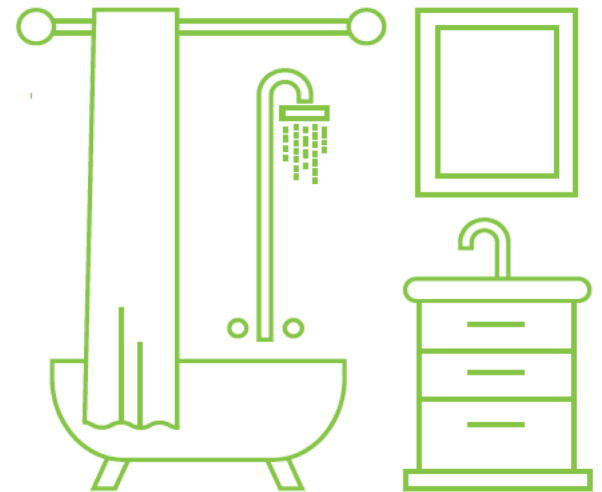


# 2018

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## U.S. HOUZZ BATHROOM TRENDS STUDY



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# Big Ideas

## ANTICIPATING AGING NEEDS

The majority of baby boomers (ages 55 or older) are addressing current or future needs of aging household members during master bathroom renovations (56%). One-third of baby boomers are addressing current aging needs (35%), while nearly a quarter are planning ahead for future needs (21%).

## CURBLESS ENTHUSIASM

Boomers addressing aging needs are tackling major changes to their master bathrooms. Nearly half change the bathroom layout and one-third remove the bathtub (47% and 34%, respectively). Other upgrades include installing accessibility features such as seats, low curbs, grab bars and nonslip floors in upgraded showers and bathtubs.

## THE SUITE LIFE

Homeowners are focusing on the master suite as a whole, with nearly half of master bathroom projects accompanied by master bedroom renovations (46%). Master bathrooms command the second-highest median spend (\$7,000) in home remodels, behind kitchens (\$11,000), while master bedroom spend rivals that of living rooms (\$2,000 versus \$3,000, respectively).

## PREMIUM FEATURES GALORE

A surprising one in 10 master bathrooms is the same size or larger than the master bedroom (11%). Beyond size, premium features in master bathrooms are on the rise, with dual showers, one-piece toilets, vessel sinks and built-in vanities showing significant increases in demand in the last three years.

## BATHED IN GRAY

Gray palettes continue to lead in walls and flooring and are increasingly popular in cabinets. Newcomer styles continue to overtake contemporary style, with farmhouse more than doubling in popularity, from 3% in 2016 to 7% in 2018. Matte nickel and polished chrome are the most common metal finishes.

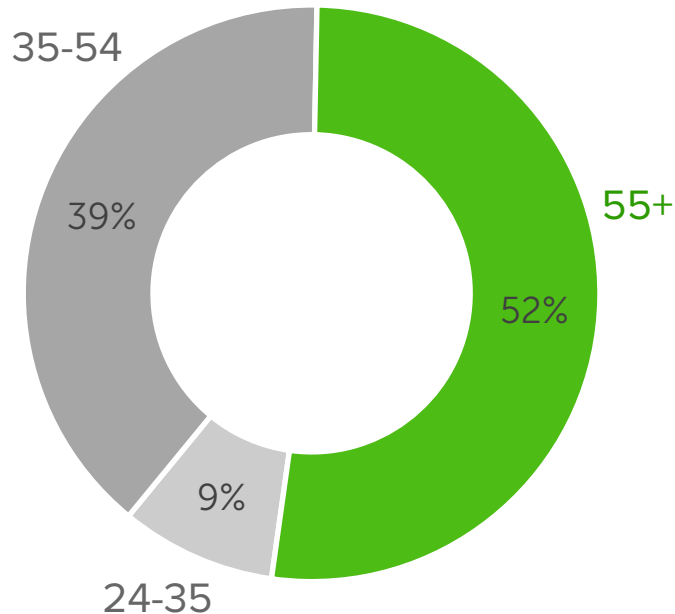
# FOCUS ON ACCESSIBILITY

# Anticipating Aging Needs

Baby boomers (ages 55 or older) represent 52% of renovating homeowners today, with a majority planning to remain in their homes for 10 years or longer (59%). It is not surprising then that over half of boomers address either current (35%) or future (21%) needs of household members during their master bathroom renovations. Interestingly, 30% of younger generations also address aging-related needs that are likely to arise in the future.

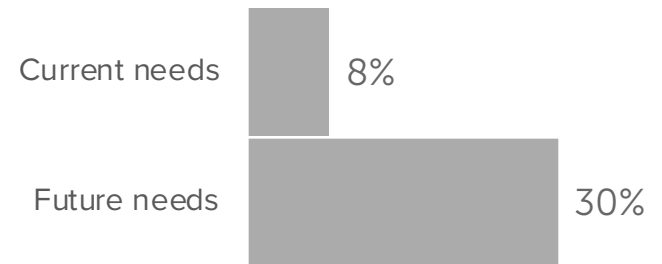
## HOMEOWNER AGE BREAKDOWN AND APPROACH TO AGING-RELATED NEEDS\*

AGE BREAKDOWN OF RENOVATORS\*



RENOVATIONS ADDRESSING CURRENT OR FUTURE NEEDS OF AGING HOUSEHOLD MEMBERS\*\*

### Ages 25-54:



### Ages 55+:



\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18.

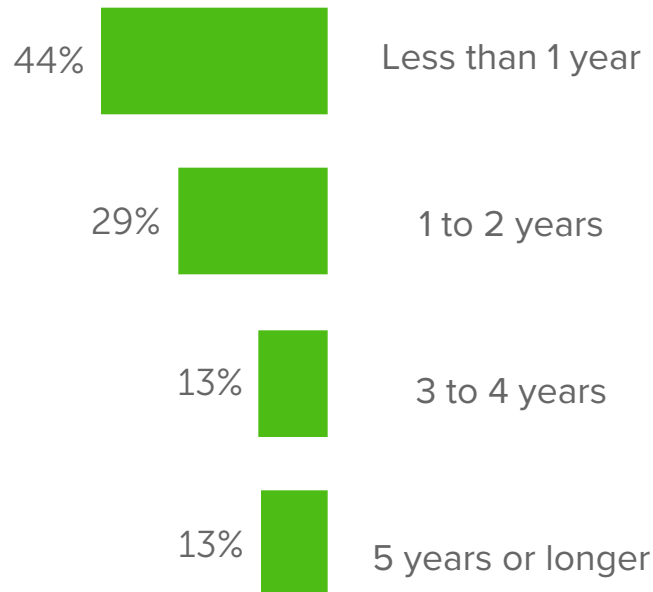
\*\*Percentages reflect proportion of homeowners *ages 25-54 versus 55+* who address *current and future needs of aging household members* as part of their renovations.

# Planning Ahead

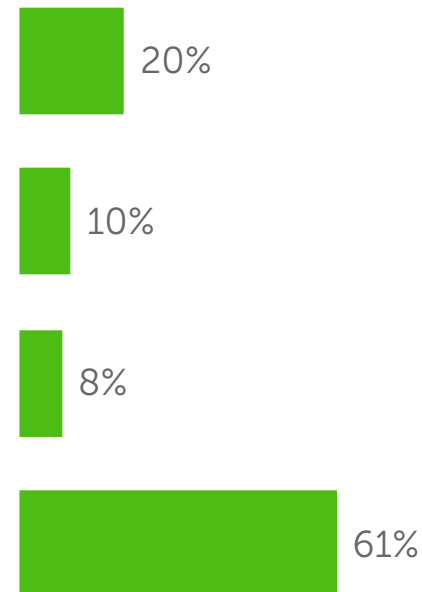
Among the 35% of baby boomers who are addressing current aging-related needs during master bathroom renovations, a majority are reacting to needs that arose only two years ago (73%). In contrast, those addressing future needs are planning for the long term, with most anticipating the needs to arise five years or longer from now (61%).

