

2014



WINTER BATHROOM TRENDS STUDY



Big Ideas

- More than four in ten leaving a tub out of the master
- Homeowners split on privacy for the throne
- Rain showers skew young, hand showers skew older
- Frameless glass is the clear choice
- Loving light from skylights to LED showerheads
- It's all about the upgrades



On Tap: A Master Bath

WHICH BATHROOM ARE PEOPLE RENOVATING?



Gut Renovations



Of those surveyed, more than half (58%) are starting their new bathroom from scratch. The powder room is more likely to be updated vs. gutted than other bathrooms.

PERCENTAGE OF NEW BATHROOMS

 =10%

61%

MASTER BATH



58%

OTHER FULL BATHROOM



43%

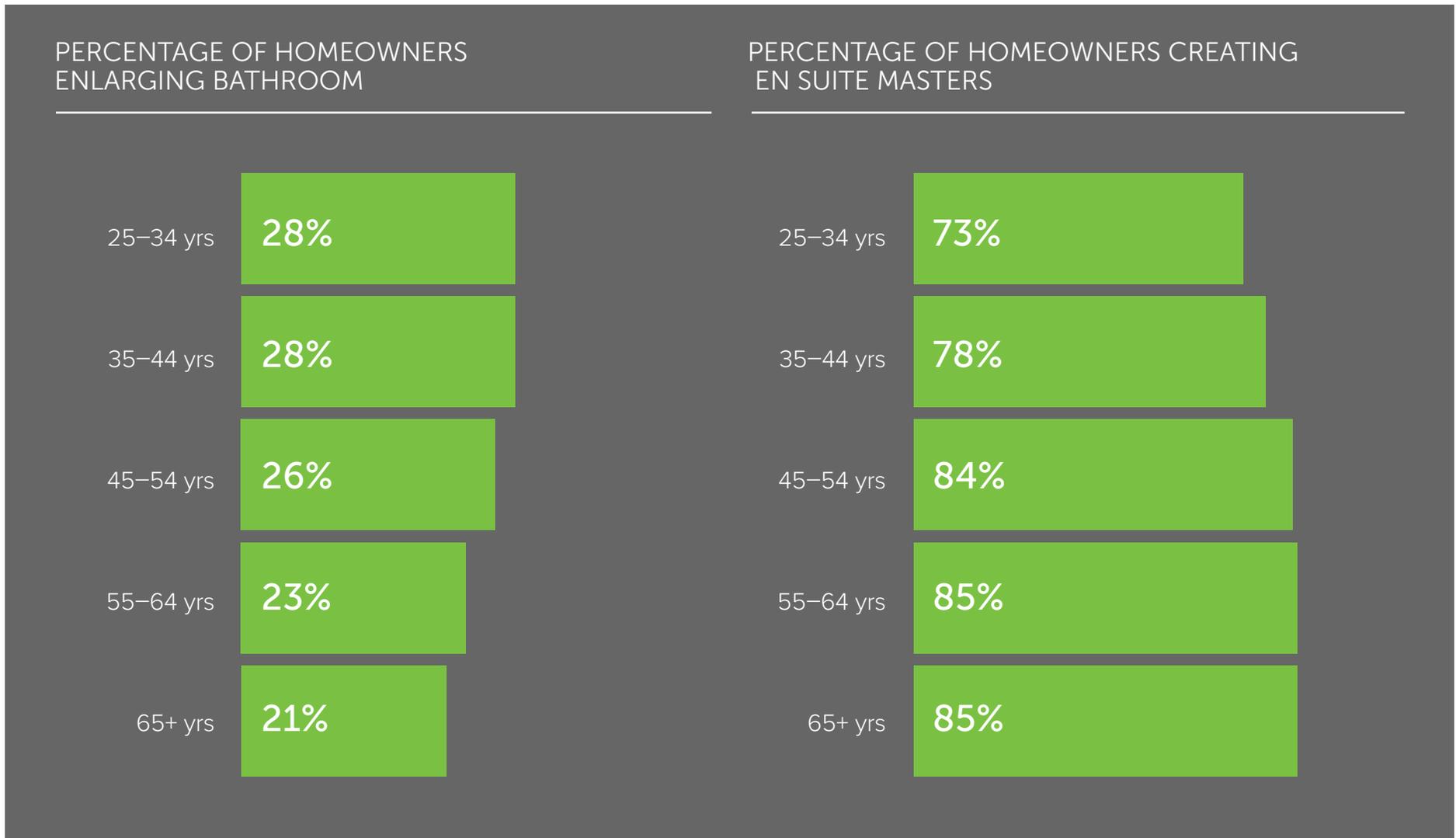
POWDER ROOM



Retaining Master Footprint



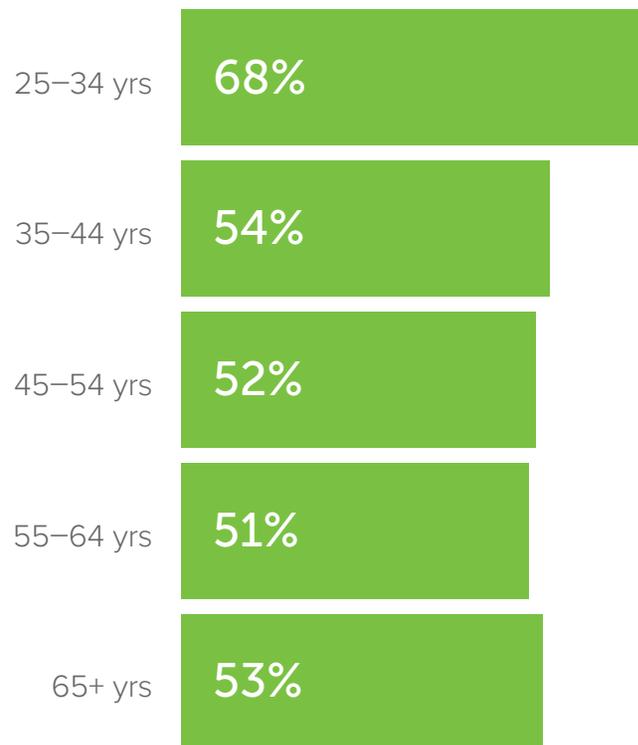
Just one quarter of homeowners are enlarging their master bathroom. Propensity to enlarge the bathroom decreases with age, but likelihood of having an en suite master increases.



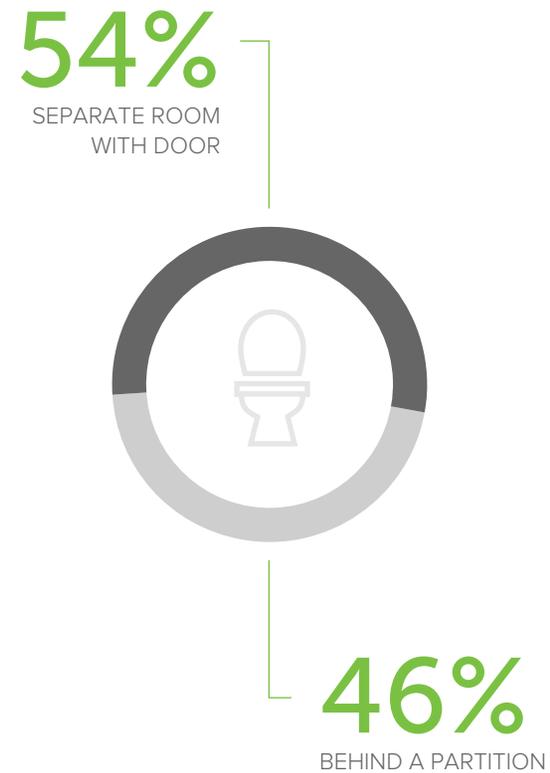
No Privacy for the Master Throne?

52% of homeowners surveyed will have an exposed toilet in their master bathroom. Potty privacy matters most for older homeowners, who are significantly less likely to choose an exposed toilet.

