

2016



HOUZZ BATHROOM TRENDS STUDY — UK



Big Ideas



HIGH-TECH UPDATES

16% of upgraded showers, 11% of upgraded toilets and 6% of upgraded baths and in renovated bathrooms are equipped with at least one high-tech feature.

TIME FOR TECH

More than half (52%) of renovating homeowners spend 30-60 minutes a day in their home bathrooms. This includes spending time on their mobile devices — 52% of renovating homeowners use their mobile devices in their bathrooms at least once a week, checking emails, texting, using social media, listening to music or reading.

REACHING THE BREAKING POINT

Many homeowners are done with their dated, aging bathrooms – no longer being able to stand the old one is one of the top triggers for starting a bathroom renovation (31%). Nearly a third are also tackling a bathroom that is breaking down (28%).

SUPERSIZING THE SHOWER

While nearly a third of bathroom renovators are increasing their bathroom size (29%), nearly three quarters are increasing the size of their shower (76%).

PROFESSIONAL HIRING ON THE RISE

Nine in ten homeowners enlisted or will enlist the help of a professional during their 2015-2016 bathroom projects, with two in five renovating homeowners upgrading bathrooms that were previously renovated 16 years or more ago (42%).

How We Use Our Bathrooms

Charts below show frequency of activities, 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

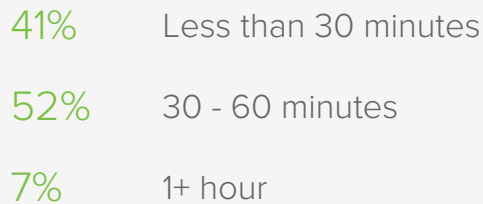
WEEKLY ACTIVITIES ON A MOBILE DEVICE IN BATHROOMS AT HOME



52%

USE A MOBILE DEVICE IN BATHROOM AT LEAST WEEKLY

TIME SPENT IN THE BATHROOM DAILY



TOP FUNCTIONAL PRIORITIES



32%

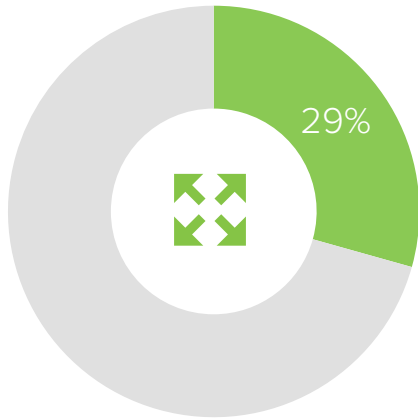


SOAK IN BATH 1-2 TIMES PER MONTH

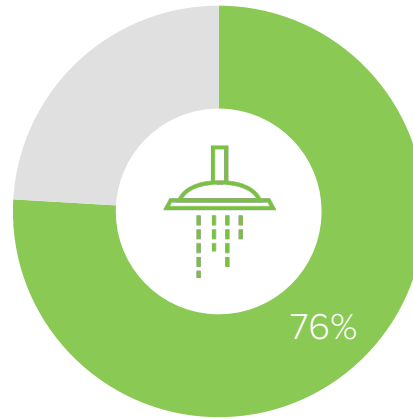
What We Are Updating in Our Bathrooms

Charts below show frequency of activities, 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