## TIMING OF AGING-RELATED NEEDS ADDRESSED BY 55+ HOMEOWNERS\*

### WHEN CURRENT AGING-RELATED NEEDS AROSE



### WHEN FUTURE AGING-RELATED NEEDS ARE EXPECTED TO ARISE



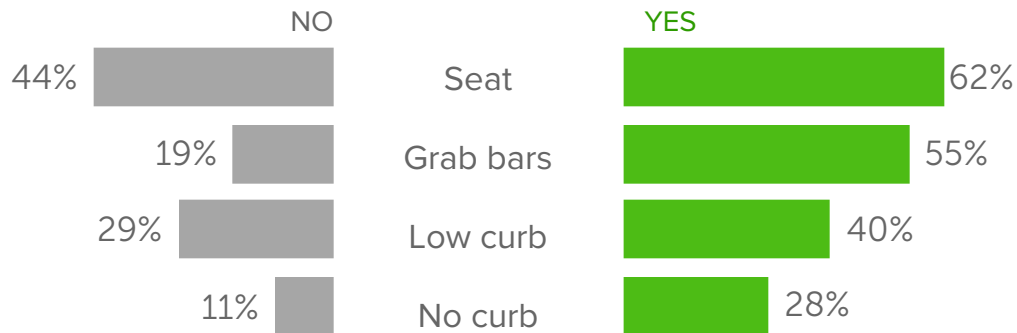
\*Percentages reflect proportion of homeowners ages 55+ who address current versus future needs of aging household members as part of their renovations.

# Curbless Enthusiasm

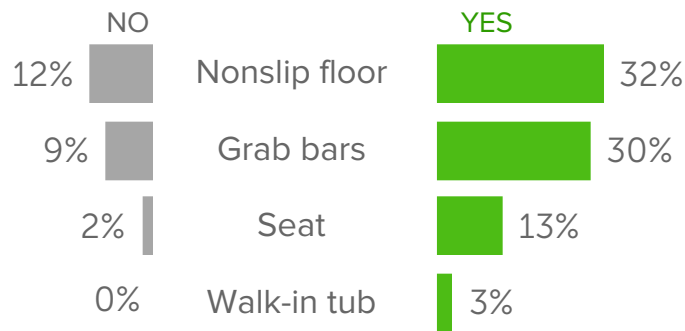
Baby boomers who address aging-related needs are tackling major changes to the master bathroom compared with boomers who do not address these needs. For example, one in two are changing the bathroom layout (47%) and a third remove the bathtub altogether (34%). Other upgrades include installing accessibility features such as seats, low curbs, grab bars and nonslip floors in upgraded showers and bathtubs.

## MAJOR ACCESSIBILITY UPGRADES WHEN ADDRESSING (YES) AND NOT ADDRESSING (NO) AGING-RELATED NEEDS\*

### ACCESSIBILITY FEATURES IN SHOWERS



### ACCESSIBILITY FEATURES IN BATHTUBS



### MAJOR UPGRADES

	NO	YES
System upgrades	51%	68%
Wall changes	33%	44%
Layout changes	35%	47%
Bedroom upgrades	36%	42%
Bathtub removal	20%	34%
Location change	3%	5%

\*Percentages reflect proportion of homeowners ages 55+ who address versus do not address needs of aging household members as part of their renovations.

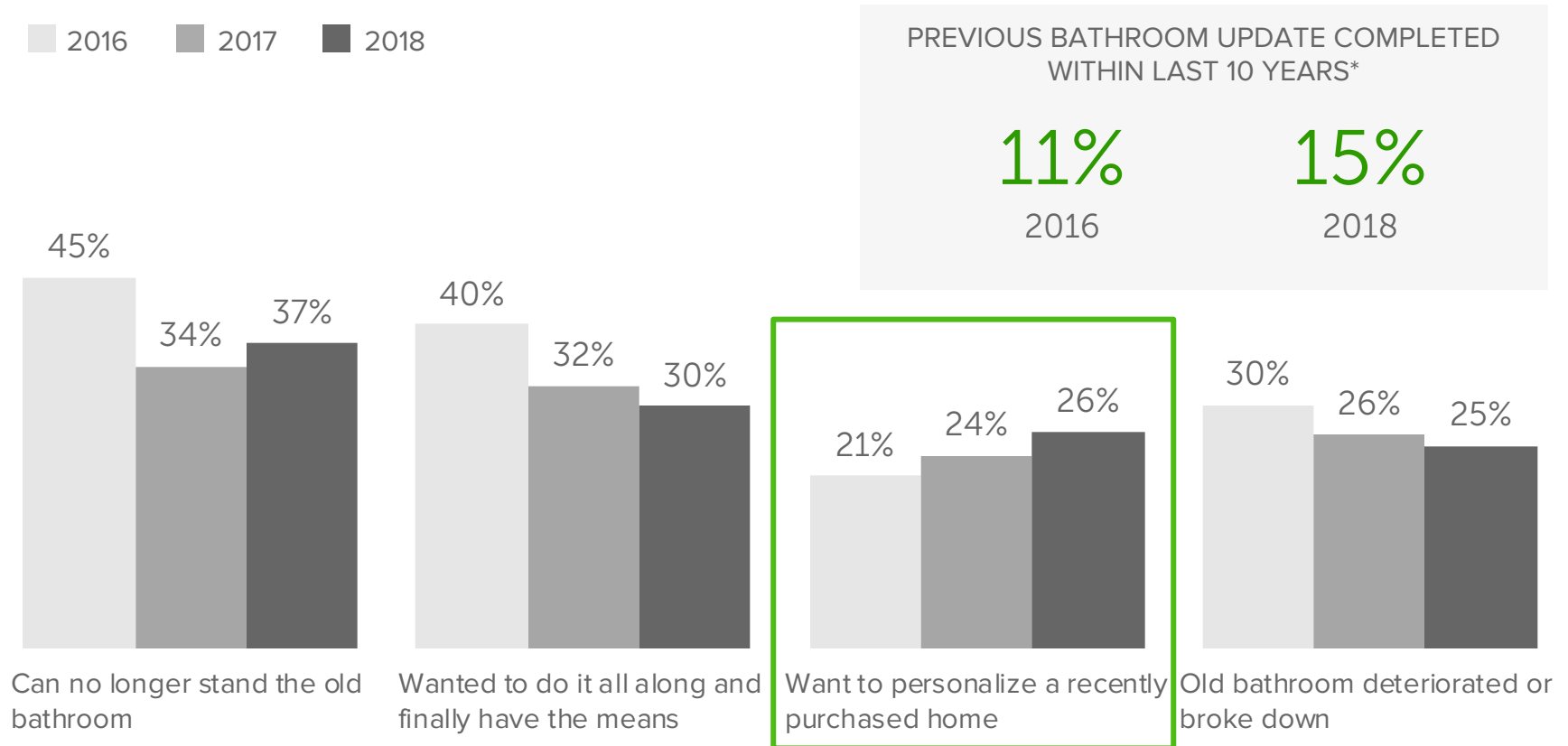
# TRIGGERS AND SCOPE



# Influence of New Buyers

Compared with previous years, today's master bathroom renovations are less likely to be motivated by pent-up demand and are more likely to be the result of a recent home purchase. This probably explains why homeowners are increasingly more likely to tackle "newer" bathrooms (i.e., those updated within the last 10 years) compared with 2016 (15% versus 11%, respectively).