PERCENTAGE OF EXPOSED TOILETS BY AGE



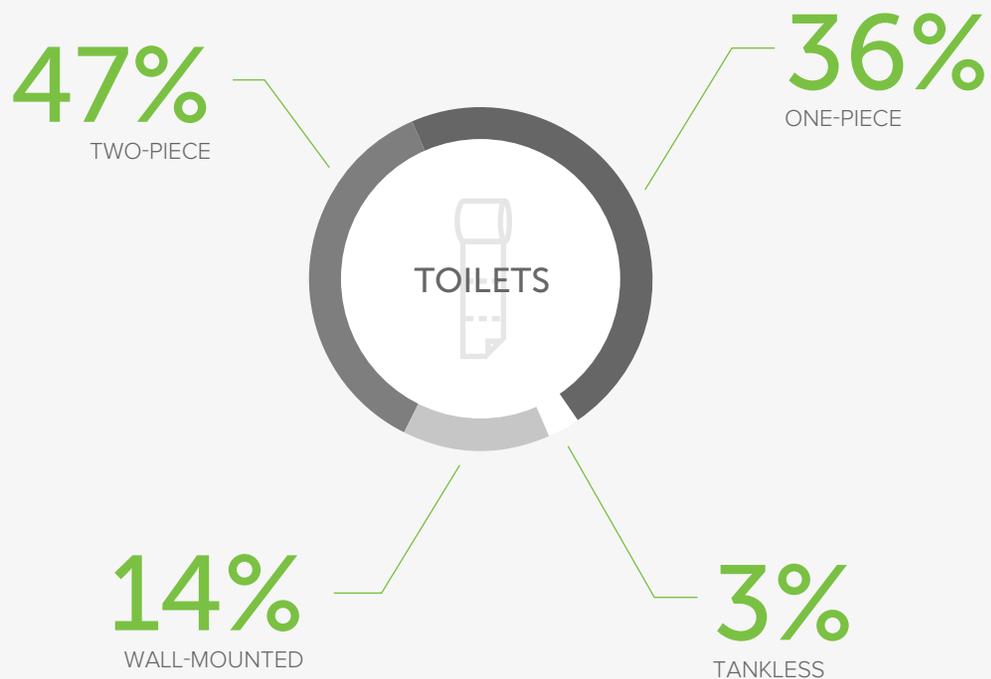
HIDDEN TOILET TYPES



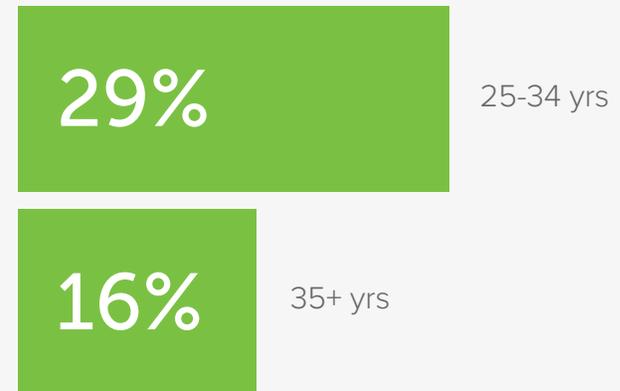
High Efficiency Flushing

Nearly all new toilets will be high efficiency. Traditional two-piece toilets still top lists, but many younger homeowners are choosing wall-mounted or tankless options.

MIX OF TOILET TYPES



PERCENTAGE OF PEOPLE CHOOSING TANKLESS AND WALL MOUNTED BY AGE



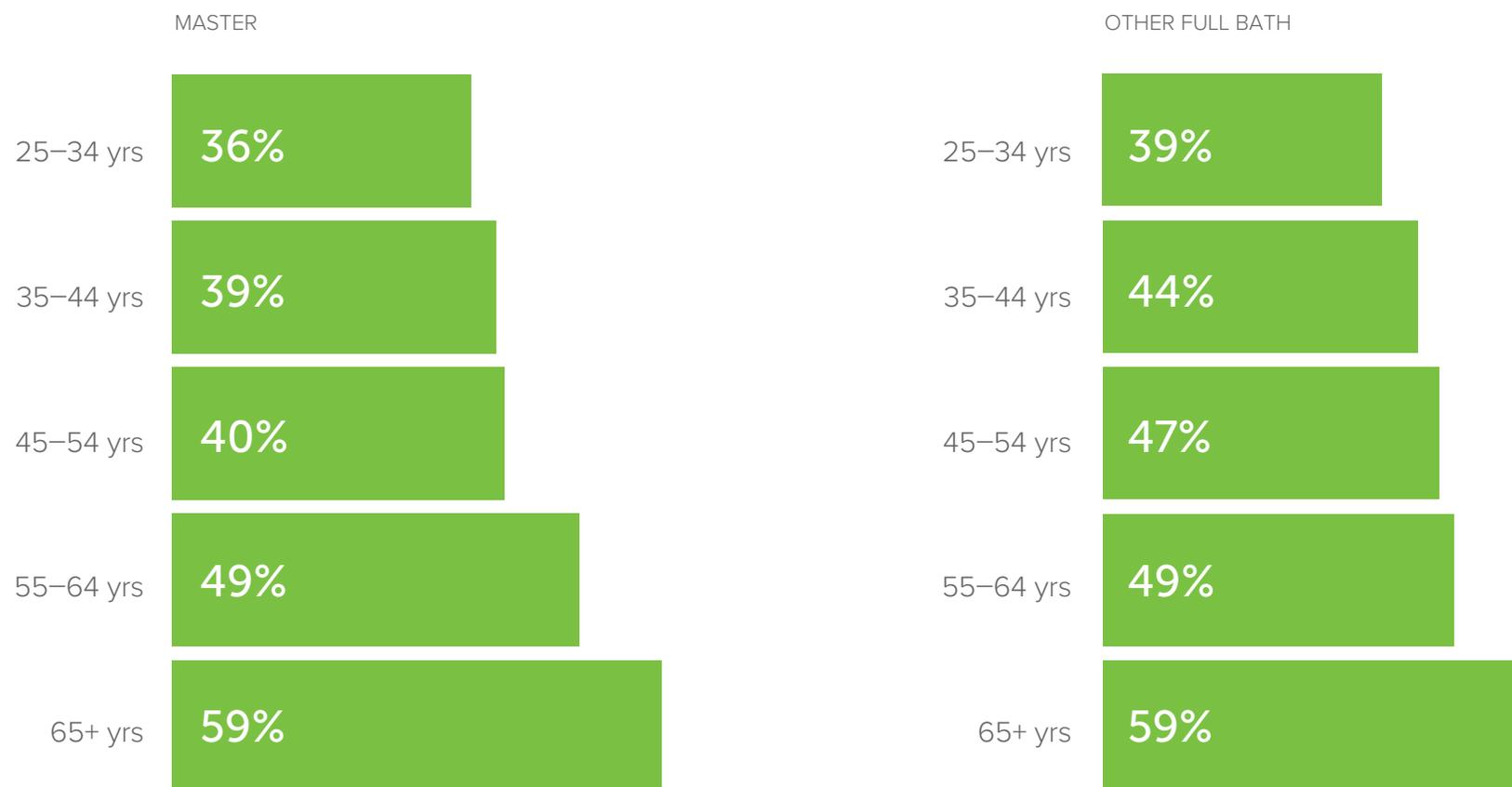
91% of new toilets will be high efficiency

