

2024

# Houzz UK Bathroom Trends



Studio Fabbri  
©Alexandria Hall



# Major Features Upgraded\*

Wall finish	96%
Basin	94%
Flooring	92%
Taps or other plumbing fixture(s)	89%
Toilet	84%
Lighting fixture(s)	76%

\*Percentages reflect proportion of homeowners who are updating, or have updated, the bathroom as part of a completed, current or planned bathroom renovation during 2023-24.





# New Systems Upgraded\*

Ventilation fan	85%
Radiant heating	26%
Water softener	11%
Tankless water heater	6%
Dehumidifier	5%
Home entertainment system	4%

\*Percentages reflect proportion of homeowners who are updating, or have updated, the bathroom as part of a completed, current or planned bathroom renovation during 2023-24.



Clement Windows Group Ltd  
& Anne-Marie Leigh Interior Design  
©Nick Smith Photography



# Bathroom Style\*

Contemporary	36%
Modern	31%
Traditional	7%
Eclectic	6%
Victorian	3%

\*Percentages reflect proportion of homeowners who are updating, or have updated, the bathroom as part of a completed, current or planned bathroom renovation during 2023-24.





# Type of Shower\*

Corner (walls on two sides)	32%
Low kerb shower (low-threshold)	28%
Shower over bath set-up	26%
Alcove (walls on three sides)	23%
Kerbless shower (no-threshold)	12%
Open shower (no enclosure)	8%

\*Percentages reflect the proportion of homeowners who are adding or have added a new shower, or are replacing or have replaced an existing shower, as part of their completed, current or planned bathroom renovation during 2023-24.



MH Costa Construction  
& Finkernagel Ross



# Shower Features\*

Rain/waterfall shower head	80%
Handheld shower head	77%
Thermostatic mixers	58%
Mood lighting	14%
Seat	12%
Grab bars	12%

\*Percentages reflect the proportion of homeowners who are adding or have added a new shower, or are replacing or have replaced an existing shower, as part of their completed, current or planned bathroom renovation during 2023-24.





# Type of Bath\*

Alcove bath (bordered by three walls)	40%
Freestanding flat bottom bath	30%
Freestanding claw-foot bath	10%
Deck-mounted (within a built-up structure)	7%
Corner bath (deck-mounted or alcove)	6%

\*Percentages reflect the proportion of homeowners who are adding or have added a new bath or are replacing or have replaced an existing bath as part of their completed, current or planned bathroom renovation during 2023-24.



Hobson's Choice



# Bath Features\*

Space for two	36%
Grab bars	36%
Non-slip floor	34%
Lighting (built-in)	9%
Whirlpool/jets	2%
Seat	2%

\*Percentages reflect the proportion of homeowners who are adding or have added a new bath or are replacing or have replaced an existing bath as part of their completed, current or planned bathroom renovation during 2023-24.



Margot Tsim Interior Design  
©Nathalie Priem Photography



# Type of Toilet\*

Double-flush toilet	55%
Wall-mount toilet	41%
One-piece toilet	28%
Two-piece toilet (tank attached to the bow)	15%
High-efficiency toilet	13%
Tall or extra tall toilet	11%

\*Percentages reflect the proportion of homeowners who are adding or have added a new toilet or are replacing or have replaced an existing toilet as part of their completed, current or planned bathroom renovation during 2023-24.





# Toilet Features\*

Motion activated cover and seat	29%
Self-cleaning features	26%
Bidet functionality	21%
Overflow protection anti-clog system	18%
Nightlight (built-in)	18%
Automatic/hands-free flushing	16%

\*Percentages reflect the proportion of homeowners who are adding or have added a new toilet or are replacing or have replaced an existing toilet as part of their completed, current or planned bathroom renovation during 2023-24.



Q Design House  
©Ryan Wicks



# Type of Basin\*

Drop-in	25%
Wall-mount	22%
Console	18%
Trough	10%
Pedestal	9%
Vessel	6%

\*Percentages reflect the proportion of homeowners who have updated or are updating basins as part of their completed, current or planned bathroom renovation during 2023-24.





# Type of Vanity Unit\*

Stock vanity unit (pre-manufactured, pre-assembled)	55%
Ready-to-assemble vanity unit (pre-manufactured, requiring assembly)	24%
Semi-custom or custom vanity unit	19%
Repurposed existing furniture	1%

\*Percentages reflect the proportion of homeowners who have updated or are updating vanity units as part of their completed, current or planned bathroom renovation during 2023-24.





# Vanity Unit Features\*

Soft close drawers	62%
Soft close doors	52%
Drawer organiser - built-in	30%
Plug socket - built-in	18%
Open shelves	17%
Hand towel bar	8%

\*Percentages reflect the proportion of homeowners who have updated or are updating vanity units as part of their completed, current or planned bathroom renovation during 2023-24.





# Vanity Unit Colour\*

White	43%
Grey	14%
Wood-light	11%
Blue	8%
Wood-medium	7%

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# Wall Finish (outside of shower)\*

Ceramic or porcelain (tile or other)	66%
Paint	39%
Wood - finished or unfinished	5%
Marble (tile or other)	5%
Wallpaper	4%

\*Percentages reflect the proportion of homeowners who have updated or are updating their wall finish as part of their completed, current or planned bathroom renovation during 2023-24.



Siobhan Hayles Interiors



# Wall Colour (outside of shower)\*

White	45%
Grey	20%
Beige	12%
Green	6%
Blue	5%

\*Percentages reflect proportion of homeowners who are updating, or have updated, the bathroom as part of a completed, current or planned bathroom renovation during 2023-24.





# Wall Colour (inside of shower)\*

White	30%
Grey	25%
Beige	14%
Green	9%
Multi-coloured	8%

\*Percentages reflect proportion of homeowners who are updating, or have updated, the bathroom as part of a completed, current or planned bathroom renovation during 2023-24.





# Flooring Material (outside of shower)\*

Ceramic or porcelain (tile or other)	44%
Vinyl/resilient flooring (tile or other)	24%
Marble (tile or other)	6%
Laminate	5%
Linoleum (tile or other)	4%
Wood - finished or unfinished	4%

\*Percentages reflect the proportion of homeowners who have updated or are updating their flooring as part of their completed, current or planned bathroom renovation during 2023-24.



Clare Elise Interiors  
© Chris Snook



# Lighting\*

Ceiling lights	61%
Recessed lights	47%
Lighted mirrors	38%
Wall lights	22%
In-cabinet lights	14%
Shower lights	12%

\*Percentages reflect the proportion of homeowners who have updated or are updating light fixtures as part of their completed, current or planned bathroom renovation during 2023-24.





# Methodology

Findings from a survey of 228 UK homeowners on Houzz about their recent or planned bathroom renovation projects.

The online survey was fielded to Houzz UK users in November-December 2023.