## EVENTS TRIGGERING MASTER BATHROOM RENOVATIONS\*

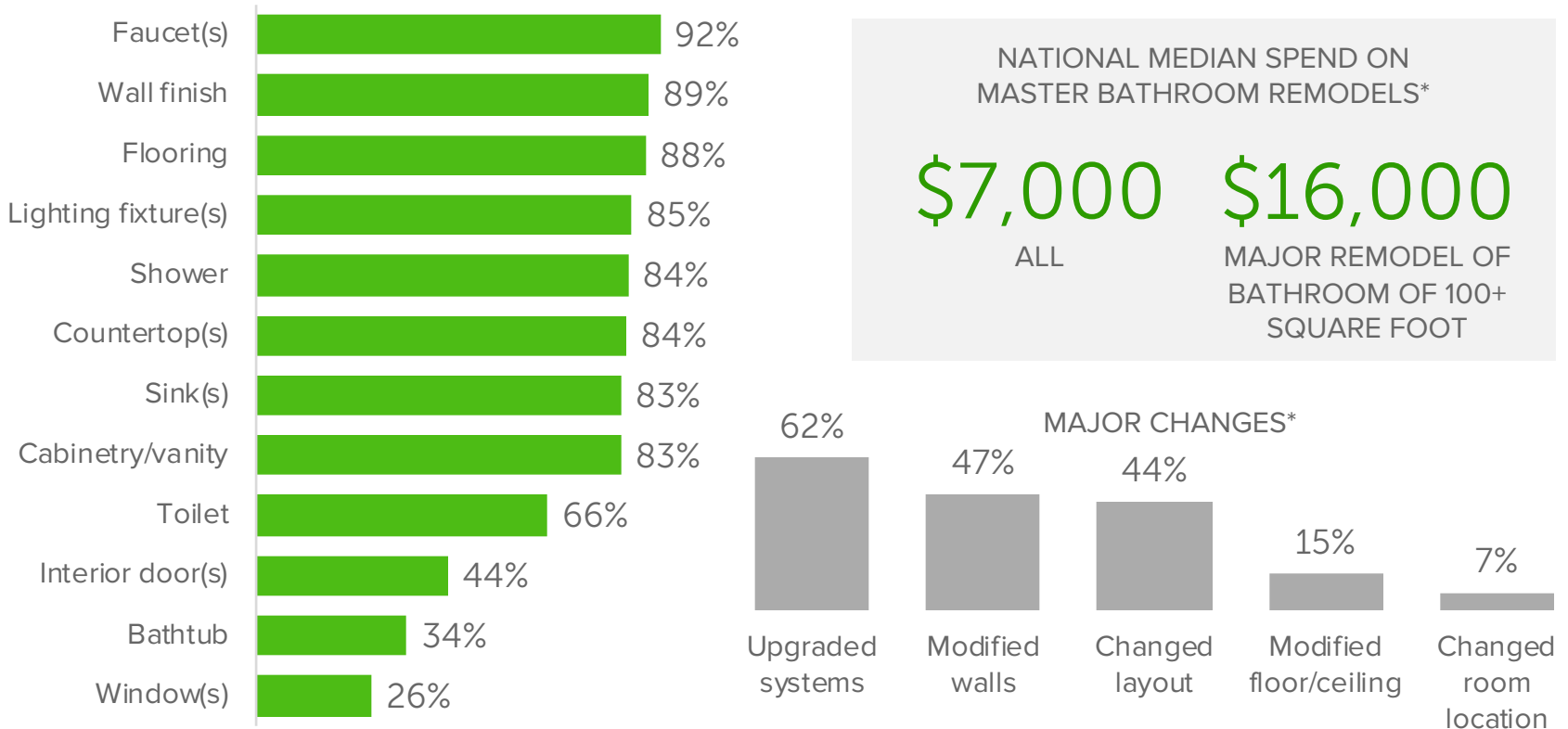


\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18, 2016-17 ([2017](#) study) and 2015-16 ([2016](#) study).

# Bring On a New Layout

A large majority of homeowners replace major features such as showers and vanities during master bathroom renovations (83% to 92%). Nearly half change their bathroom layout (44%), while some change the bathroom's location altogether (7%). Master bathrooms command the second-highest median spend (\$7,000) in home remodels, behind kitchens (\$11,000).\*

## UPGRADED MAJOR FEATURES AND MEDIAN SPEND\*\*



\*Median spend on master bathroom remodels combines data from this study with data on spend reported in the [Houzz & Home Study for 2016](#) and [2017](#).

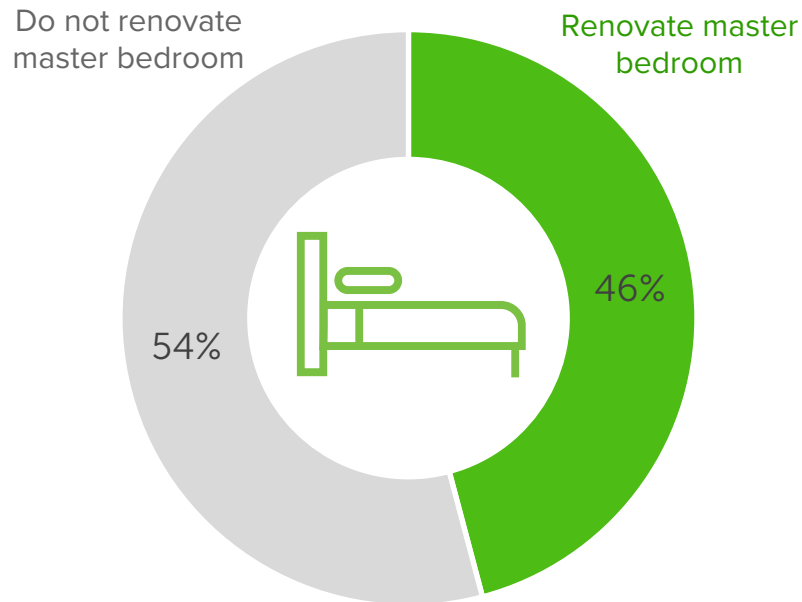
Major master bathroom remodel refers to a remodel in which at least the cabinetry/vanity, countertops and toilet are replaced.

\*\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18.

# The Suite Life

Nearly one in two master bathroom renovations (46%) is paired with a master bedroom renovation. A typical (median) master bedroom remodel rivals living rooms in spend (\$2,000 versus \$3,000, respectively).<sup>\*</sup> Overall, a majority of master suites maintain the same or complementary style (81%). Surprisingly, one in 10 master bathrooms is the same size or even larger than the master bedroom (11%).

