROOM FLOORING UPDATES\*



### Top Flooring Stone Types in Master Bathroom Flooring Updates\*

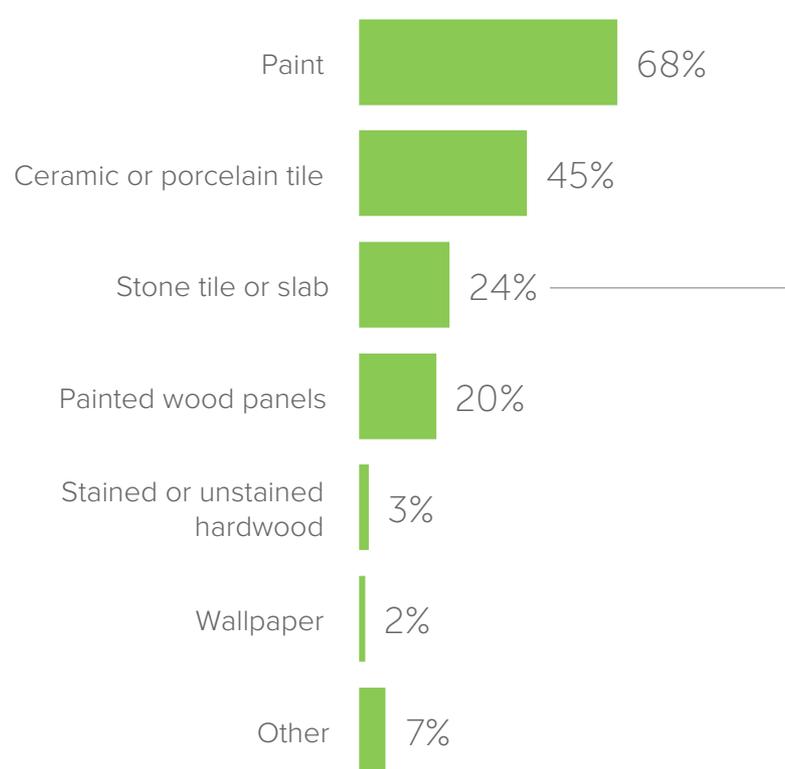


\*Percentages reflect proportion of homeowners who are updating flooring as part of their completed, current, or planned master bathroom renovation.

# ...and Walls

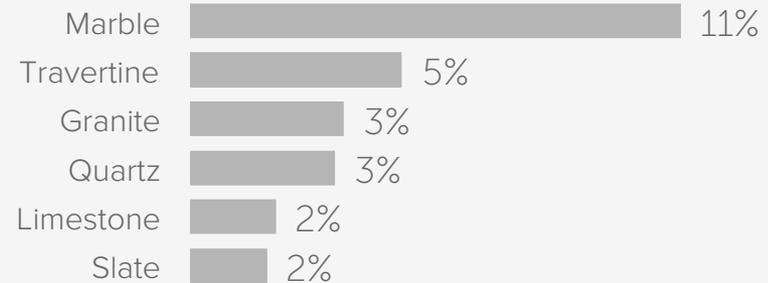
Ceramic or porcelain tile is also a popular surface material for a wall finishes (45%), far ahead of stone and wood paneling (24% and 20%, respectively), and second only to paint (68%). Most homeowners stick to conventional tile patterns such as brick or grid arrangements (64% and 19%, respectively).