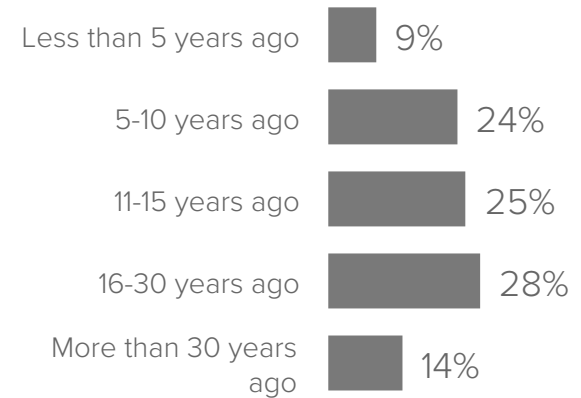
INCREASE IN BATHROOM SIZE



INCREASE IN SHOWER SIZE



TIMING OF LAST BATHROOM UPDATE

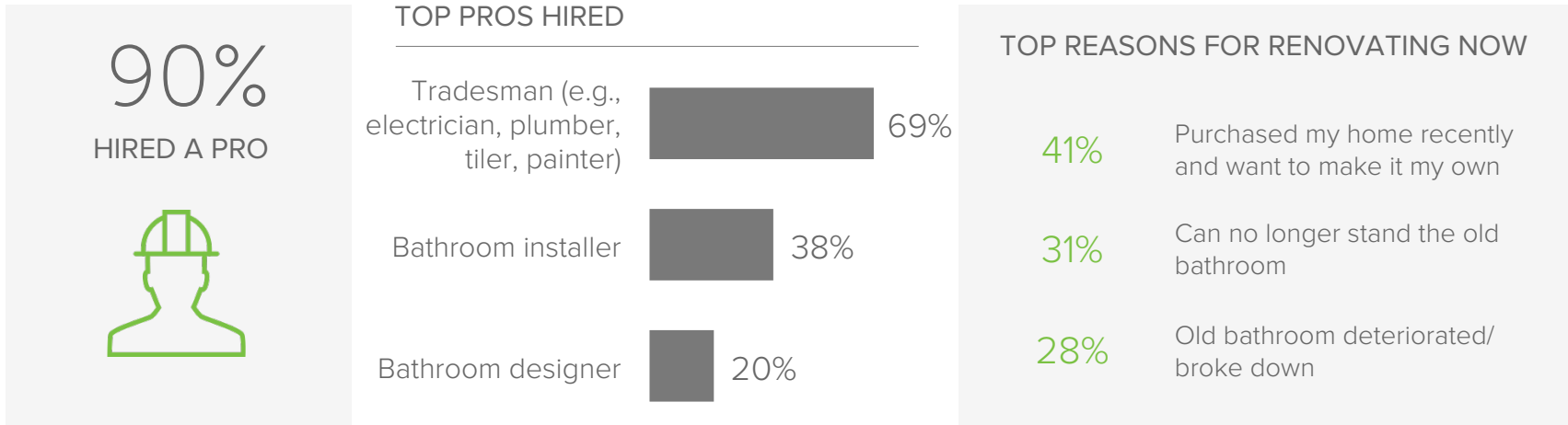


MOST POPULAR FEATURE UPGRADES



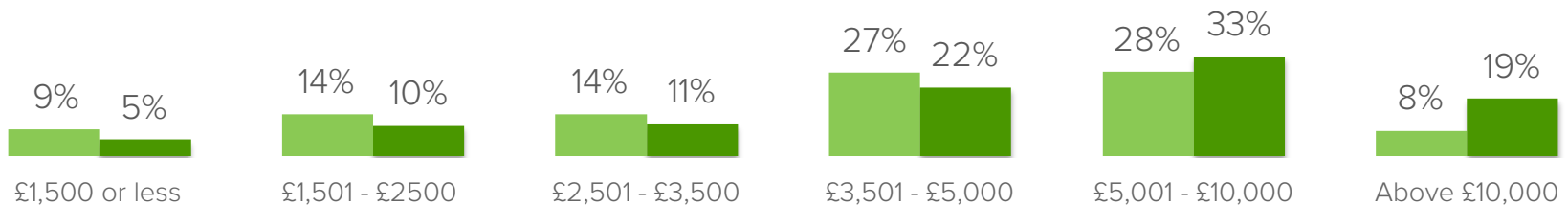
How & Why We Are Updating Our Bathrooms

Charts below show frequency of activities, 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



BUDGET VS. SPEND

- Budgets for current/planned renovations
- Spend on completed renovations

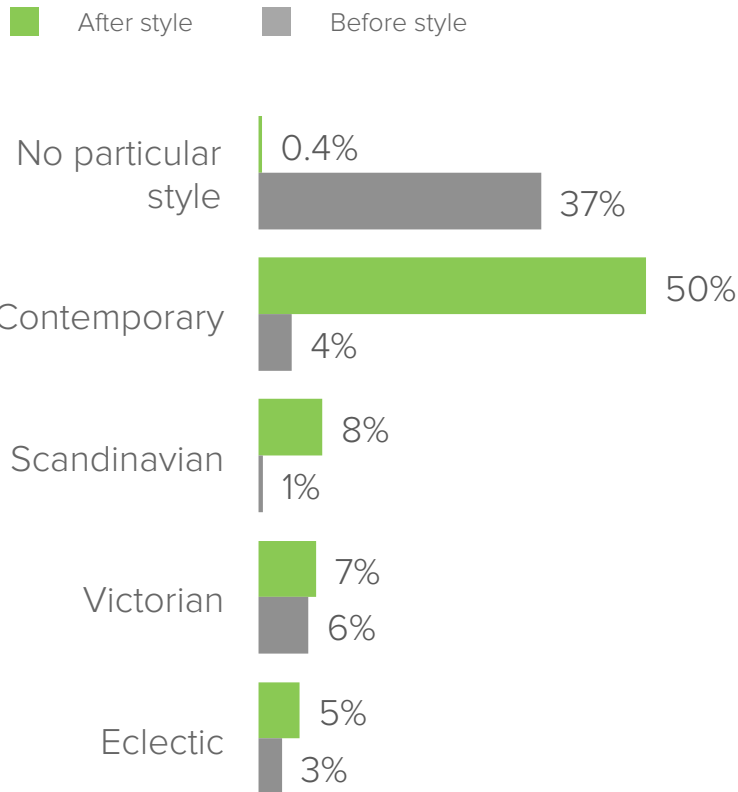


How We Design Our Bathrooms

Charts below show frequency of design-related activities, 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

BEFORE VS. AFTER STYLE

Among the 94% of homeowners who update style



AREAS SEPERATED BY FULL OR PARTIAL WALLS

47% Bath area

29% Shower area

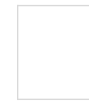
TOP DESIGN PRIORITIES

84% Stylish and beautiful

45% Integrates with the rest of the home

TOP BATHROOM COLOURS

WALL



White



Grey



Beige

CABINETRY



White



Grey



Medium wood

COUNTERS



White



Grey



Black

FLOORS



Grey



Beige



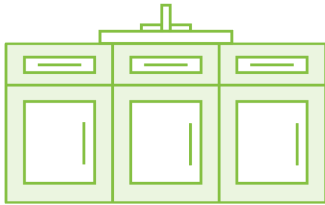
Black

What Products & Materials We Install in Our Bathrooms

Charts below show frequency of products and materials, 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.