## RENOVATION OF A MASTER BEDROOM IN CONJUNCTION WITH A MASTER BATHROOM<sup>\*\*</sup>

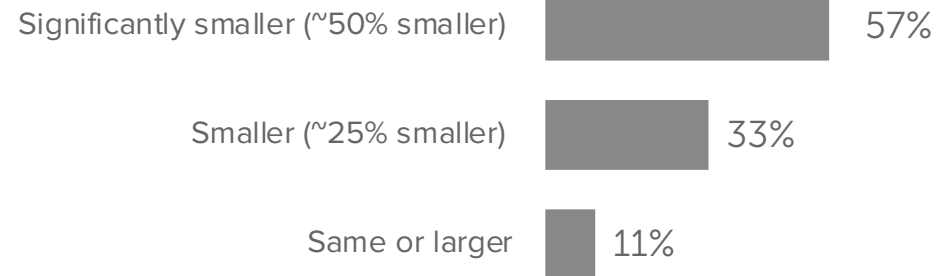


**81%** SAME/COMPLEMENTARY DESIGN FOR BATHROOM AND BEDROOM

### NATIONAL MEDIAN SPEND ON MASTER BEDROOM REMODELS<sup>\*</sup>

<b>\$2,000</b>	<b>\$2,350</b>
ALL	BEDROOM OF 250+ SQUARE FEET

### BATHROOM SIZE COMPARED WITH BEDROOM SIZE<sup>\*</sup>



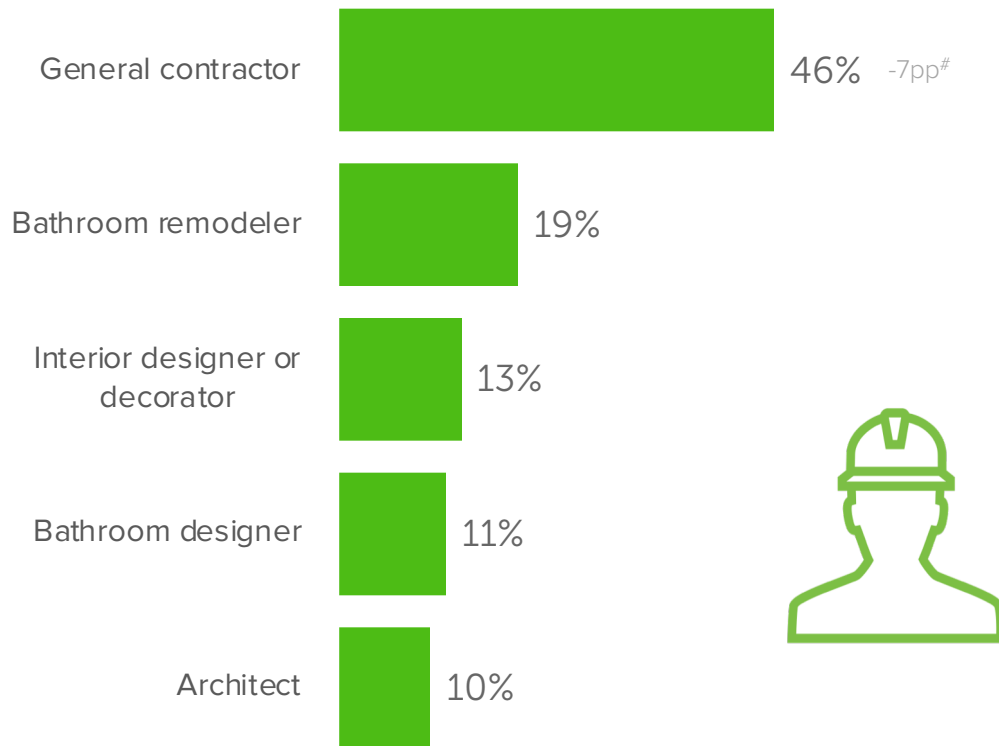
<sup>\*</sup>Median spend on master bedroom remodels combines data from this study with data on spend reported in the Houzz & Home Study for 2016 and 2017.

<sup>\*\*</sup>Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18.

# Labor Woes

Consistent with last year's findings, more than eight in 10 master bathroom renovators hire professional help for their projects (83% in 2018 compared with 84% in 2017). That said, despite stability in nature of project scope and/or spend, hiring of general contractors declined to 46% (from 53% in 2017 and 54% in 2016). This trend is in line with other findings in home improvement activity and is likely driven in part by a shortage of available contractors.

## TOP PRO CATEGORIES BEING HIRED\*



### OVERALL PRO HIRING\*

Year	Percentage
2017	84%
2018	83%

### HIRING OF SPECIALTY SERVICE PROVIDERS (WITHOUT A PROJECT MANAGER)\*\*

Year	Percentage
2017	16%
2018	17%

\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18 and 2016-17.

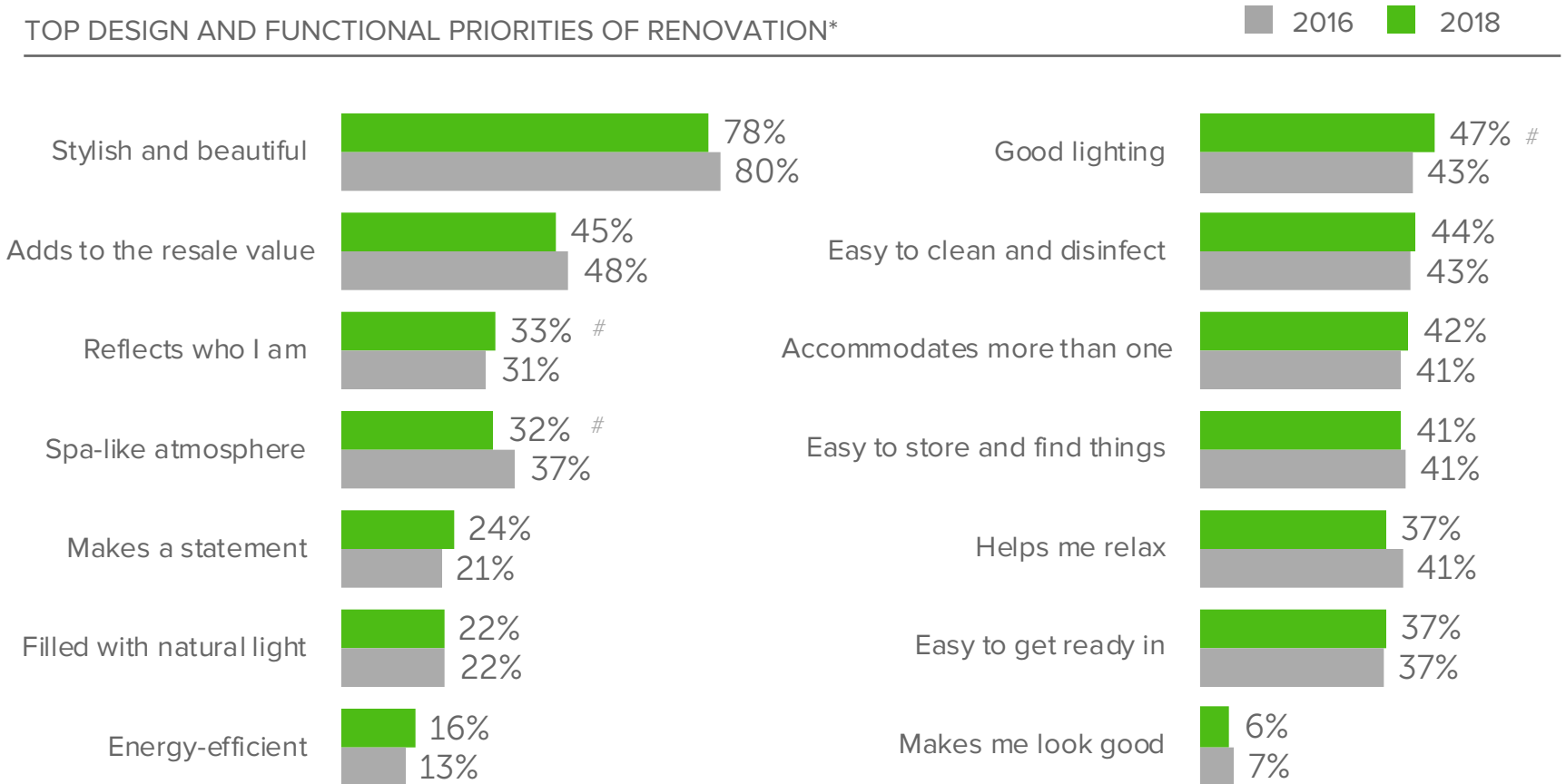
\*\**Specialty service providers* refers to electrician, plumber, tile specialist, cabinetmakers and other trades; *project managers* refers to general contractors and remodelers.

#Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels. (See [2017](#) study.)

# LOOK AND FEEL

# Consistent Priorities

In keeping with previous years' findings, style and beauty are the highest-ranked design priorities (78%), while good lighting is the most important functional priority (47%).