## NEW WALL FINISHES IN MASTER BATHROOM WALL UPDATES\*



### Top Wall Stone Types

in Master Bathroom Wall Updates\*



### Top Wall Tile Patterns

in Master Bathroom Wall Tile Updates\*\*



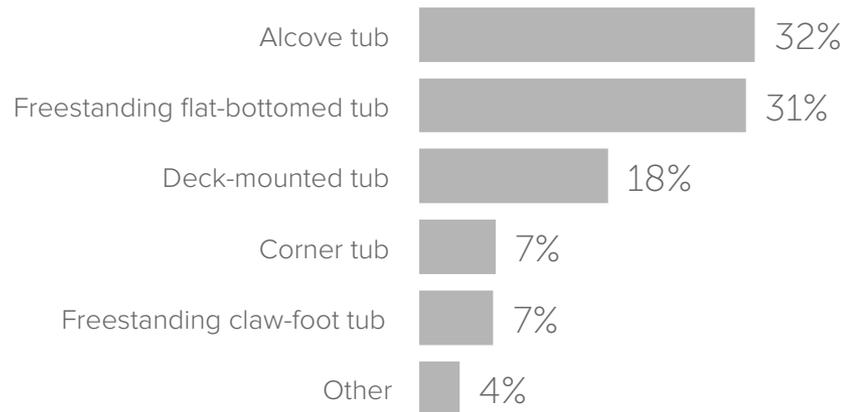
\*Percentages reflect proportion of homeowners who are updating wall finishes as part of their completed, current, or planned master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who are updating wall finishes with tile as part of their completed, current, or planned master bathroom renovation.

# Seldom Soaking

The majority of respondents rarely soak in a bathtub, likely explaining why only roughly a third of renovating homeowners are opting to upgrade a bathtub in their master bathroom. Those who do upgrade their bathtubs tend to select the soaking variety (64%). Two in five new bathtubs are freestanding (38%).

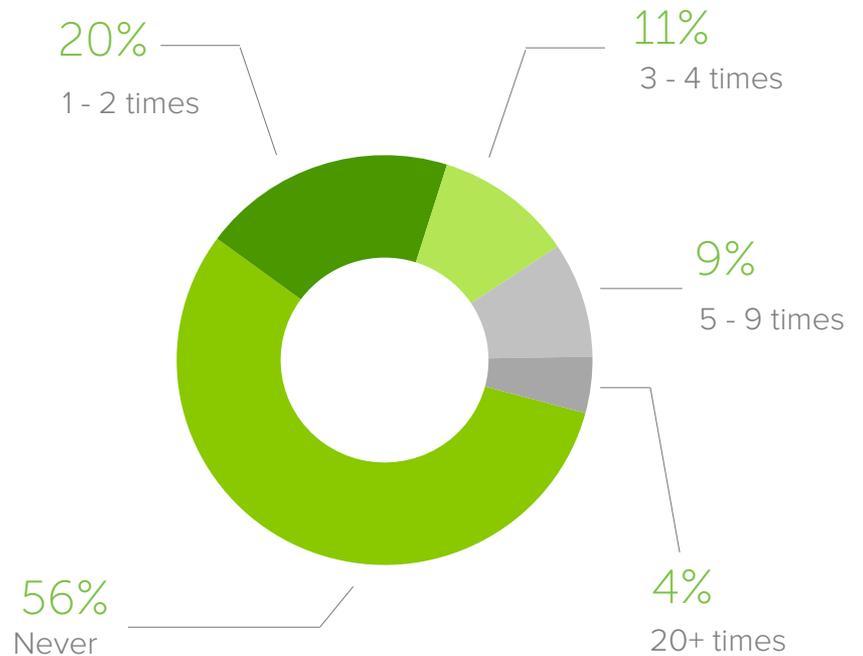
NEW TUB STYLE IN MASTER BATHROOM UPDATES\*



New Tub Types  
in Master Bathroom Tub Updates\*



TIMES SOAKING IN BATH PER MONTH\*\*



\*Percentages reflect proportion of homeowners who are updating bathtubs as part of their completed, current, or planned master bathroom renovation.

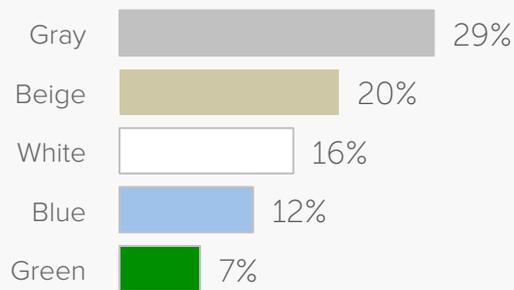
\*\*Percentages reflect proportion of homeowners who own a bathtub and who have completed, are currently working on, or are planning a master bathroom renovation.

