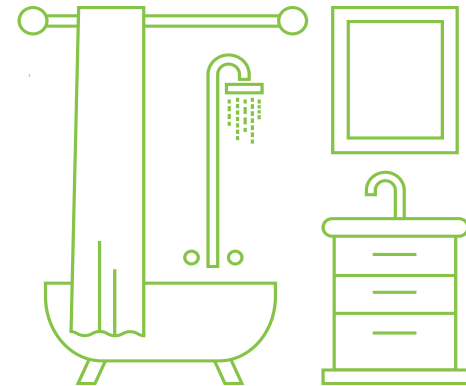


# 2017



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## HOUZZ BATHROOM TRENDS STUDY — UNITED KINGDOM



## BATHROOM STYLE MAKEOVERS

Over nine in 10 homeowners change the style of their bathroom during their bathroom renovation (93%). Contemporary is the leading style post renovations (61%), with those younger than 35 twice as likely as those over 54 to opt for a traditional style (10% vs. 5%).

## CLOSE AND PERSONAL

Renovating homeowners prioritise a bathroom design that reflects who they are (51%), is stylish and beautiful (77%), and adds to the resale value (36%), irrespective of homeowners' age. In contrast, many more younger homeowners want a spa-like atmosphere, compared to older homeowners (21% vs. 13%, respectively)

## A HOST OF REASONS TO RENOVATE

Older renovating homeowners (55+) cite a wide range of reasons that prompt them to renovate their bathrooms, from recent home purchases (33%), no longer wanting to put up with an old bathroom (31%) and broken bathroom elements (26%). In contrast, most homeowners under 35 renovate after a recent home purchase (60%).

## £5,600 TARGET

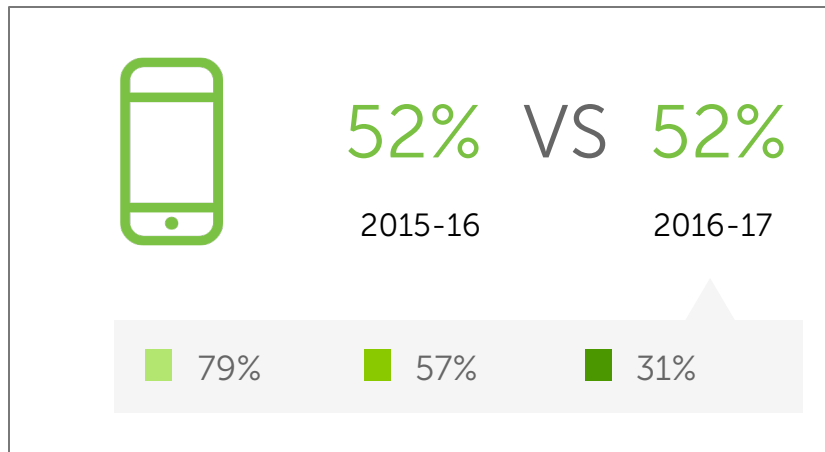
Bathroom renovations today average £5,600, yet averages range between £3,500 and £6,300 depending on bathroom size and who is renovating it. Nine in 10 homeowners rely on professional help to renovate their bathroom, with building specialists such as electricians and plumbers being most popular category of helpers (69%).

# What We Do in Our Bathrooms

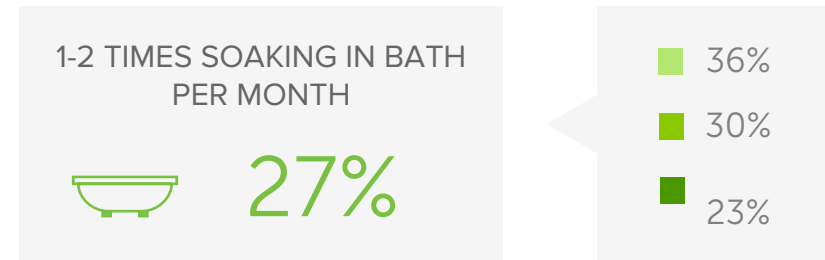
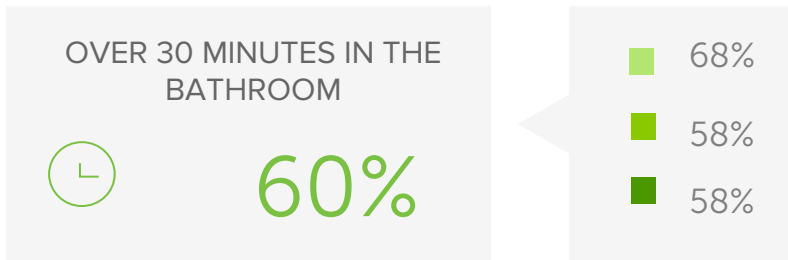
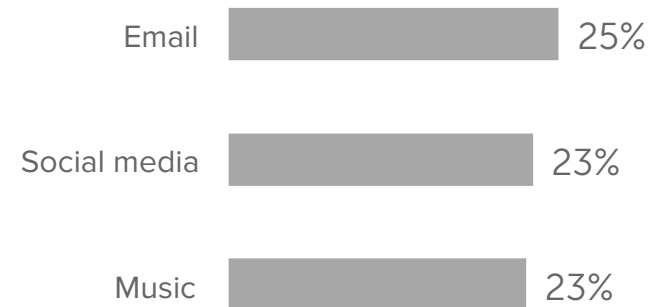
Charts below show frequency of mobile device usage in home bathrooms, as well as frequency of bathroom usage and soaking in the bath, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

## WEEKLY USE OF MOBILE DEVICES IN HOME BATHROOMS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



## Top 3 Activities on a Mobile Device



# Who We Are as Renovators

Charts below show characteristics of homeowners by home's purchase history and planned sale timing, overall and by homeowner's age, as well as the homeowners' age distribution, 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.