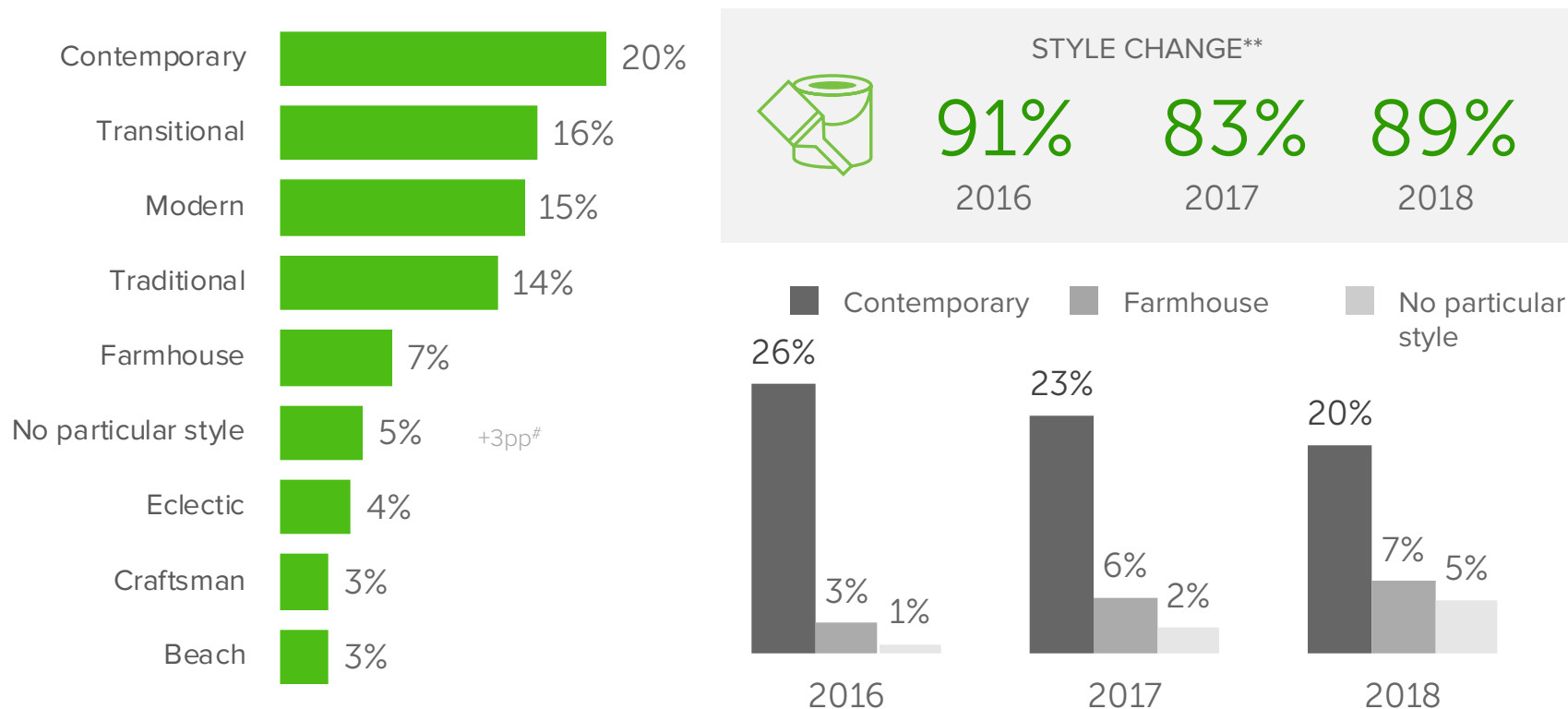
\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18 and 2015-16.

#Percentage point difference between 2018 and 2016 study findings; shows only statistically significant differences at 90% confidence levels. (See [2016](#) study.)

# The Rise of Farmhouse Style

More than four in five renovating homeowners report changing the style of their master bathrooms, consistent with previous years. Among them, contemporary continues to be the top choice but it is losing share (26%, 23% and 20% in 2016, 2017 and 2018 studies, respectively). Meanwhile, farmhouse and undefined styles now have a combined market share of 12%, compared with 7% in 2017 and 4% in 2016, among those changing style.

## TOP MASTER BATHROOM STYLES AFTER STYLE CHANGES\*



\*Percentages reflect proportion of homeowners *who are changing the style as part of a completed, current or planned 2017-18 master bathroom renovation.*

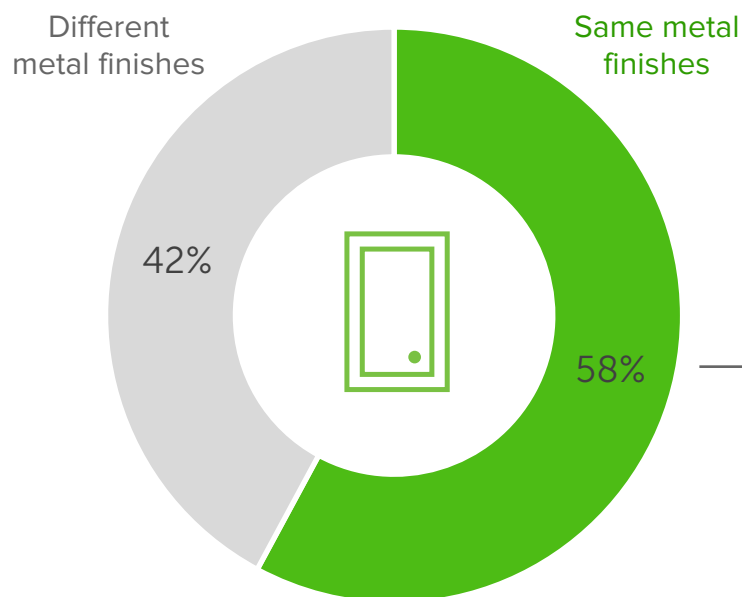
\*\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18, 2016-17 and 2015-16.

#Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels. (See [2017](#) study.)

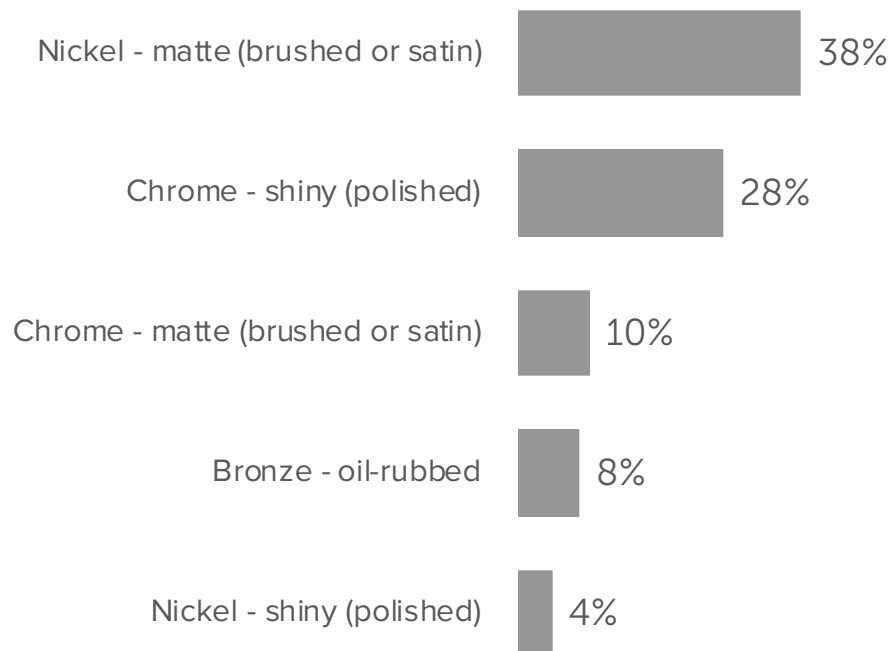
# Pedal to the Metal

A majority of homeowners (58%) opt for matching metal finishes across fixtures and hardware (faucets, shower heads, valves, door hardware, lighting fixtures, towel rods, etc.) in the master bathroom. Among the matched fixtures, brushed or satin nickel is the top choice (38%), followed by polished chrome (28%). These two finishes are also the most popular among those who choose complementary or different finishes. (See Appendix A.)

## TOP FIXTURE AND HARDWARE FINISHES\*



## TOP METAL FINISHES\*\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18.

\*\*Percentages reflect proportion of homeowners who select the same metal finish across all fixtures and hardware as part of a completed, current or planned master bathroom renovation during 2017-18.

