

2016



HOUZZ BATHROOM TRENDS STUDY — NEW ZEALAND



Big Ideas



HIGH-TECH UPDATES

6% of upgraded showers, 6% of upgraded bathtubs and 8% of upgraded toilets in renovated bathrooms are equipped with at least one high-tech feature.

TIME FOR TECH

More than half (53%) of renovating homeowners spend 30-60 minutes a day in their home bathrooms. This includes spending time on their mobile devices — 36% renovating homeowners use their mobile devices in their bathrooms at least once a week, including checking email, texting 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 one of the top triggers for starting a bathroom renovation (30%). Another third are tackling a bathroom that is breaking down (36%).

SUPERSIZING THE SHOWER

While nearly a third of bathroom renovators are increasing their bathroom size (31%), over half are increasing the size of their shower (65%).

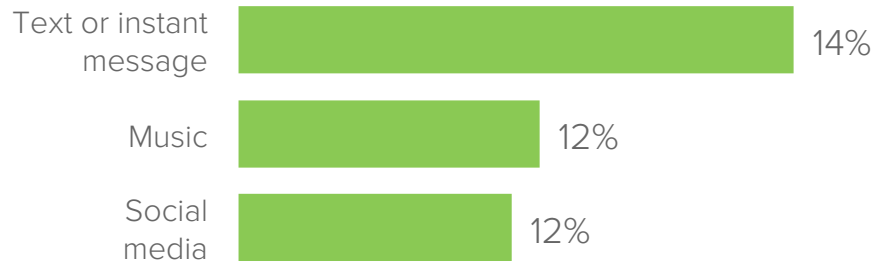
PROFESSIONAL HIRING ON THE RISE

Nearly nine in ten homeowners enlisted or will enlist the help of a professional during their 2015-2016 bathroom projects, with nearly two thirds of renovating homeowners upgrading bathrooms that were previously renovated 16 years or more ago (62%).