## CHARACTERISTICS OF RENOVATING HOMEOWNERS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

PURCHASED HOME WITHIN PAST 10 YEARS

71%



PLAN TO SELL HOME WITHIN NEXT 10 YEARS

46%

■ 98% ■ 78% ■ 54%

■ 71% ■ 42% ■ 41%

## Breakdown of Homeowners by Age

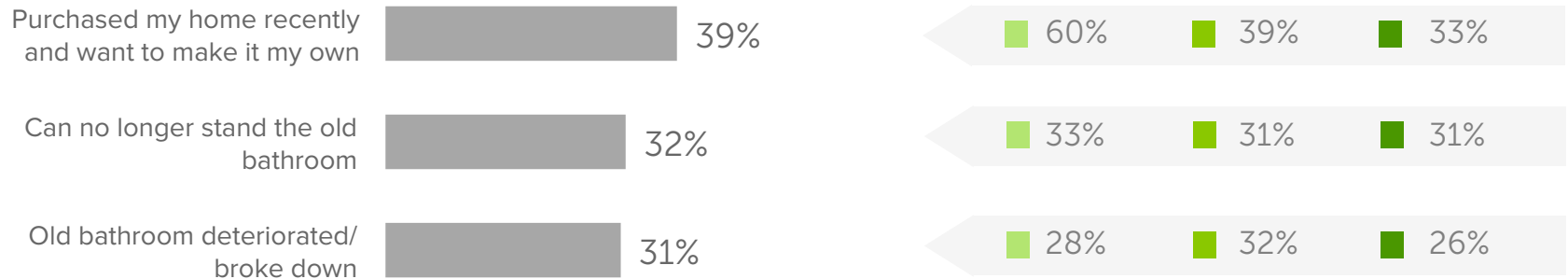


# Why We Are Updating Our Bathrooms

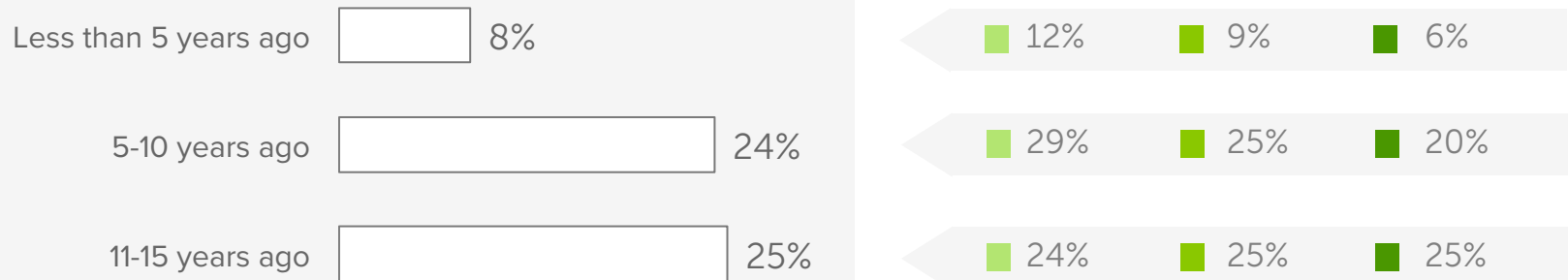
Charts below show frequency of activities as well as age breakdown, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

## TOP 3 REASONS FOR STARTING RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



## Timing of Last Bathroom Updates

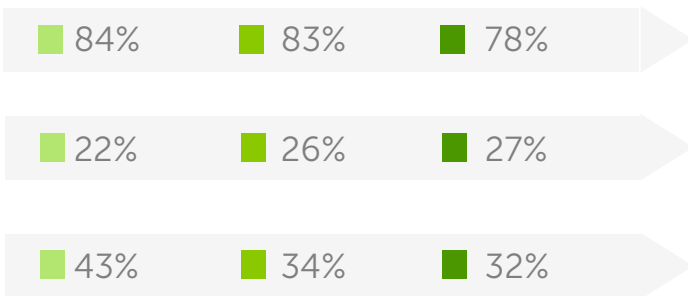


# What We Prioritise in Our Bathrooms

Charts below show frequency of functional and design priorities as well as age breakdown, 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.