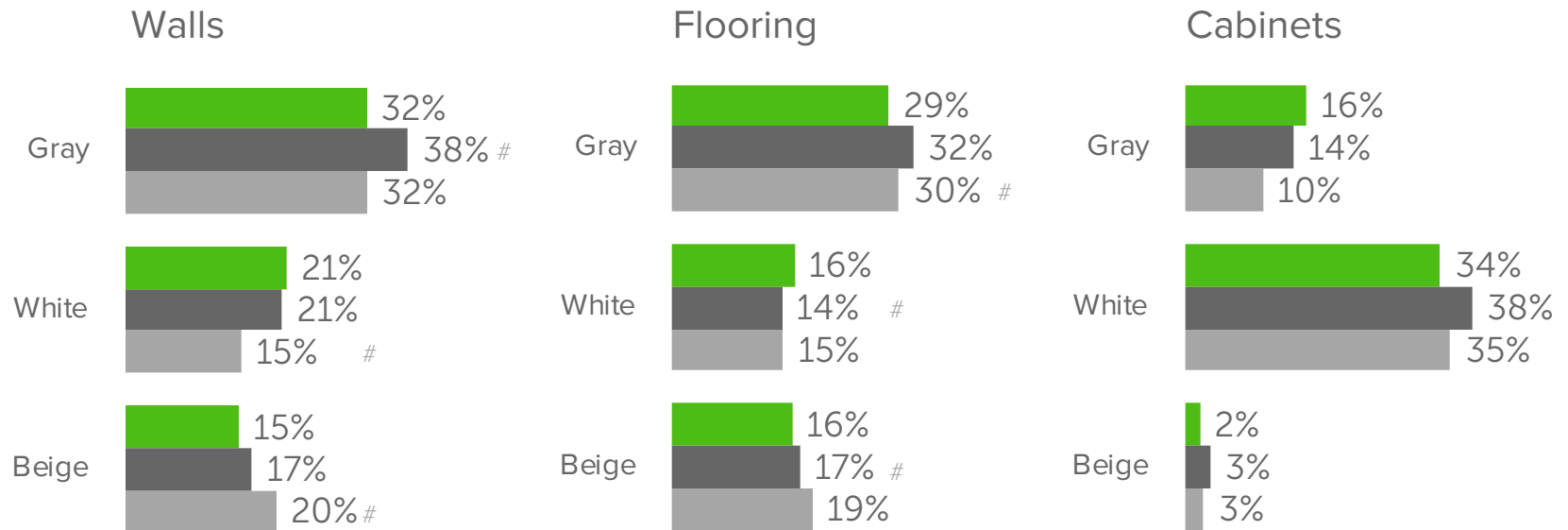


# Bathed in Gray

Following the lead of walls and flooring, gray cabinetry continues its steady climb, from 10% in 2016 to 14% in 2017 and 16% in 2018. That said, white (34%) and wood finishes (32%) continue to be the most popular choices for bathroom vanities.

## TOP COLORS\*

■ 2016 ■ 2017 ■ 2018



## WOOD OR WOOD-LIKE COLOR\*

32%

CABINETS

14%

FLOORING

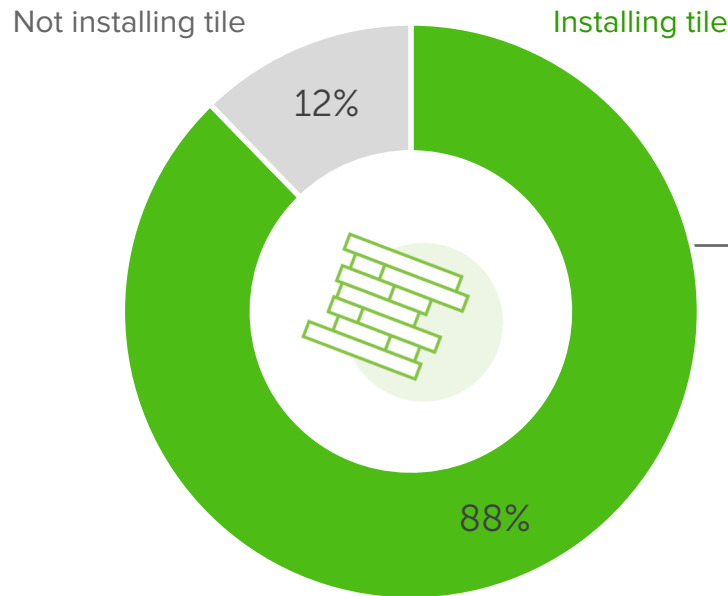
\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18, 2016-17 and 2015-16.

#Percentage point difference between 2018, 2017 and 2016 study findings; shows only statistically significant differences at 90% confidence levels.

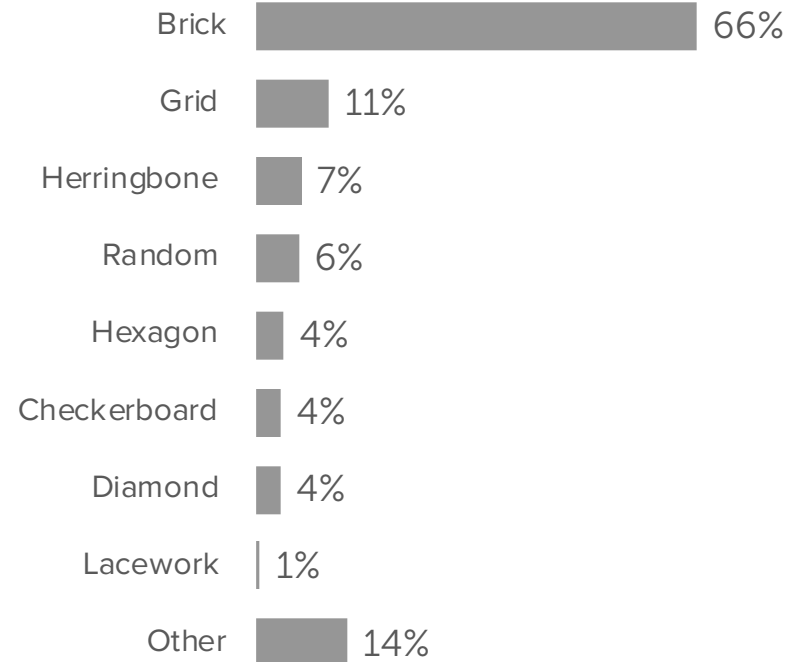
# Brick by Brick

A majority of homeowners (88%) install tile in their master bathrooms on shower or tub walls or as a vanity backsplash. Brick is by far the leading tile pattern (66%), with grid and herringbone patterns distant contenders.

## WALL TILE UPDATES\*



## TOP TILE PATTERNS\*\*



\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18.

\*\*Percentages reflect proportion of homeowners who are installing new tile as part of their completed, current or planned master bathroom renovation during 2017-18.

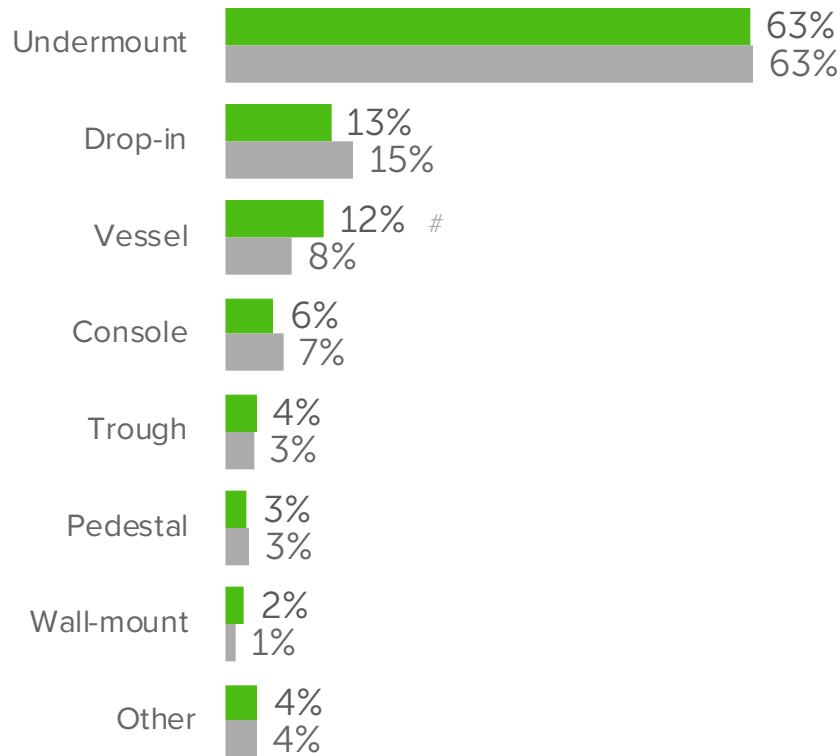
# PRODUCTS AND FEATURES

# Sinking A Vessel

Among the 83% renovating homeowners updating their master bathroom sinks, a majority continue to choose a two-sink setup (66%). While undermount sinks are still popular (63%), the adoption of feature sinks such as vessel sinks grew 50% in two years, from 8% in 2016 to 12% in 2018.

## NEW SINK STYLES\*

■ 2016 ■ 2018



### FAUCETS MOUNTED TO THE SINK\*\*

24% 19%

2016 2018



### DOUBLE SINKS\*

67% 66% 66%

2016 2017 2018

\*Percentages reflect proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2017-18 and 2015-16.