# Colors That Stand the Test of Time

Since the majority of master bathrooms are updated every 16 years or more, it is not surprising that homeowners are opting for timeless white, gray, beige and natural wood finishes. That said, blue or green wall finishes appear in a fifth of renovated master bathrooms.

## TOP DOMINANT COLORS IN RENOVATED MASTER BATHROOMS\*

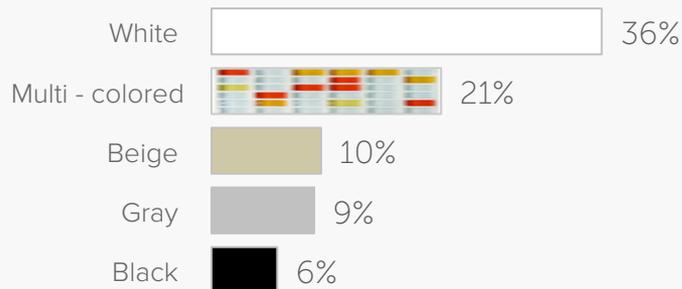
### Walls



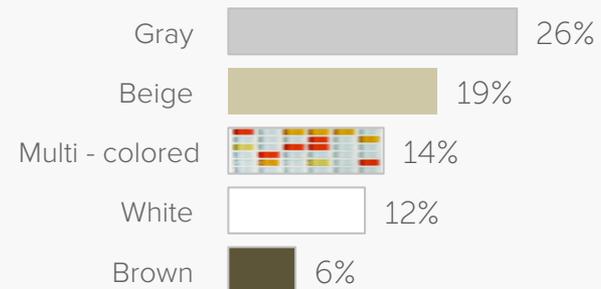
### Cabinets



### Countertops



### Floors

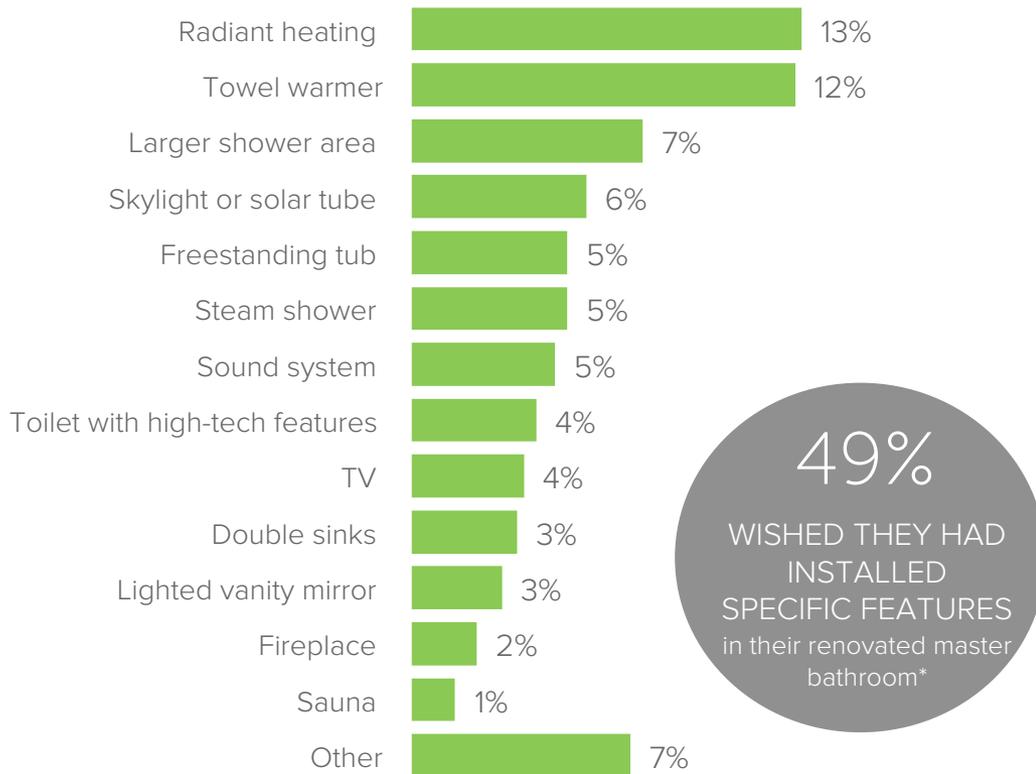


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

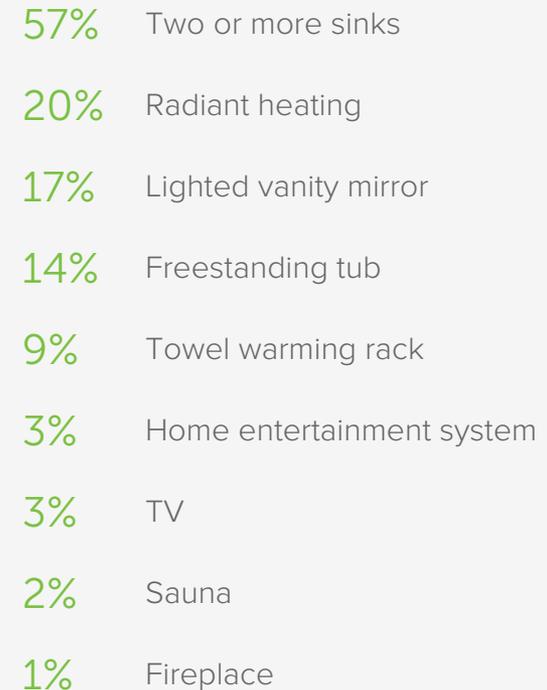
# Afterthoughts

Two in five homeowners who completed their master bathroom renovation in the past 12 months report wishing they had installed at least one specific feature not included in their final project (49%). One-tenth regret not installing radiant heating, compared to the fifth who actually installed it.

## FEATURES HOMEOWNERS WISH THEY HAD INSTALLED IN COMPLETED MASTER BATHROOM RENOVATIONS\*



## New Features Installed in Renovated Master Bathrooms\*\*



\*Percentages reflect proportion of homeowners who have completed a master bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

# Methodology

The survey was sent to registered Houzz users in the U.S., and fielded in June-July 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=2,127.

# Appendixes

## A. Select Quotes From Renovators Who Can No Longer Stand Their Old Master Bathroom\*

1972 decor with shag rug, flowered wallpaper, fake marble tub and counter, fluorescent lighting, never use tub, poor storage in vanity.

Airplane bathroom sized shower with no light!!

It was ugly AND didn't function well - no storage, bad layout, lots of wasted space.

Mirrors! 7 foot mirror on wall over sinks. Mirrors on 2 sides of Jetta tub. Mirrored closet doors.

House was built in 1979, and bathroom is still 1979. Shower was super tiny, only 1 sink, toilet was in middle of bathroom (no privacy), tub we never used.

Had a corner whirlpool tub that had been used once in 5 years and served only as a spot to hold laundry baskets.

Beyond hideous...

\*Quotes of homeowners *who can no longer stand their old bathroom*, which was the top trigger for their completed, current, or planned master bathroom renovation.