## TOP 3 FUNCTIONAL PRIORITIES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



## Top 3 Design Priorities



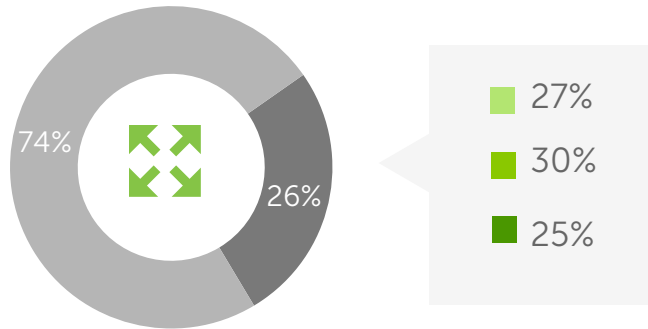
# What Major Changes Do We Make in Our Bathrooms

Charts below show frequency of bathroom size increases and top major feature upgrades among all renovating homeowners, as well as shower size increases among 72% who upgraded their showers, and double sink installations among 87% who upgraded their sinks, 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

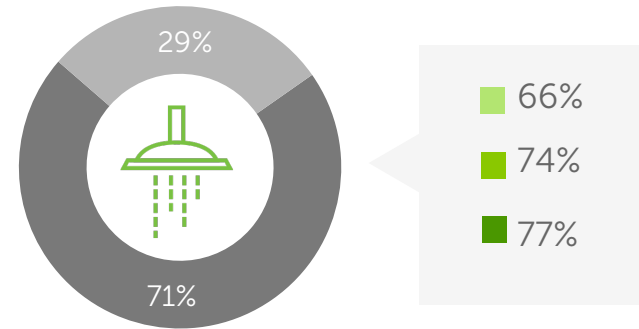
## MAJOR UPGRADES DURING RENOVATIONS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

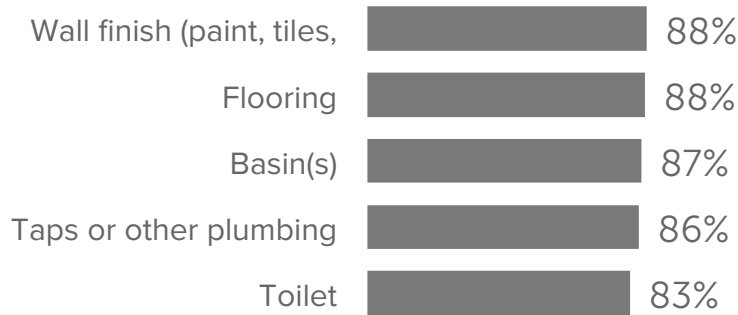
### ■ Increase in Room Size



### ■ Increase in Shower Size



## TOP 5 FEATURE UPGRADES



## Double Sinks



12% VS 13%

2015-16

2016-17

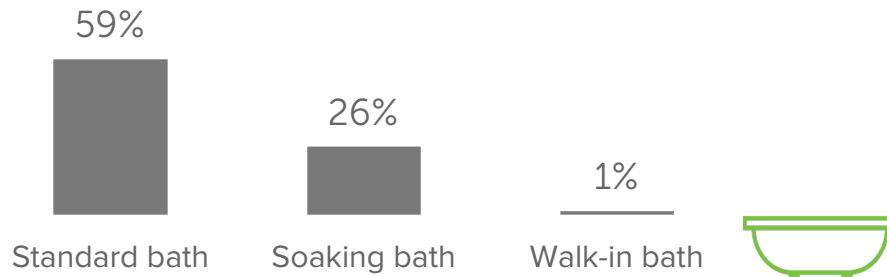
# How We Are Updating in Our Bathrooms: *Baths*

Charts below show frequency of new bath types, features and styles, among 68% who upgraded their baths, 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.

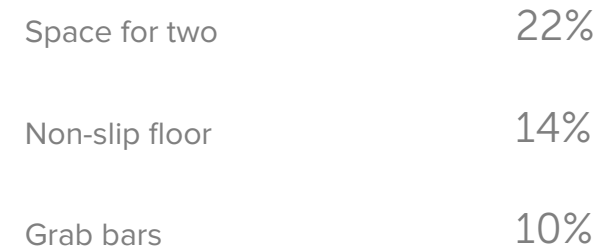
## NEW ELEMENTS OF UPGRADED BATHTUBS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