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

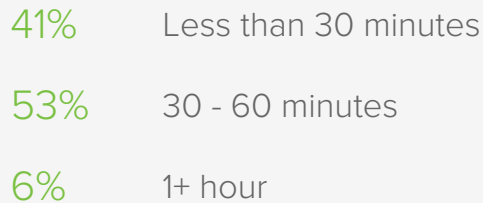
WEEKLY ACTIVITIES ON A MOBILE DEVICE IN BATHROOMS AT HOME



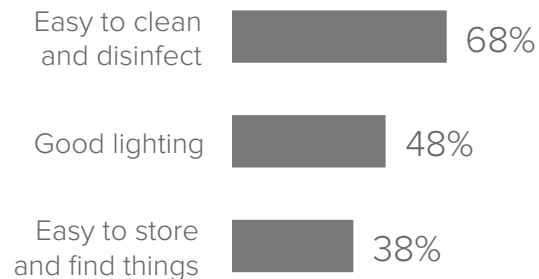
36%

USE A MOBILE DEVICE IN BATHROOM AT LEAST WEEKLY

TIME SPENT IN THE BATHROOM DAILY



TOP FUNCTIONAL PRIORITIES



25%

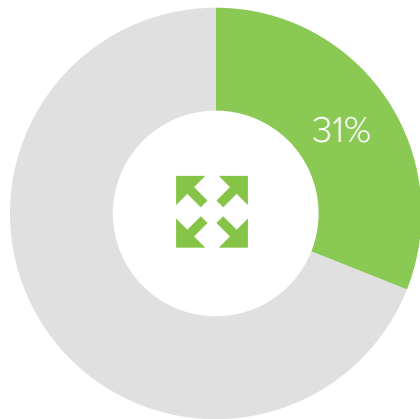


SOAK IN BATHTUB 1-2 TIMES PER MONTH

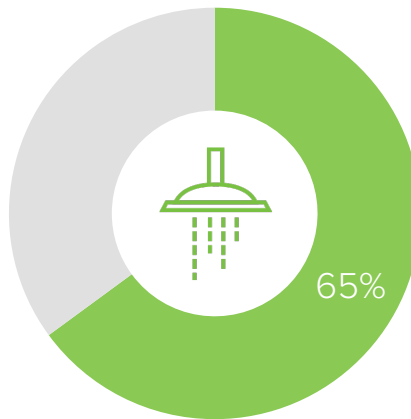
What We Are Updating in Our Bathrooms

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

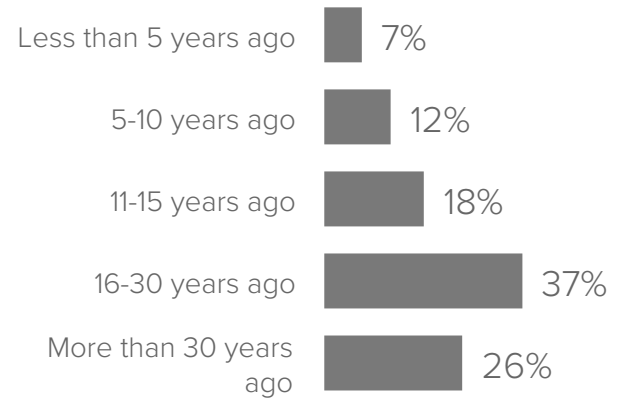
INCREASE IN BATHROOM SIZE



INCREASE IN SHOWER SIZE



TIMING OF LAST BATHROOM UPDATE

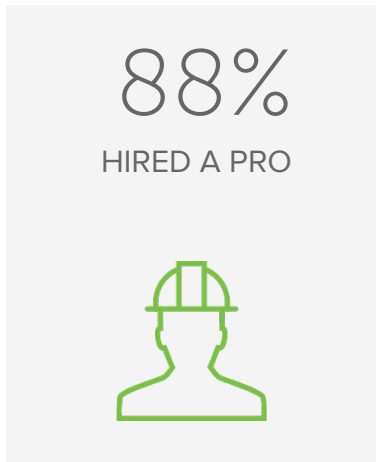


MOST POPULAR FEATURE UPGRADES

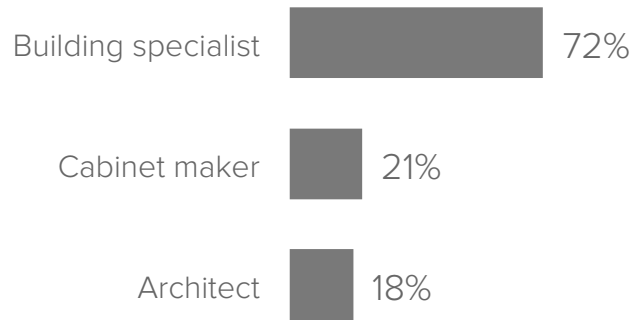


How & Why We Are Updating Our Bathrooms

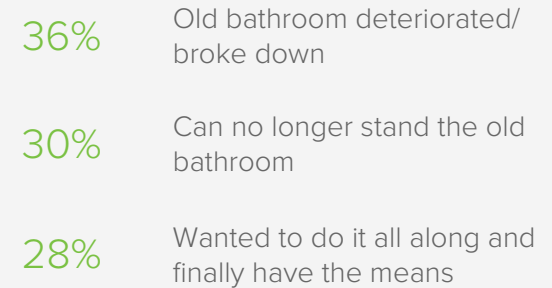
Charts below show frequency of activities, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months