A Master Without a Tub?



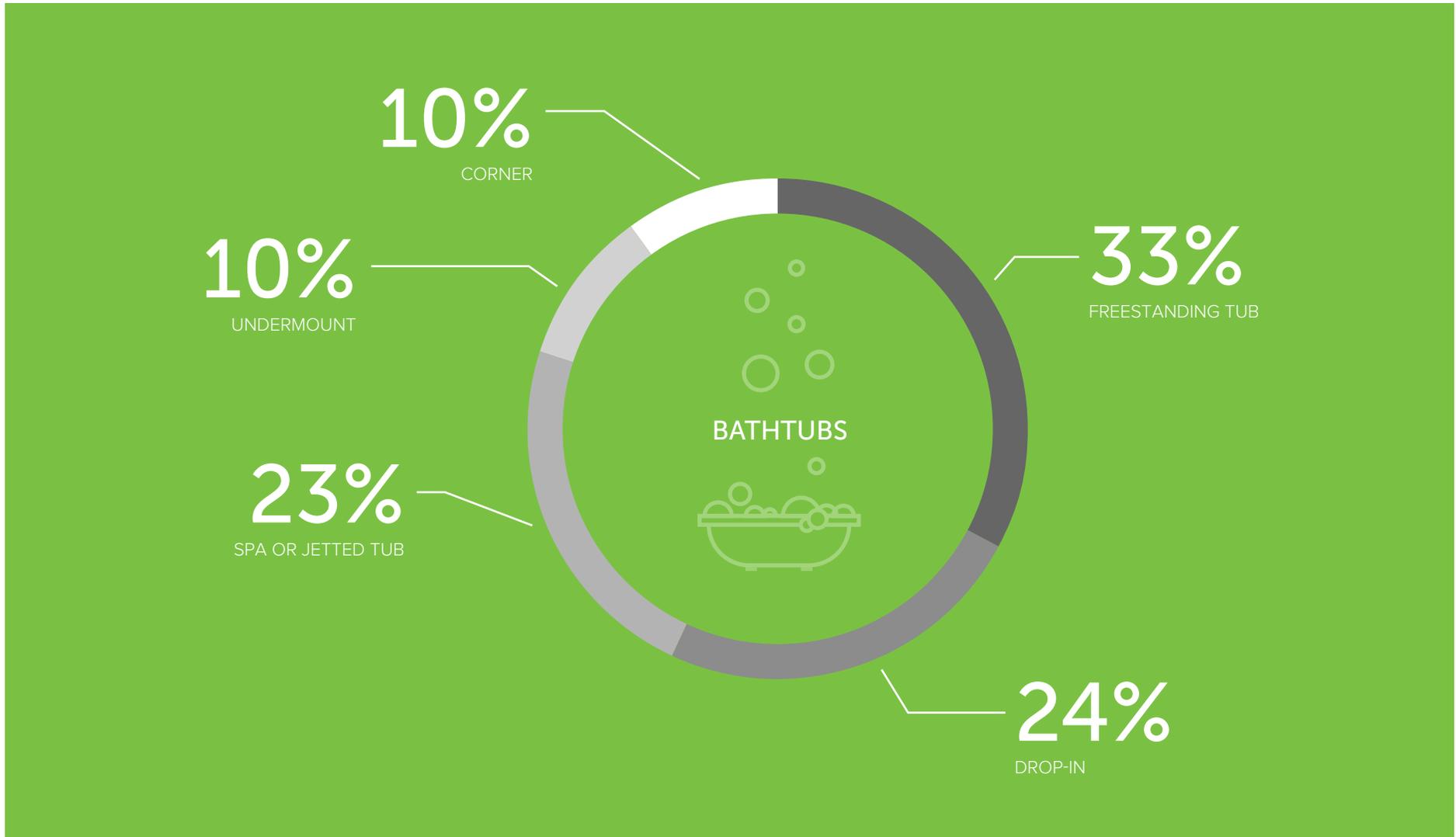
More than four in ten homeowners (43%) are choosing to forgo a bathtub, including in the master.