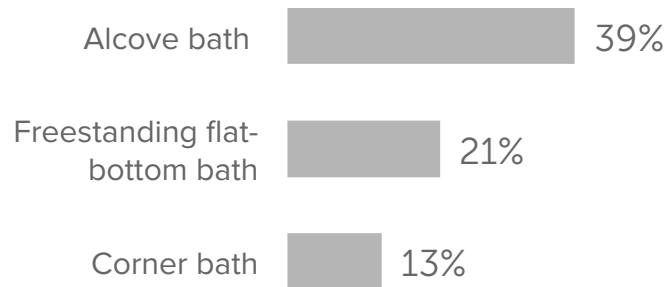
### Top 3 Types



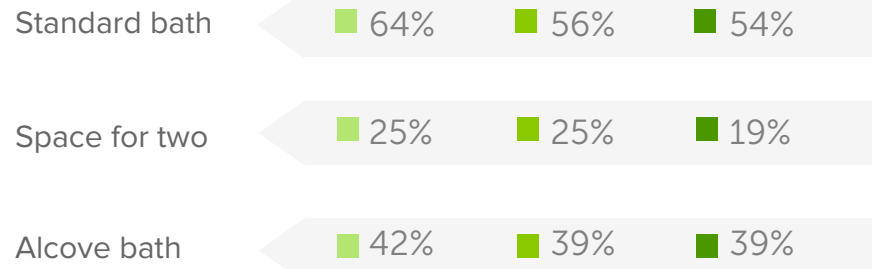
### Top 3 Features



### Top 3 Styles



### #1 Bath Elements by Age





# How We Are Updating in Our Bathrooms: *Showers*

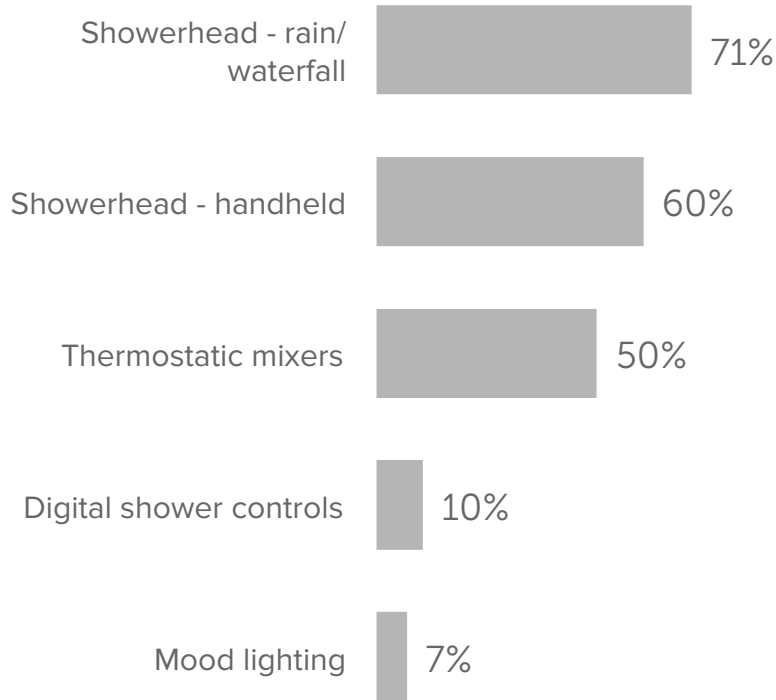
Charts below show frequency of new shower types and features, among 72% who upgraded their showers, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

## NEW ELEMENTS OF UPGRADED SHOWERS

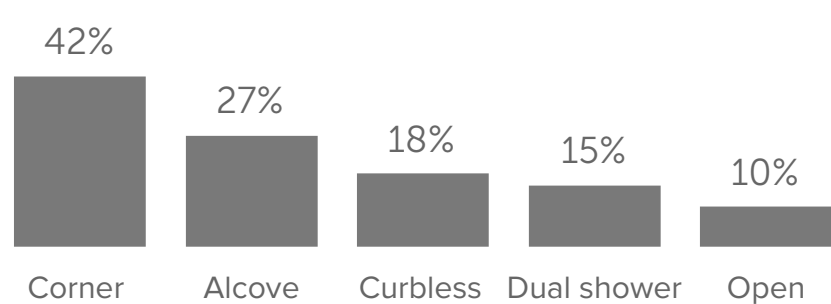
HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



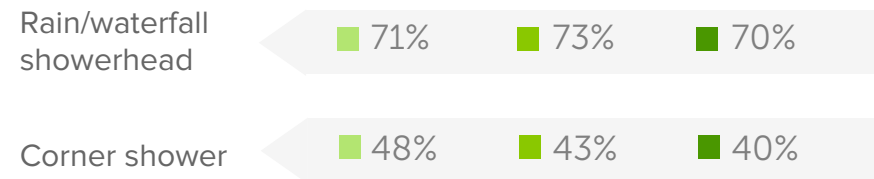
### Top 5 Features



### Top 5 Types



### #1 Shower Elements by Age



# How We Are Updating in Our Bathrooms: *Plumbing Fixtures*

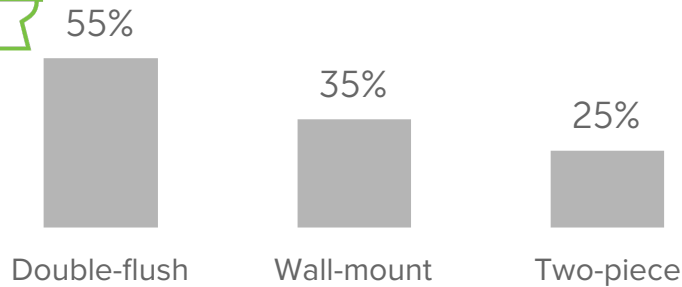
Charts below show frequency of new toilet types, sink types, and faucet types, among 83%, 87%, and 86% upgrading toilets, sinks and taps, respectively, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

