

2016



HOUZZ BATHROOM TRENDS STUDY — IRELAND



Big Ideas



HIGH-TECH UPDATES

13% of upgraded showers, 12% of upgraded toilets and 7% of upgraded baths in renovated bathrooms are equipped with at least one high-tech feature.

TIME FOR TECH

Nearly half (49%) of renovating homeowners spend 30-60 minutes a day in their home bathrooms. 45% admit to using mobile devices in their bathrooms at least once a week, checking emails, texting, using social media, 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 one of the top triggers for starting a bathroom renovation (33%). Nearly a fifth are also tackling a bathroom that is breaking down (19%).

SUPERSIZING THE SHOWER

While nearly a third of bathroom renovators are increasing their bathroom size (27%), over three quarters are increasing the size of their shower (83%).

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

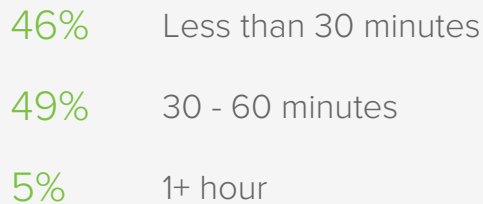
WEEKLY ACTIVITIES ON A MOBILE DEVICE IN BATHROOMS AT HOME



45%

USE A MOBILE DEVICE IN BATHROOM AT LEAST WEEKLY

TIME SPENT IN THE BATHROOM DAILY



TOP FUNCTIONAL PRIORITIES



30%

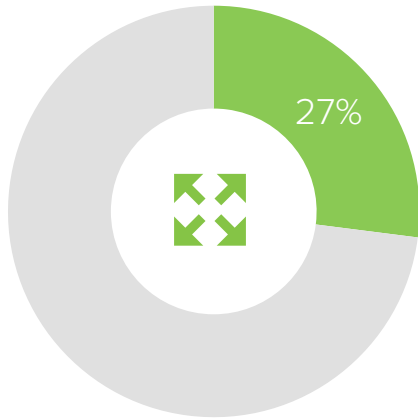


SOAK IN BATH 1-2 TIMES PER MONTH

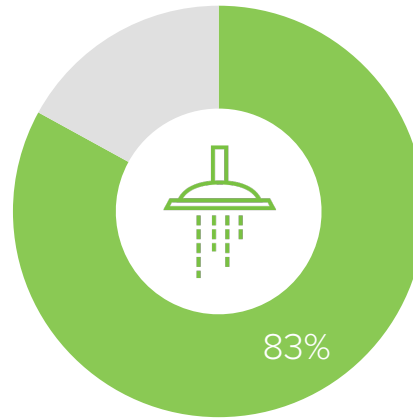
What We Are Updating in Our Bathrooms

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

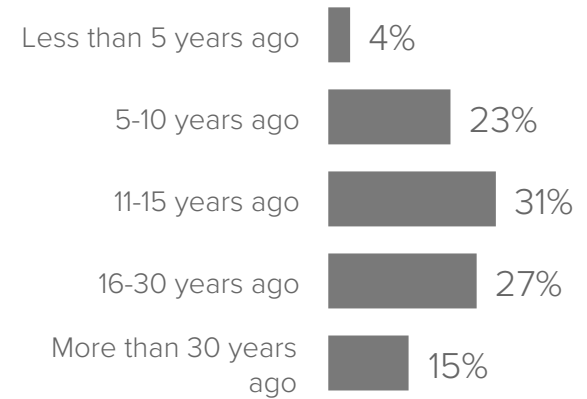
INCREASE IN BATHROOM SIZE



INCREASE IN SHOWER SIZE



TIMING OF LAST BATHROOM UPDATE

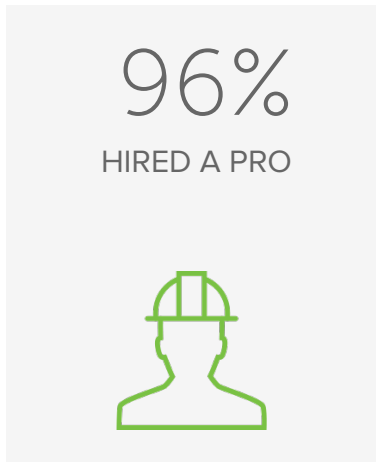


MOST POPULAR FEATURE UPGRADES

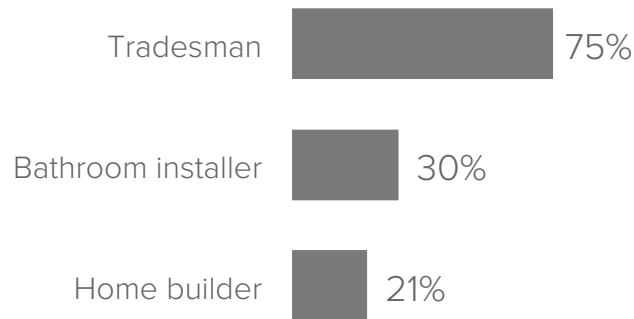


How & Why We Are Updating Our Bathrooms

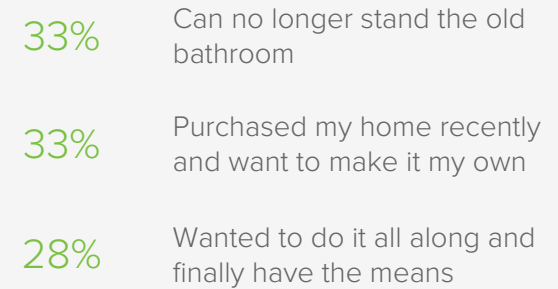
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TOP PROS HIRED