SKIPPING A TUB



Luxury Lounging

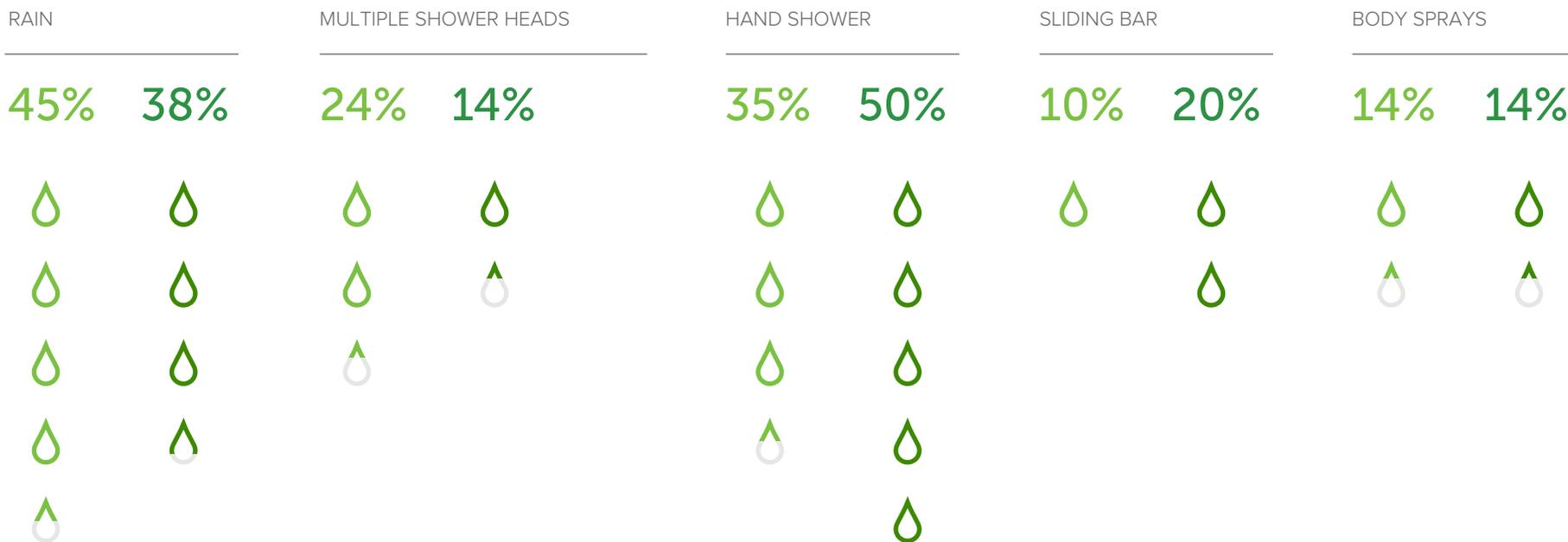
For those including a tub in the master, freestanding and drop-in tubs top lists, and one quarter of respondents create a spa-like environment with a jetted tub.



Younger Homeowners Make it Rain



Homeowners under 45 are more likely than those 55+ to choose rain and multiple showerheads for their master bath while those 55+ prefer hand showers and sliding bars.