## NEW ELEMENTS OF PLUMBING FIXTURES

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



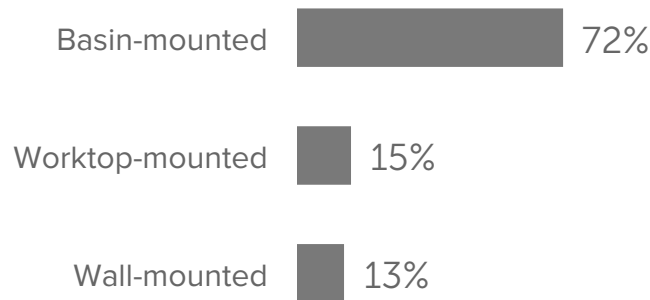
### Top 3 Toilet Types



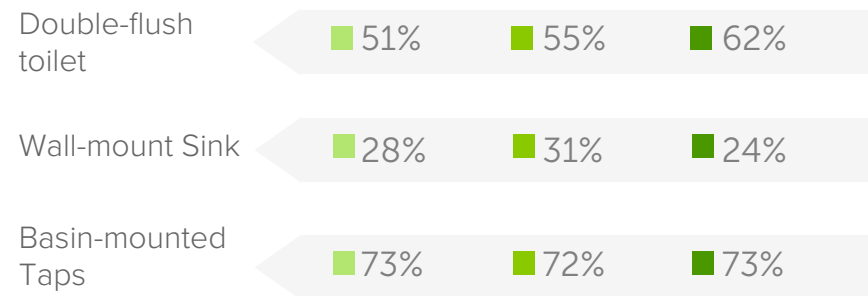
### Top 3 Sink Types



### Top 3 Tap Types



### #1 Plumbing Fixture Types by Age



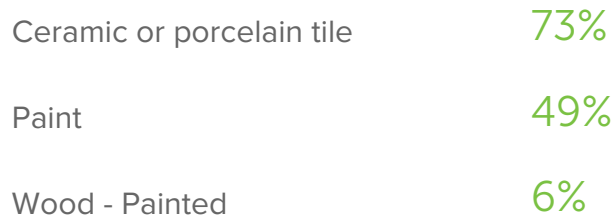
# How We Are Updating in Our Bathrooms: *Finishes*

Charts below show frequency of new wall, flooring and tap finishes, among 88%, 88%, and 86% upgrading walls, flooring, and taps, respectively, 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.

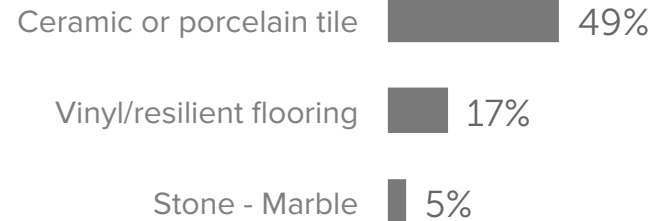
## NEW FINISH MATERIALS

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+

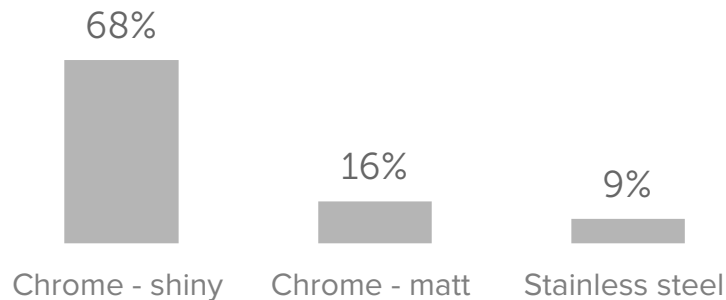
### Top 3 Wall Finishes



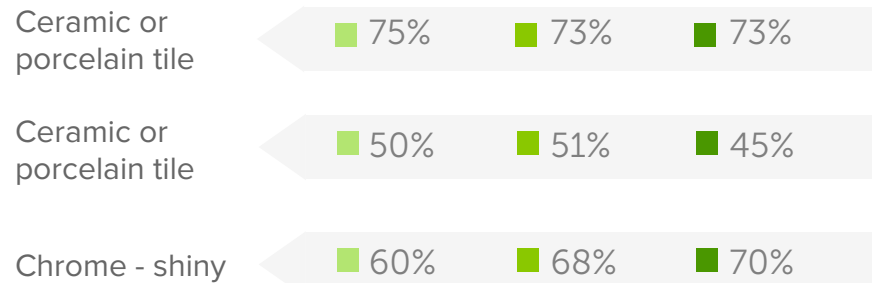
### Top 3 Flooring Finishes



### Top 3 Faucet Finishes



### #1 Finishes by Age



# What High-Tech Features We Choose in Our Bathrooms

Charts below show frequency of high-tech features toilets, baths and showers, among 83%, 68%, and 72% of homeowners updating their toilets, baths or showers, respectively, 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.