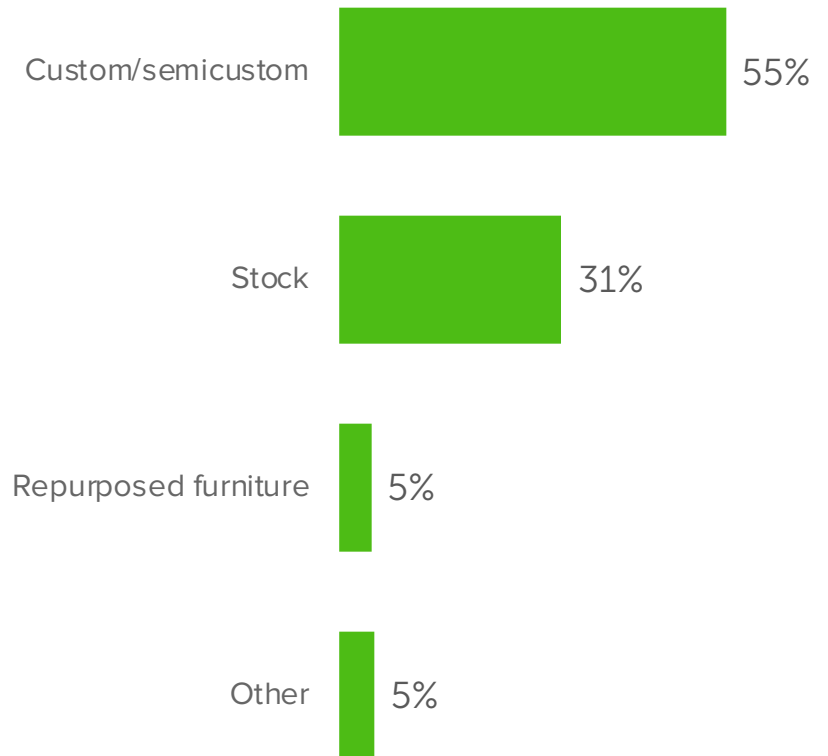
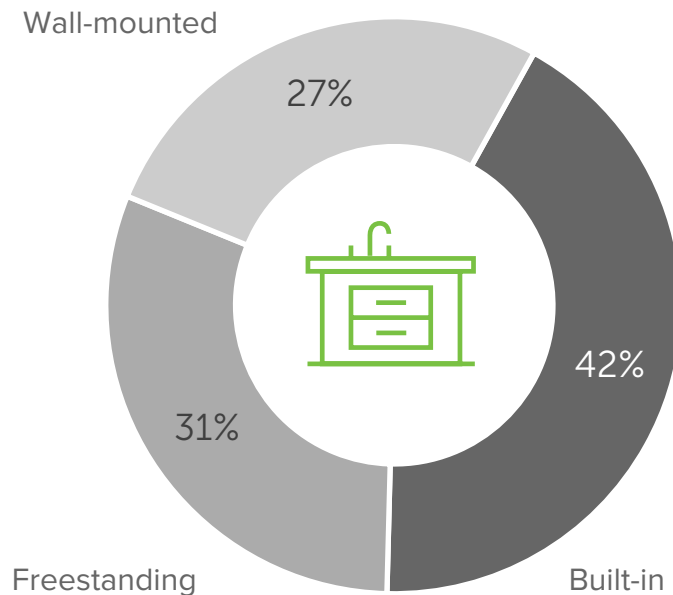
\*\*Percentages reflect proportion of homeowners *who are updating faucets* as part of their completed, current or planned master bathroom renovation during 2017-18.

#Percentage point difference between 2018 and 2016 study findings; shows only statistically significant differences at 90% confidence levels.

# All Is Vanity

Among the 83% of renovating homeowners installing a bathroom vanity, built-in versions are most popular (42%), followed by freestanding (31%) and wall-mounted (27%). In line with the built-in vanity trend, custom or semicustom vanities are most common (55%), although stock vanities are also very common (31%).

## NEW VANITY TYPES\*






\*Percentages reflect proportion of homeowners *who are updating sinks* as part of their completed, current or planned master bathroom renovation during 2017-18.

# Premium Features Galore

Premium features in toilets and showers are increasingly popular (see Appendix B.) Among upgraded toilets, one-piece toilets are on the rise (21% in 2016, 24% in 2017 and 28% in 2018), as are double-flush mechanisms (15%, 16% and 19%, respectively). Consistent with the increasing size of showers reported last year, dual showers have also ticked up in upgraded showers (21%, 25% and 28%).

## PREMIUM FEATURES IN UPGRADED TOILETS, SHOWERS AND BATHTUBS\*

Premium in Toilets	Premium in Showers	Premium in Bathtubs
 <b>46%</b>	 <b>73%</b>	 <b>80%</b>
Premium Features	Premium Features	Premium Features
<div>One-piece toilet</div> <div>28% <small>+7pp<sup>#</sup></small></div> <div>Double-flush toilet</div> <div>19% <small>+5pp<sup>#</sup></small></div> <div>Wall-mount toilet</div> <div>4%</div>	<div>Rainfall shower head</div> <div>57%</div> <div>Dual shower</div> <div>28%</div> <div>Body sprayer</div> <div>18%</div> <div>Thermostatic mixer</div> <div>12%</div> <div>Steam shower</div> <div>5%</div>	<div>Soaking tub</div> <div>69% <small>+7pp<sup>#</sup></small></div> <div>Space for two</div> <div>18%</div> <div>Silent whirlpool</div> <div>9%</div> <div>Standard whirlpool</div> <div>7% <small>-4pp<sup>#</sup></small></div>

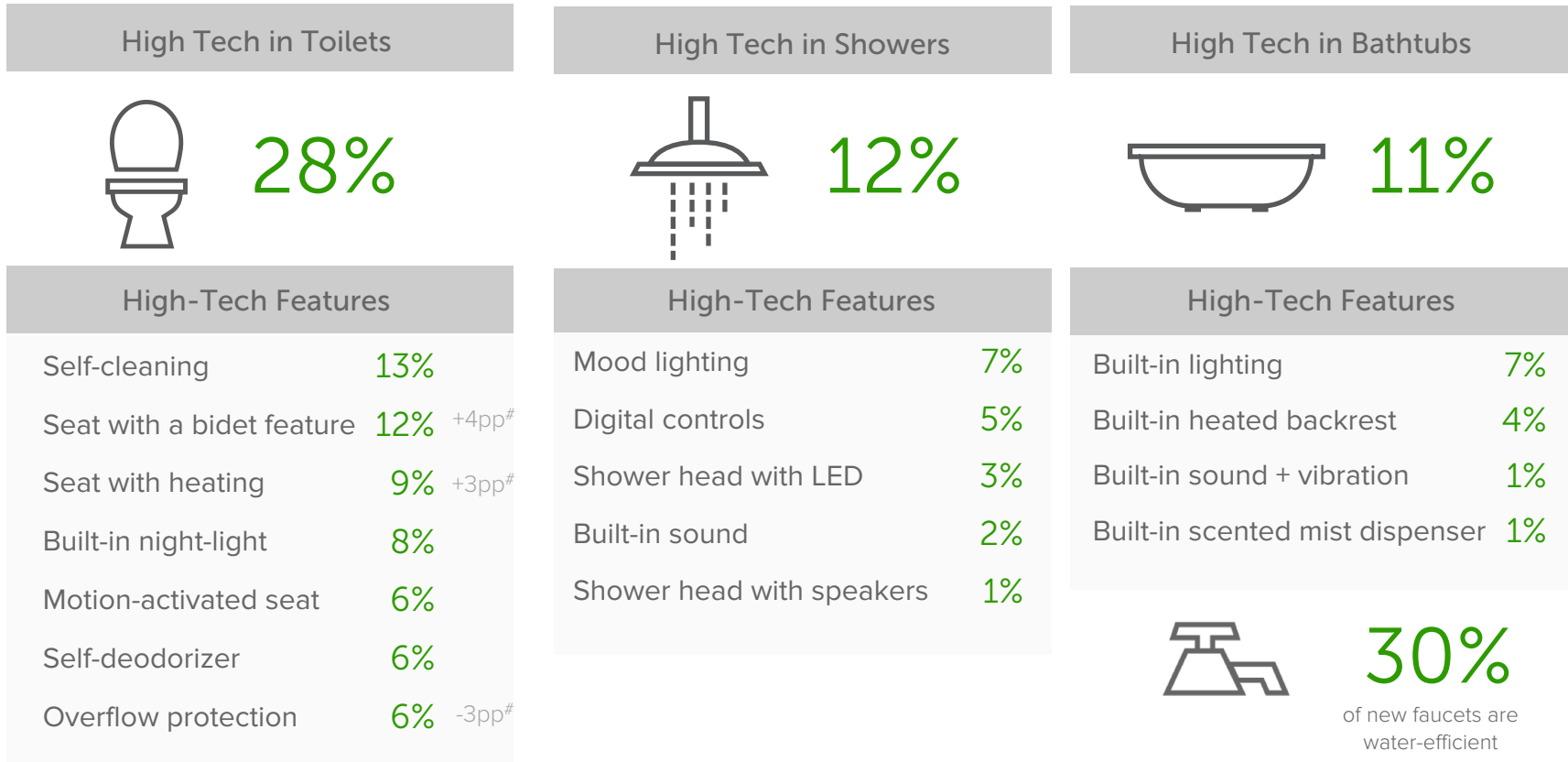
\*Percentages reflect proportion of homeowners who are updating their *showers*, *bathtubs* and/or *toilets* as part of a completed, current or planned 2017-18 master bathroom renovation.