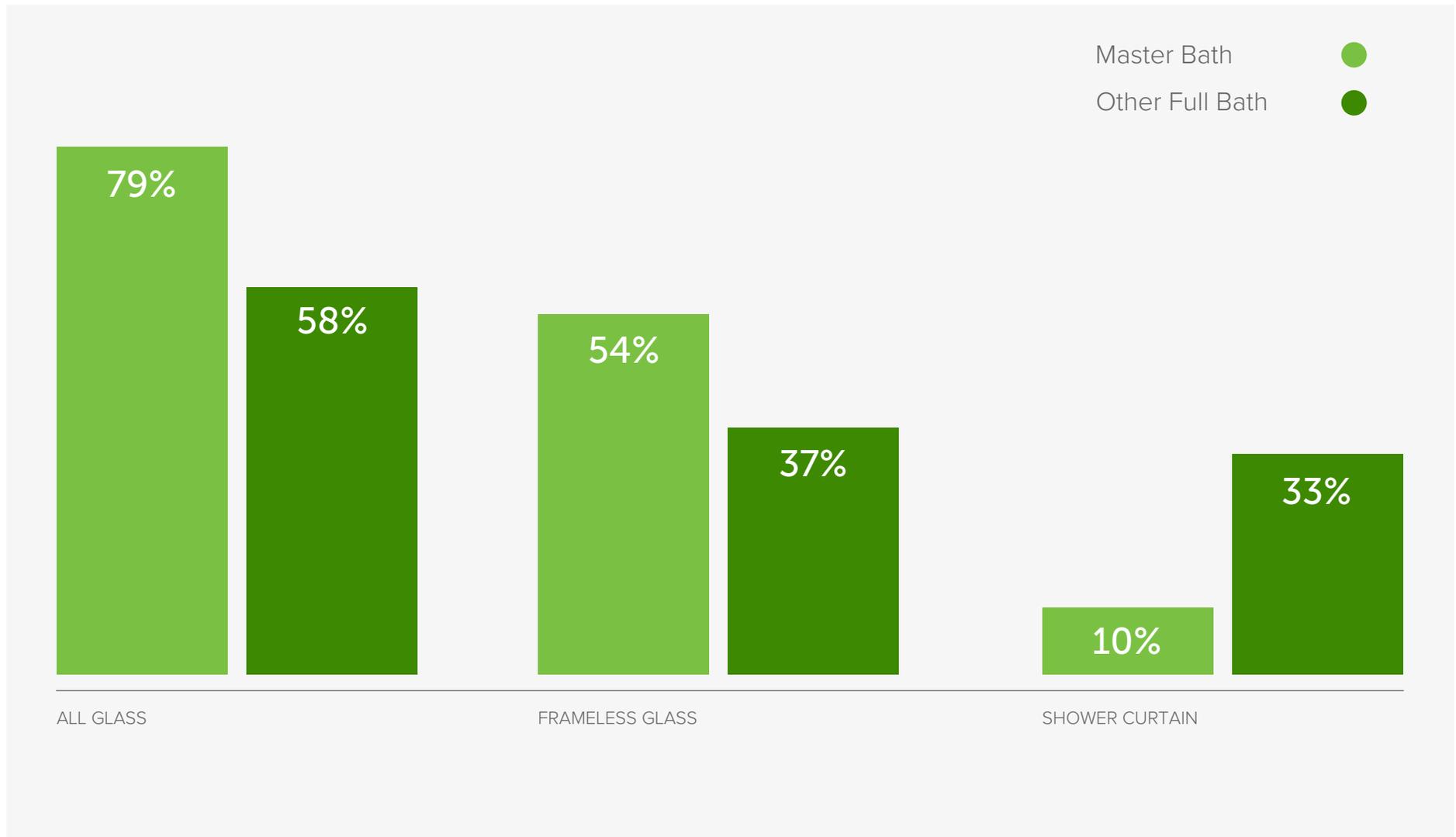


25–44 years old  = 10%
 55+ years old  = 10%

Frameless Glass: The Clear Choice



For all bathrooms, people prefer glass shower enclosures and frameless glass is the top choice. Shower curtains are still hanging in 1/3 of non master-bathrooms. Glass block is out.

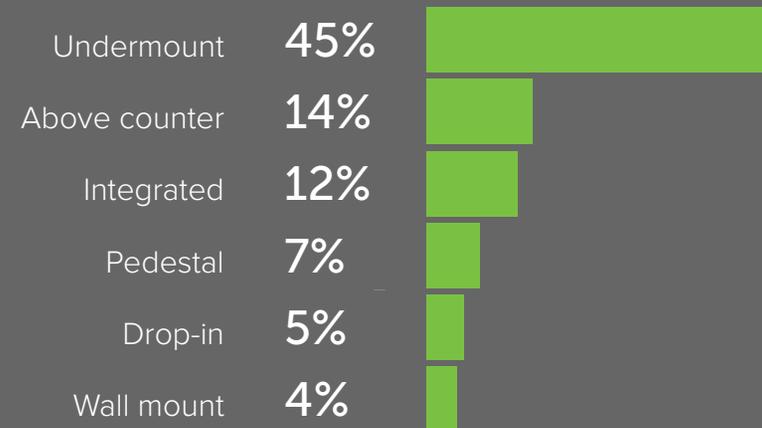
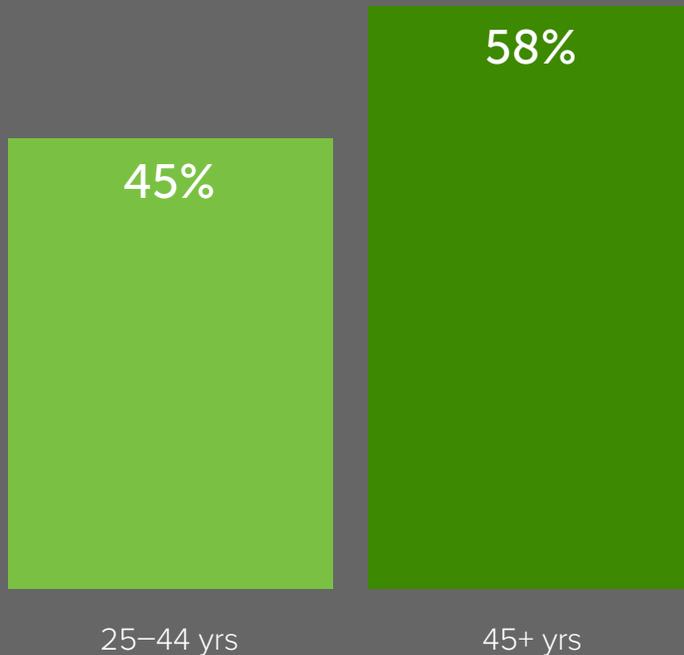