TOP PROS HIRED

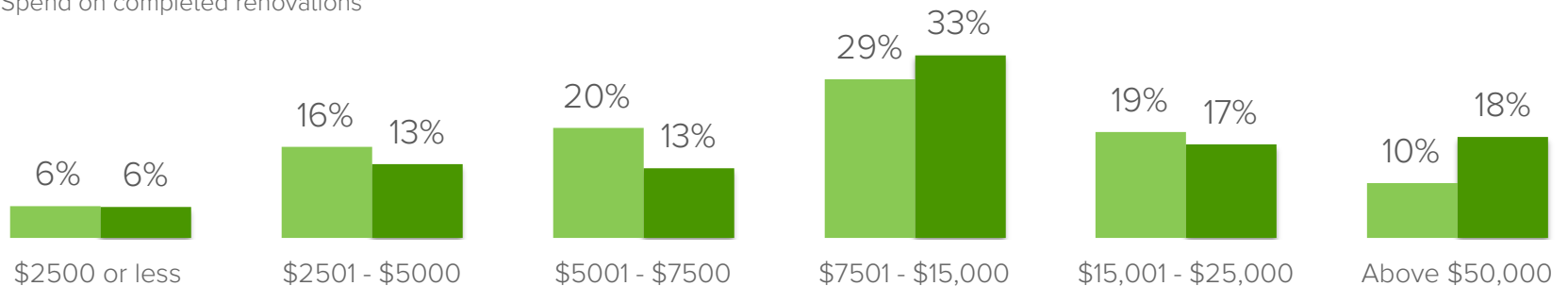


TOP REASONS FOR RENOVATING NOW



BUDGET VS. SPEND

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

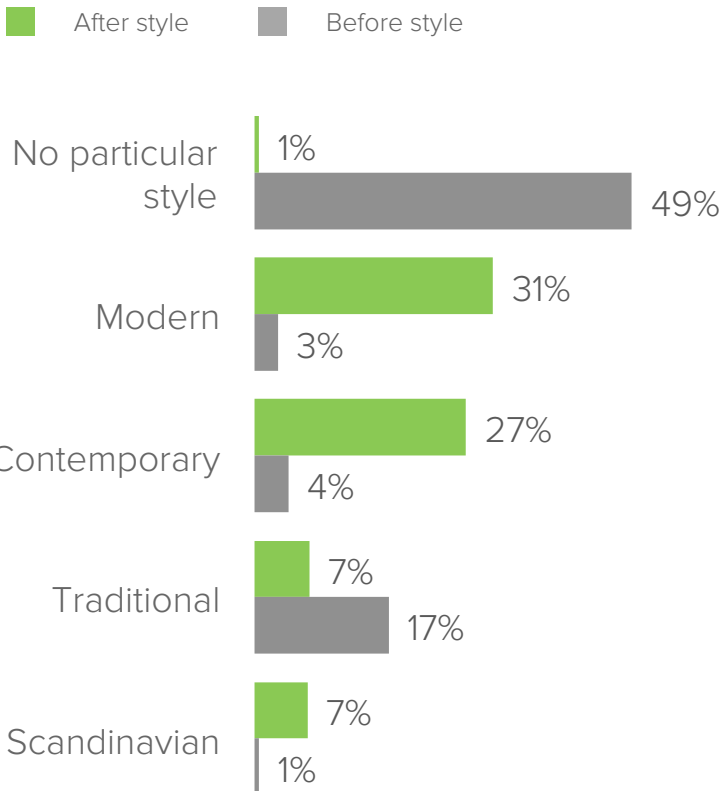


How We Design Our Bathrooms

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 92% of homeowners who update style



AREAS SEPERATED BY FULL OR PARTIAL WALLS

47% Toilet area

44% Shower area

TOP DESIGN PRIORITIES

75% Stylish and beautiful

46% Increasing resale value

TOP BATHROOM COLOURS

WALL



White



Grey



Beige

CABINETRY



White



Medium wood



Dark wood

COUNTERS



White



Black



Medium wood

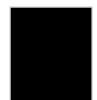
FLOORS



Grey



Medium wood



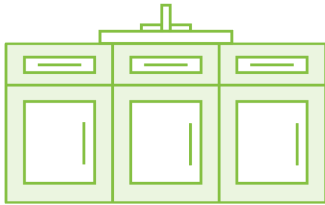
Black

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 SINK STYLE

Among the 67% of homeowners who update sinks



24% WALL-MOUNT

#1 NEW FAUCET FINISH

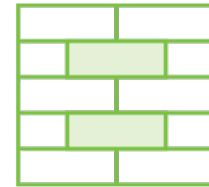
Among the 87% of homeowners who update faucets



54% POLISHED CHROME

#1 NEW WALL FINISH

Among the 91% of homeowners who update wall finish



65% PAINT

#1 NEW LIGHTING

Among the 81% of homeowners who update lighting



57% RECESSED LIGHTING

#1 NEW TUB STYLE

Among the 41% of homeowners who update bathtubs



35% ALCOVE BATHTUB

#1 NEW FLOOR FINISH

Among the 82% of homeowners who update flooring



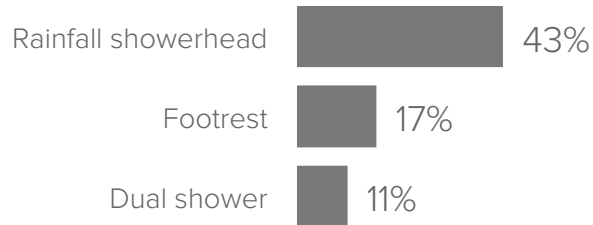
55% CERAMIC OR PORCELAIN TILE

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

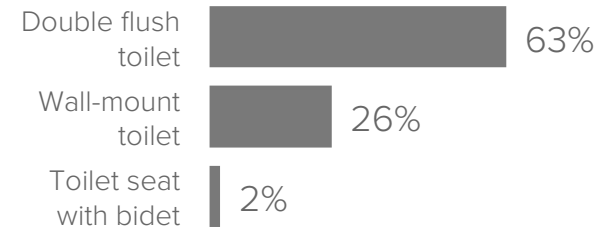
SHOWER FEATURES

Among the 82% of homeowners who update showers



TOILET FEATURES

Among the 71% of homeowners who update toilets



BATHTUBS FEATURES

Among the 41% of homeowners who update bathtubs



HIGH-TECH IN BATHROOMS



Methodology

The survey was sent to registered Houzz users in New Zealand, 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=473.

Links to Resources on Houzz NZ

PHOTOS	FIND PROS	PRODUCTS	STORIES
Bathroom	Architects	Bathroom Storage	Bathroom Ideas
Powder Room	Architectural Designers	Bathroom Vanities	Bathroom Styles
Kids' Bathroom	Tile, Stone & Benchtops	Bathroom Fixture Parts	Bathroom Features
Master Bathroom	Joinery & Cabinet Makers	Bidets	Showers
Contemporary Bathroom	Home Builders	Urinals	Small Bathrooms
Modern Bathroom	Interior Designers & Decorators	Cabinet & Drawer Hardware	
Eclectic Bathroom	Bathroom Designers & Renovators	Bathroom Lighting	
Scandinavian Bathroom		Bathtubs	
Traditional Bathroom		Showers	
		Toilets	
		Bathroom Sinks	
		Bathroom Taps & Shower Heads	
		Medicine Cabinets	
		Bath & Spa Accessories	
		Bath Linens	
		Tile	