#1 NEW BASIN STYLE

Among the 89% of homeowners who update basins



29% WALL-MOUNT

#1 NEW TAP FINISH

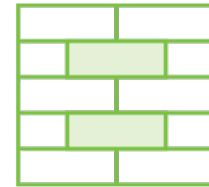
Among the 88% of homeowners who update taps



68% POLISHED CHROME

#1 NEW WALL FINISH

Among the 92% of homeowners who update wall finish



73% CERAMIC OR PORCELAIN TILE

#1 NEW LIGHTING

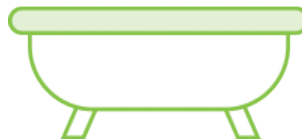
Among the 81% of homeowners who update lighting



62% RECESSED LIGHTING

#1 NEW BATH STYLE

Among the 50% of homeowners who update baths



40% ALCOVE BATH

#1 NEW FLOOR FINISH

Among the 90% of homeowners who update flooring



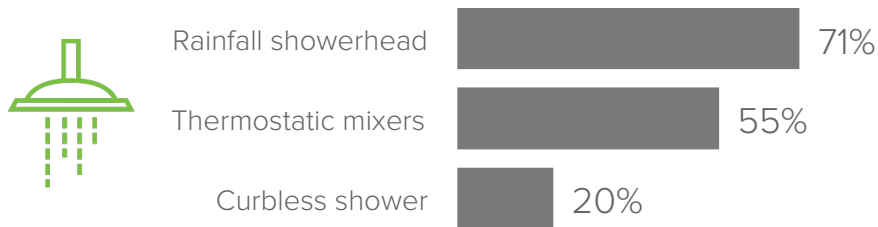
49% CERAMIC OR PORCELAIN TILE

What Features We Choose in Our Bathrooms

Charts below show frequency of bathroom features, 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

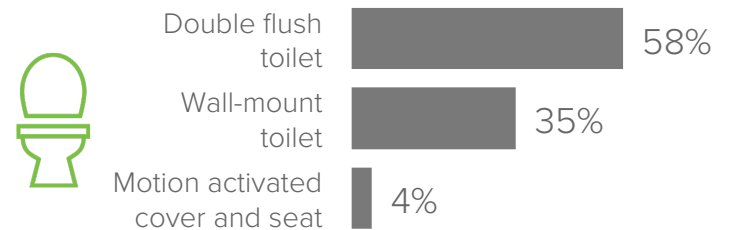
SHOWER FEATURES

Among the 74% of homeowners who update showers



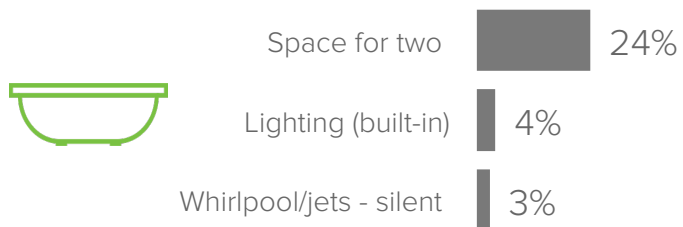
TOILET FEATURES

Among the 86% of homeowners who update toilets



BATH FEATURES

Among the 50% of homeowners who update baths



HIGH-TECH IN BATHROOMS

- 16% High-tech showers
- 11% High-tech toilets
- 6% High-tech baths

Methodology

The survey was sent to registered Houzz users in the UK, 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=2043.

Links to Resources on Houzz UK

PHOTOS	FIND PROS	PRODUCTS	STORIES
Bathroom	Architects & Building Designers	Bathroom Vanity Units	Bathroom Planning
Cloakroom	Interior Designers	Bathroom Wall Lights	Bathroom Ideas
Ensuite	Design & Build	Tiles	
Family	Home Builders	Showers	
Shower Room	Bathroom Designers & Fitters	Baths	
Contemporary Bathroom	Furniture & Home Accessories	Bathroom Taps & Shower Heads	
Eclectic Bathroom	Tiles & Worktops	Bathroom Sinks	
Traditional Bathroom		Bathroom Accessories	
		Bathroom Cabinets & Shelves	
		Bathroom Linens	
		Bathroom Cabinets	
		Bathroom Fixture Parts	
		Drawer & Cabinet Hardware	
		Bidets	