## B. At a Glance: Renovation of Full Non-Master Bathrooms

	Full Non-Master Bathroom Features		
<b>Major overhauls</b> (among renovating homeowners)	Include at least one walled-off area <b>38%</b>	Increase shower size <b>43%</b>	Increase bathroom size <b>13%</b>
<b>Top pro types</b> (among renovating homeowners)	General contractor <b>20%</b>	Building specialist <b>18%</b>	Cabinetmaker <b>6%</b>
<b>Top upgraded features</b> (among renovating homeowners)	Faucet(s) or fixtures <b>94%</b>	Wall finish <b>93%</b>	Flooring <b>89%</b>
<b>Top walled-off areas</b> (among renovating homeowners)	Toilet area <b>21%</b>	Shower area <b>20%</b>	Vanity or make-up area <b>13%</b>
<b>Top lighting types</b> (among those upgrading lighting)	Wall lights <b>66%</b>	Recessed lighting <b>36%</b>	Shower lights <b>29%</b>
<b>Top wall finishes</b> (among those upgrading walls)	Paint <b>68%</b>	Ceramic or porcelain tile <b>43%</b>	Stone tile or slab <b>16%</b>
<b>Top flooring materials</b> (among those upgrading flooring)	Ceramic or porcelain tile <b>65%</b>	Stone tile or slab <b>32%</b>	Painted wood <b>8%</b>

## C. At a Glance: Renovation of Partial Bathrooms

	Partial Bathroom Features		
<b>Major overhauls</b> (among renovating homeowners)	Include at least one walled-off area 45%	Increase shower size 62%	Increase bathroom size 16%
<b>Top pro types</b> (among renovating homeowners)	General contractor 41%	Building specialist 37%	Cabinetmaker 11%
<b>Top upgraded features</b> (among renovating homeowners)	Cabinets/vanity 94%	Countertop(s) 93%	Flooring 89%
<b>Top walled-off areas</b> (among renovating homeowners)	Toilet area 25%	Shower area 21%	Vanity or make-up area 13%
<b>Top lighting types</b> (among those upgrading lighting)	Wall lights 69%	Fixture with a fan 23%	Recessed lighting 22%
<b>Top wall finishes</b> (among those upgrading walls)	Paint 68%	Ceramic or porcelain tile 34%	Stone tile or slab 15%
<b>Top flooring materials</b> (among those upgrading flooring)	Ceramic or porcelain tile 54%	Stone tile or slab 27%	Vinyl/resilient flooring 11%

## D. Daily Users of Bathrooms

2

AVG. NUMBER OF USERS  
of Bathrooms at Home\*

	Master Bathroom**	Full Non-Master Bathroom***	Partial Bathroom****
Me	97%	61%	74%
My partner	75%	44%	62%
Guests	5%	47%	57%
Older child/ren (12 or older)	4%	22%	19%
Younger child/ren (under 12)	3%	10%	12%
Pets	3%	3%	11%
Other family member(s)	2%	13%	2%
Other	2%	2%	2%

\*Number is the average based on homeowners who have completed, are currently working on, or are planning a bathroom renovation.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bathroom renovation.

\*\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a full non-master bathroom renovation.

\*\*\*\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a partial-bathroom renovation.

## E. Links to Resources on Houzz

Houzz is the easiest way for people to find inspiration, get advice, buy products, and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Bathroom	Architects & Building Designers	Bathroom Vanities	Bathroom Workbook
Powder Room	Cabinets and Cabinetry	Bathroom Vanity Lighting	Bathroom Makeovers
¾ Bath	Design-Build Firms	Tile	Bathroom Color
Kids' Bath	General Contractors	Showers	Half Baths
Master Bath	Home Builders	Bathtubs	Bathtubs
Contemporary Bath	Interior Designers and Decorators	Bathroom Faucets	Showers
Modern Bath	Kitchen & Bath Designers	Bathroom Sinks	Bathroom Sinks
Transitional Bath	Kitchen & Bath Remodelers	Bathroom Accessories	Bathroom Storage
		Medicine Cabinets	Bathroom Vanities
		Bathroom Cabinets and Shelves	Bathroom Tile
		Bath Linens	
		Toilets	
		Bidets	
		Urinals	
		Bathroom Fixture Parts	
		Cabinet & Drawer Hardware	