## NEW HIGH-TECH FEATURES IN NEW TOILETS, BATHS AND SHOWERS

### High-Tech Toilets



10%

Of new toilets

### High-Tech Baths



4%

Of new baths

### High-Tech Showers



15%

Of new showers

#### High-Tech Toilet Features

- Self-cleaning
- Overflow protection/anti-clog
- Motion-activated cover/seat
- Built-in nightlight
- Heated seating
- Self-deodorizer
- Hands-free flushing

#### High-Tech Bathtub Features

- Built-in lighting
- Built-in heated backrest
- Built-in scented mist dispenser
- Built-in sound + vibrations

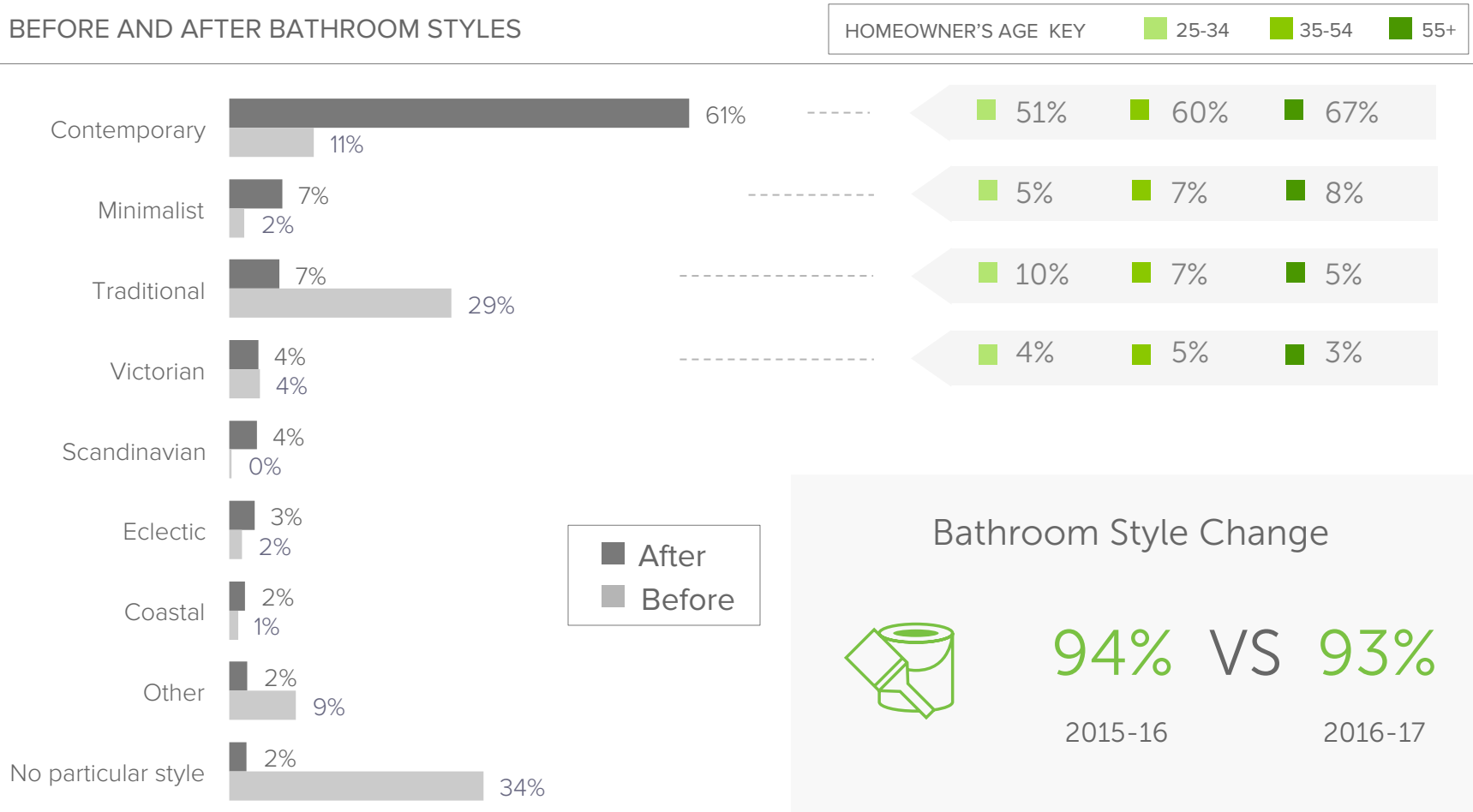
#### High-Tech Shower Features

- Mood lighting
- Digital controls
- Built-in sound
- Showerhead with LED lighting
- Showerhead with speakers

# How We Design Our Bathrooms

Charts below show frequency of chosen styles before and after the renovation among 93% of homeowners who chose to change the style, 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 AND AFTER BATHROOM STYLES