Are Two Sinks Better Than One?



55% of respondents will have double sinks in their master, up from just 35% pre-remodel. Homeowners 45+ are more likely to install two sinks (58%) versus younger homeowners (45%).

PERCENTAGE OF HOMEOWNERS INSTALLING TWO SINKS

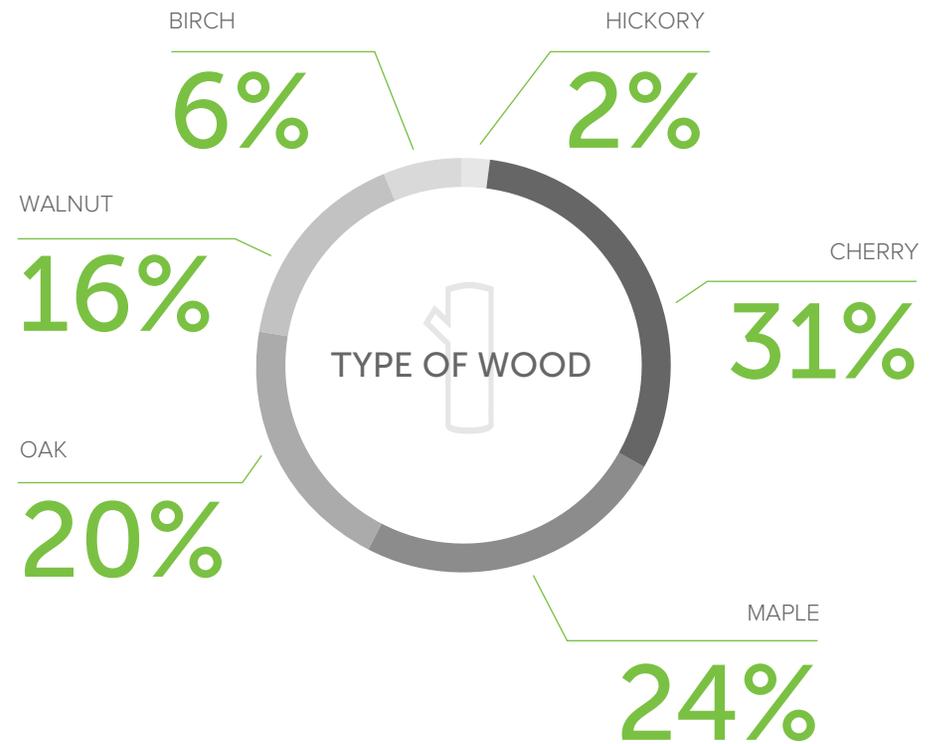
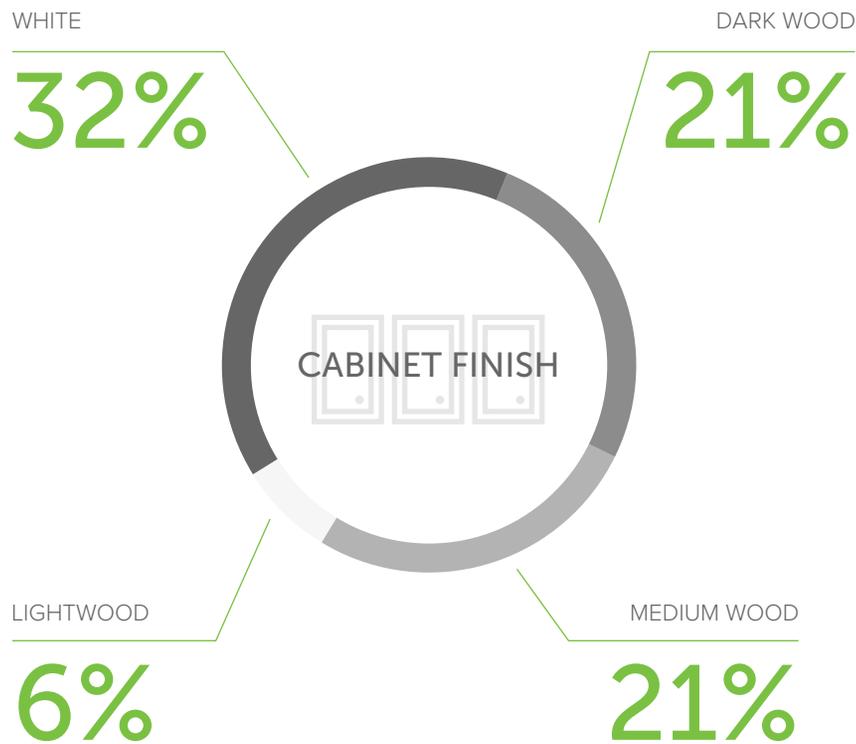