<sup>#</sup>Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.

# Extravagant Toilet Seats

The adoption of toilets, bathtubs and showers with high-tech features has remained relatively stable year over year (see Appendix C.) That said, toilet seating with a bidet and/or a heating feature grew in popularity. Nearly one in three upgraded faucets is water-efficient, a sign that high tech doesn't have to be all about convenience or flash.

## NEW HIGH-TECH FEATURES IN MASTER BATHROOM TOILET, BATHTUB AND SHOWER UPDATES\*



\*Percentages reflect proportion of homeowners who are updating their *showers, bathtubs, faucets and/or toilets* as part of a completed, current or planned 2017-18 master bathroom renovation.

<sup>#</sup>Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.

# Bathroom Bestsellers

The top five bathroom categories for the Houzz Shop in 2018 are below, including a bestseller for each.

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Bathroom Accessories



Toilets



Shower Heads and  
Body Sprayers



Bathroom Vanities  
and Sink Consoles



Bathroom Cabinets  
and Shelves

- Links to the product, clockwise from left: [Genuine Teak Bench](#), [Kendall Blue Bathroom Vanity](#), [True Floating Wall Shelf and Towel Rack](#), [Tempered Glass Shower Panel Tower with Rainfall Shower Head](#), [St. Tropez 1-Piece Elongated Toilet - Dual Flush](#)



# METHODOLOGY & APPENDIXES

# Methodology

## APPROACH

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users' home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users regarding bathroom renovation projects, fielded between June 30 and October 17, 2018.

## COMPLETES AND QUALIFICATIONS

The 56-question survey gathered information from a total of 2,237 users, who reported to be 25 years old or older and homeowners. Additionally, respondents were required to have completed a bathroom remodel or addition project in the past 12 months, to be currently working on one or planning to start one in the next three months. The final sample consists of 1,144 respondents with a master bathroom project, 580 with a full non-master bathroom project and 120 with a partial bathroom project. Additionally, in the spotlight on 55+ homeowners addressing and not addressing aging needs, the sample consisted of 462 and 365 respondents, respectively.

## SAMPLING AND WEIGHTING

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their bathroom project details, and people who did not meet the qualification criteria above were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

## Appendix A: Complimentary or Different Metal Finishes\*

	Faucets / showerheads	Shower Door Hardware	Cabinet door hardware	Towel rods / hooks	Lighting fixtures
Nickel - matte (brushed or satin)	33%	27%	31%	30%	25%
Chrome - shiny (polished)	29%	27%	12%	21%	12%
Chrome - matte (brushed or satin)	8%	9%	10%	9%	8%
Bronze - oil rubbed	7%	6%	8%	8%	8%
Nickel - shiny (polished)	6%	5%	4%	5%	4%
Brass - matte (brushed or satin)	4%	3%	3%	4%	5%
Bronze - matte (brushed or satin)	3%	4%	7%	6%	5%
Black - matte (brushed or satin)	3%	7%	10%	6%	7%
Copper	2%	2%	1%	0%	1%
Stainless steel - shiny (polished)	2%	1%	1%	2%	2%
Bronze - shiny (polished)	1%	0%	0%	0%	0%
Black - shiny (polished)	0%	1%	1%	0%	1%
Brass - shiny (polished)	0%	1%	1%	1%	1%
White	0%	0%	1%	1%	5%

\*Percentages reflect proportion of homeowners who select the complimentary or contrasting metal finish across all fixtures and hardware as part of their completed, are currently working on or are planning a master bathroom renovation during 2017-18.

## Appendix B:

### Luxury Features in Toilets, Showers and Bathtubs\*

	2016	2017	2018
Toilets			
One-piece toilet	21%	24%	28%#
Double-flush toilet	15%	16%	19%#
Wall-mount toilet	2%	3%	4%
Showers			
Rainfall shower head	56%	55%	57%
Dual shower	21%	25%	28%
Body sprayer	16%	18%	18%
Thermostatic mixer	13%	14%	12%
Steam shower	2%	3%	5%
Bathtubs			
Soaking tub	66%	61%	69%#
Space for two	21%	22%	18%
Silent whirlpool	9%	7%	9%
Standard whirlpool	13%	11%	7%#

\*Percentages reflect proportion of homeowners who are updating their *showers*, *bathtubs* and/or *toilets* as part of their completed, current or planned 2015-16, 2016-17 and 2017-18 master bathroom renovations.

#Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.

## Appendix C:

### High-Tech Features in Toilets, Showers and Bathtubs\*

	2016	2017	2018
<b>Toilets</b>			
Self-cleaning	12%	12%	13%
Seat with a bidet feature	6%	8%	12%#
Seat with heating	4%	6%	9%#
Built-in night-light	5%	6%	8%
Motion-activated seat	7%	5%	6%
Self-deodorizer	3%	5%	6%
Overflow protection	9%	9%	6%
<b>Showers</b>			
Mood lighting	6%	7%	7%
Digital controls	3%	5%	5%
Shower head with LED	0%	2%	3%
Built-in sound	1%	1%	2%
Shower head with speakers	0%	1%	1%
<b>Bathtubs</b>			
Built-in lighting	7%	6%	7%
Built-in heated backrest	5%	4%	4%
Built-in sound + vibration	2%	0%	1%#
Built-in scented mist dispenser	1%	1%	1%

\*Percentages reflect proportion of homeowners who are updating their *showers, bathtubs and/or toilets* as part of their completed, current or planned 2015-16, 2016-17 and 2017-18 master bathroom renovations.

#Percentage point difference between 2018 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.

## Appendix D:

### Links to Resources on Houzz

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Bathroom	Architects & Building Designers	Bathroom Vanities	Bathroom Workbook
Powder Room	Cabinets and Cabinetry	Bathroom Vanity Lighting	Bathroom Makeovers
¾ Bath	Design-Build Firms	Tile	Bathroom Color
Kids' Bath	General Contractors	Showers	Half Baths
Master Bath	Home Builders	Bathtubs	Bathtubs
Contemporary Bath	Interior Designers and Decorators	Bathroom Faucets	Showers
Modern Bath	Kitchen & Bath Designers	Bathroom Sinks	Bathroom Sinks
Transitional Bath	Kitchen & Bath Remodelers	Bathroom Accessories	Bathroom Storage
		Medicine Cabinets	Bathroom Vanities
		Bathroom Cabinets and Shelves	Bathroom Tile
		Bath Linens	
		Toilets	
		Bidets	
		Urinals	
		Bathroom Fixture Parts	
		Cabinet & Drawer Hardware	