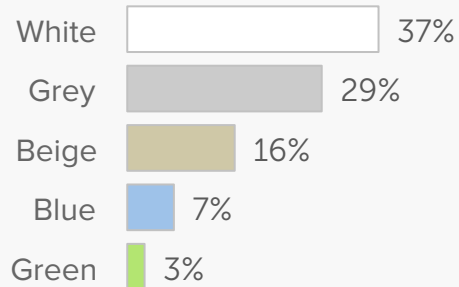


# How We Add Colour to Our Bathrooms

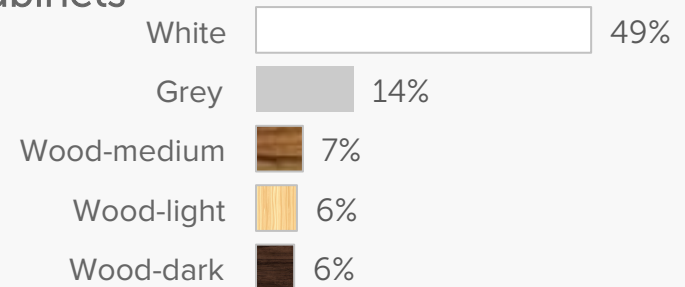
Charts below show frequency of colours on walls, cabinets, worktops and floors of bathrooms, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

## TOP 5 DOMINANT COLOURS

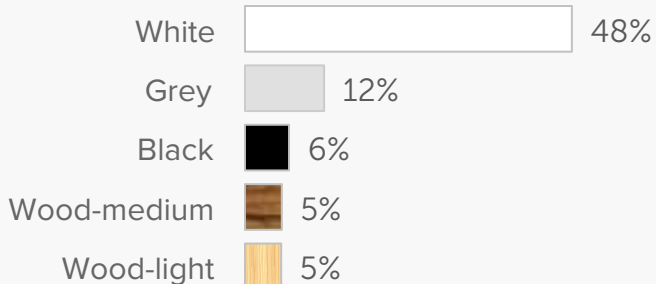
### Walls



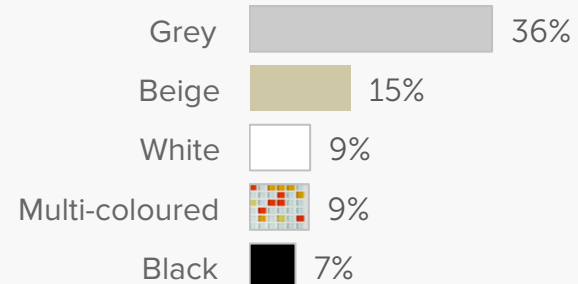
### Cabinets



### Worktops



### Floors

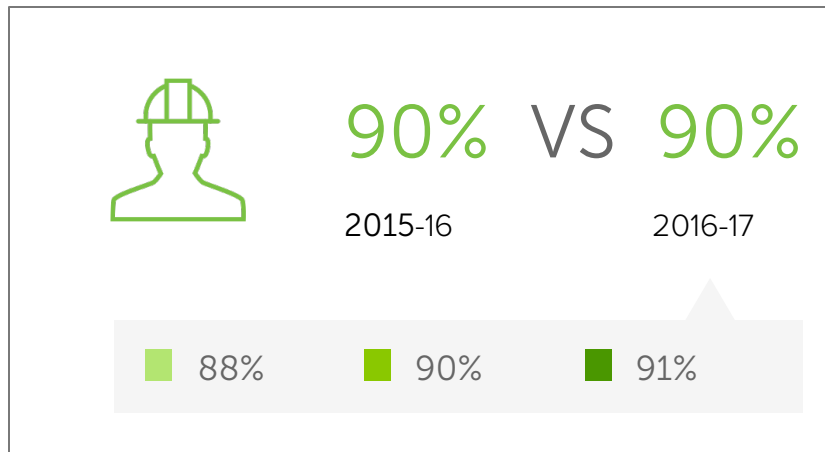


# Who We Turn To for Renovation Help

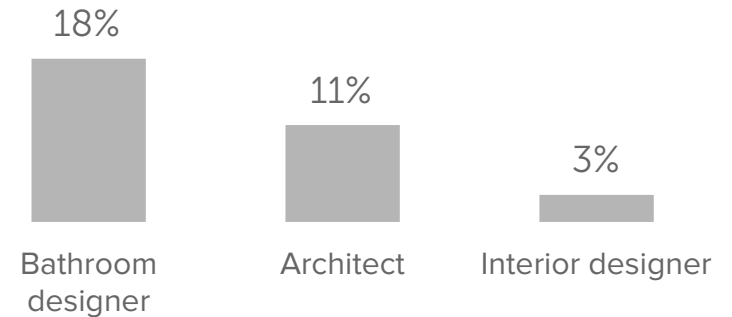
Charts below show frequency of hiring help, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

## OVERALL PRO HIRING

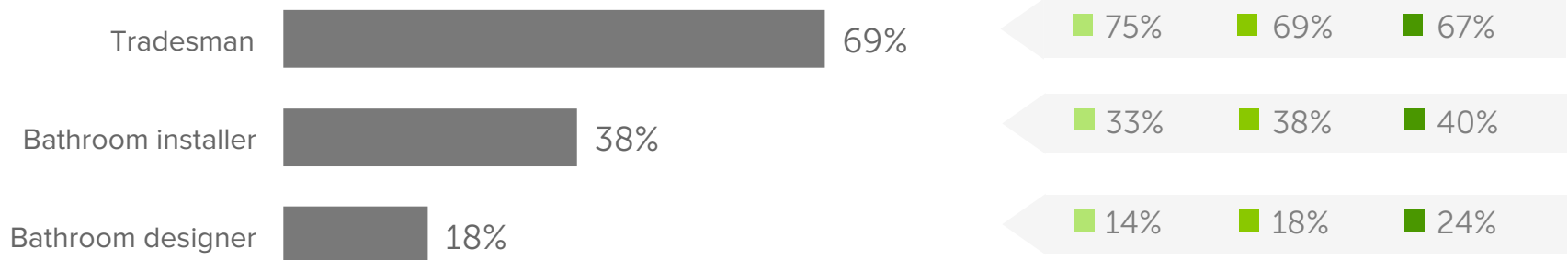
HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