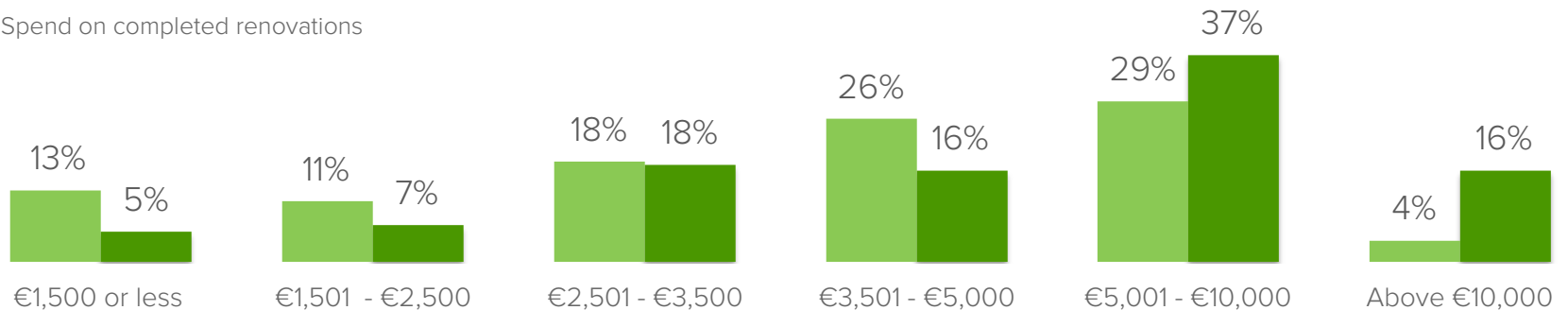


TOP REASONS FOR RENOVATING NOW



BUDGET VS. SPEND

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

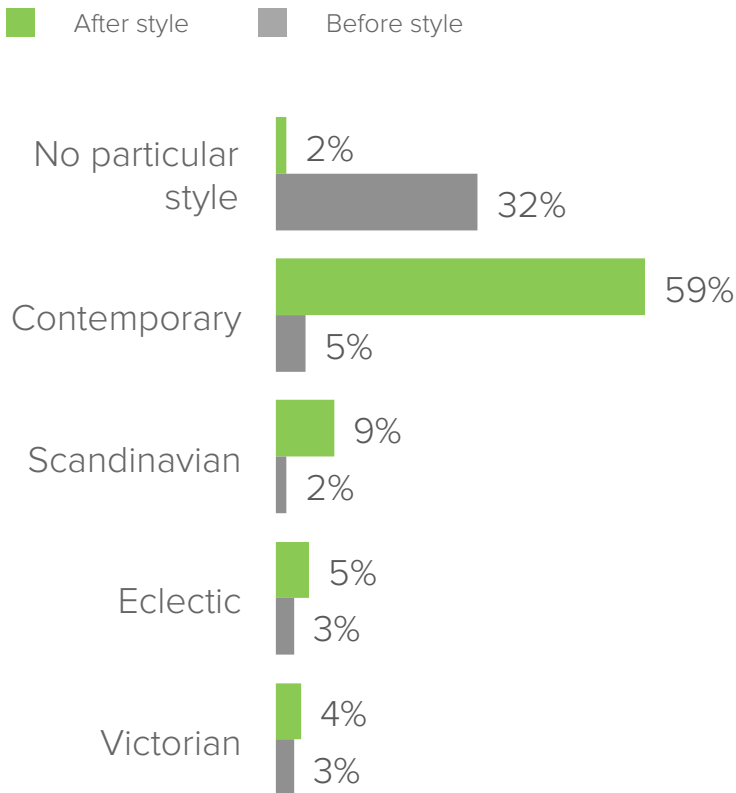


How We Design Our Bathrooms

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

43% Bath area

29% Shower area

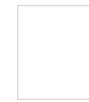
TOP DESIGN PRIORITIES

85% Stylish and beautiful

43% Integrates with the rest of the home

TOP BATHROOM COLOURS

WALL



White



Grey



Beige

CABINETRY



White



Grey



Medium wood

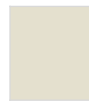
WORKTOPS



White



Grey



Beige

FLOORS



Grey



Beige



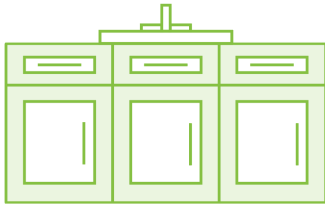
Multiple

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 82% of homeowners who update basins



31% WALL-MOUNT

#1 NEW TAP FINISH

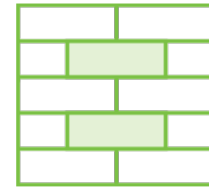
Among the 78% of homeowners who update taps



64% POLISHED CHROME

#1 NEW WALL FINISH

Among the 88% of homeowners who update wall finish



81% CERAMIC OR PORCELAIN TILE

#1 NEW LIGHTING

Among the 73% of homeowners who update lighting



56% RECESSED LIGHTING

#1 NEW BATH STYLE

Among the 36% of homeowners who update baths



43% ALCOVE BATH

#1 NEW FLOOR FINISH

Among the 81% of homeowners who update flooring



67% 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



Rainfall showerhead 66%

Thermostatic mixers 35%

Floor-level shower (no-threshold) 19%

TOILET FEATURES

Among the 79% of homeowners who update toilets



Double-flush toilet 57%

Wall-mount toilet 28%

Motion-activated cover and seat 6%

BATH FEATURES

Among the 36% of homeowners who update baths



Space for two 23%

Whirlpool/jets - silent 4%

Whirlpool/jets - other (non-silent) 3%

HIGH-TECH IN BATHROOMS

13% High-tech showers

12% High-tech toilets

7% High-tech baths

Methodology

The survey was sent to registered Houzz users in Ireland, 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=293.

Links to Resources on Houzz Ireland

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	