## Top Hired Design Pros



## Top 3 Hired Pros

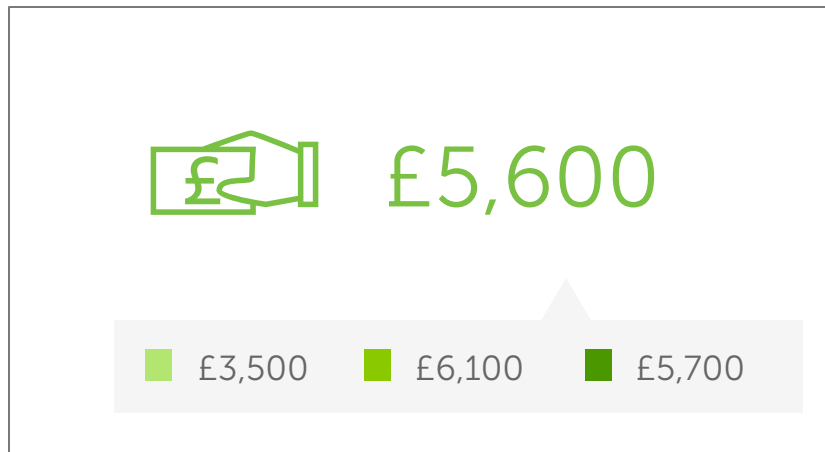


# How Much We Spend on Our Bathrooms

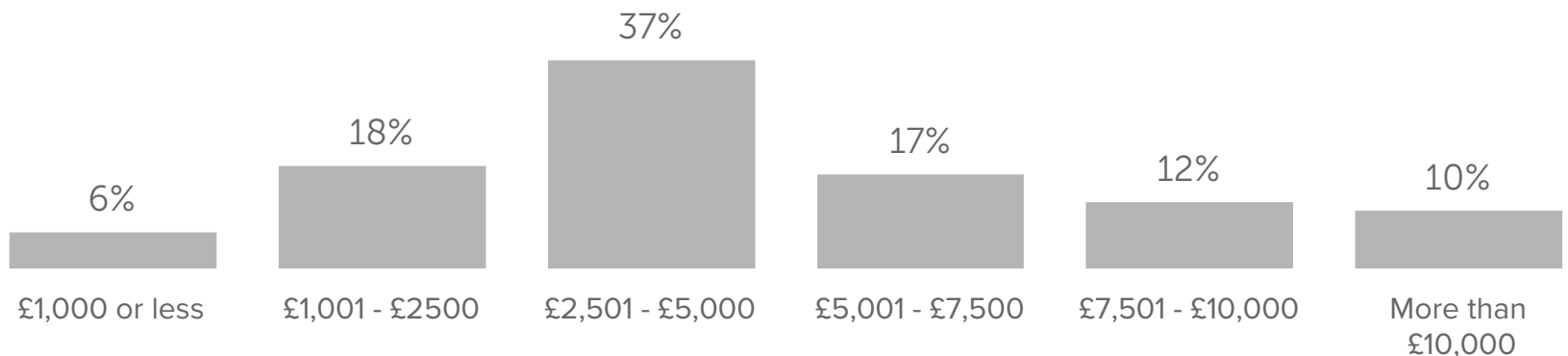
Charts below show the average spend on bathrooms renovated 2015-2016 (Source: UK Houzz and Home 2016-17 Studies); as well as the planned bathroom budget, as reported by homeowners who are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

## AVERAGE BATHROOM SPEND

HOMEOWNER'S AGE KEY ■ 25-34 ■ 35-54 ■ 55+



## BUDGET FOR CURRENT/PLANNED RENOVATIONS





# What We Wish We Installed in Our Bathrooms

Tables below show the frequency of the top three features homeowners regret not installing, 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

## TOP THREE FEATURES HOMEOWNERS REGRET NOT INSTALLING

HOMEOWNER'S AGE KEY

25-34

35-54

55+

### OVERALL

1

21%

Underfloor heating

2

11%

Sound system

3

7%

Illuminated mirror(s)

### 25-34

1

24%

Underfloor heating

2

15%

Sound system

3

11%

Illuminated mirror(s)

### 35-54

1

20%

Underfloor heating

2

12%

Sound system

3

10%

Illuminated mirror(s)

### 55+

1

16%

Underfloor heating

2

8%

Illuminated mirror(s)

3

6%

Larger shower area

# Methodology

The survey was sent to registered Houzz users in the United Kingdom, and fielded in June-July 2017. 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=1,715.

# 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	