91%

Respondents who are replacing their master bathroom sink

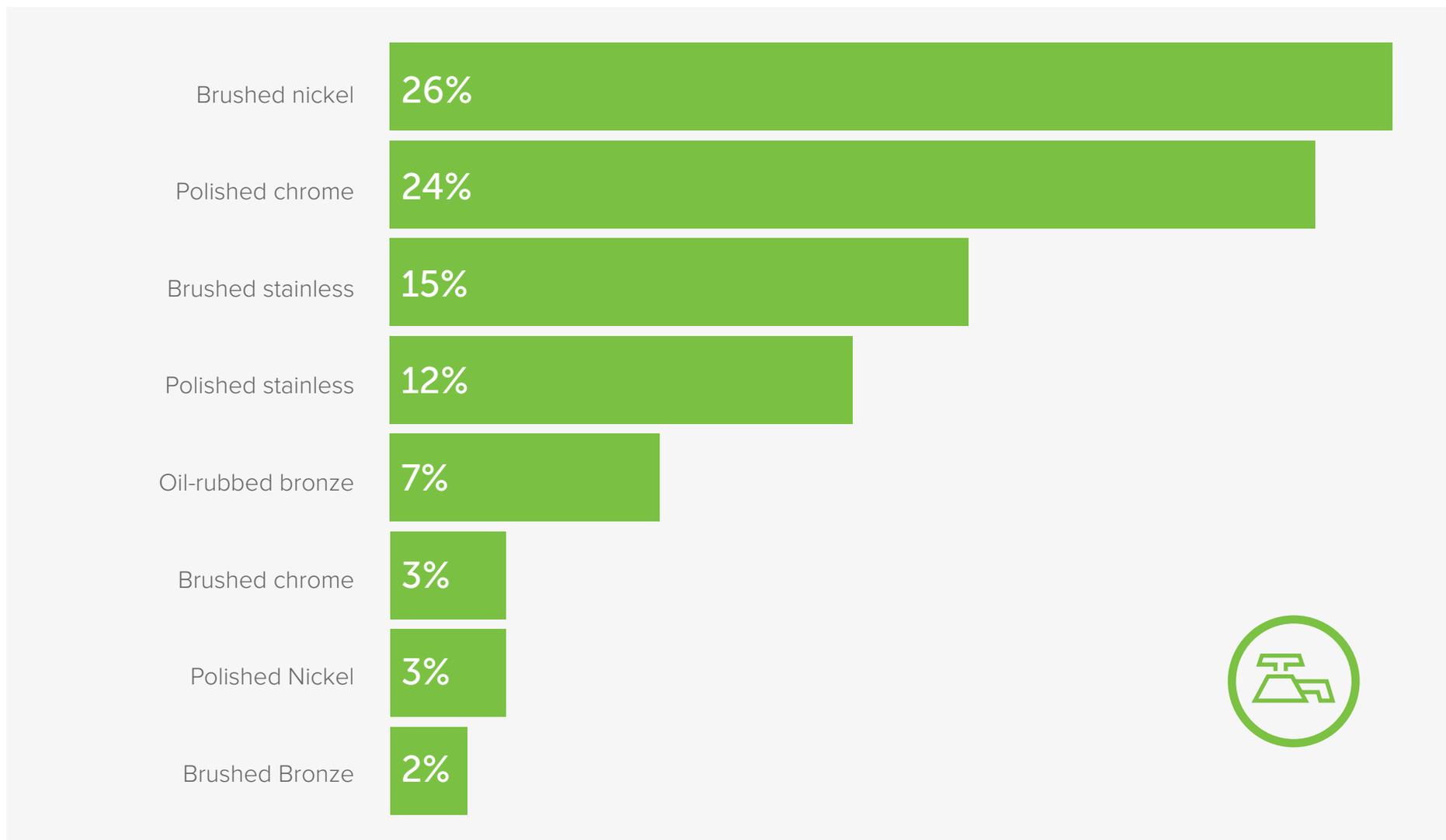
Winning White Cabinets

In master bathrooms, white cabinets are the finish of choice, followed by medium and dark wood.



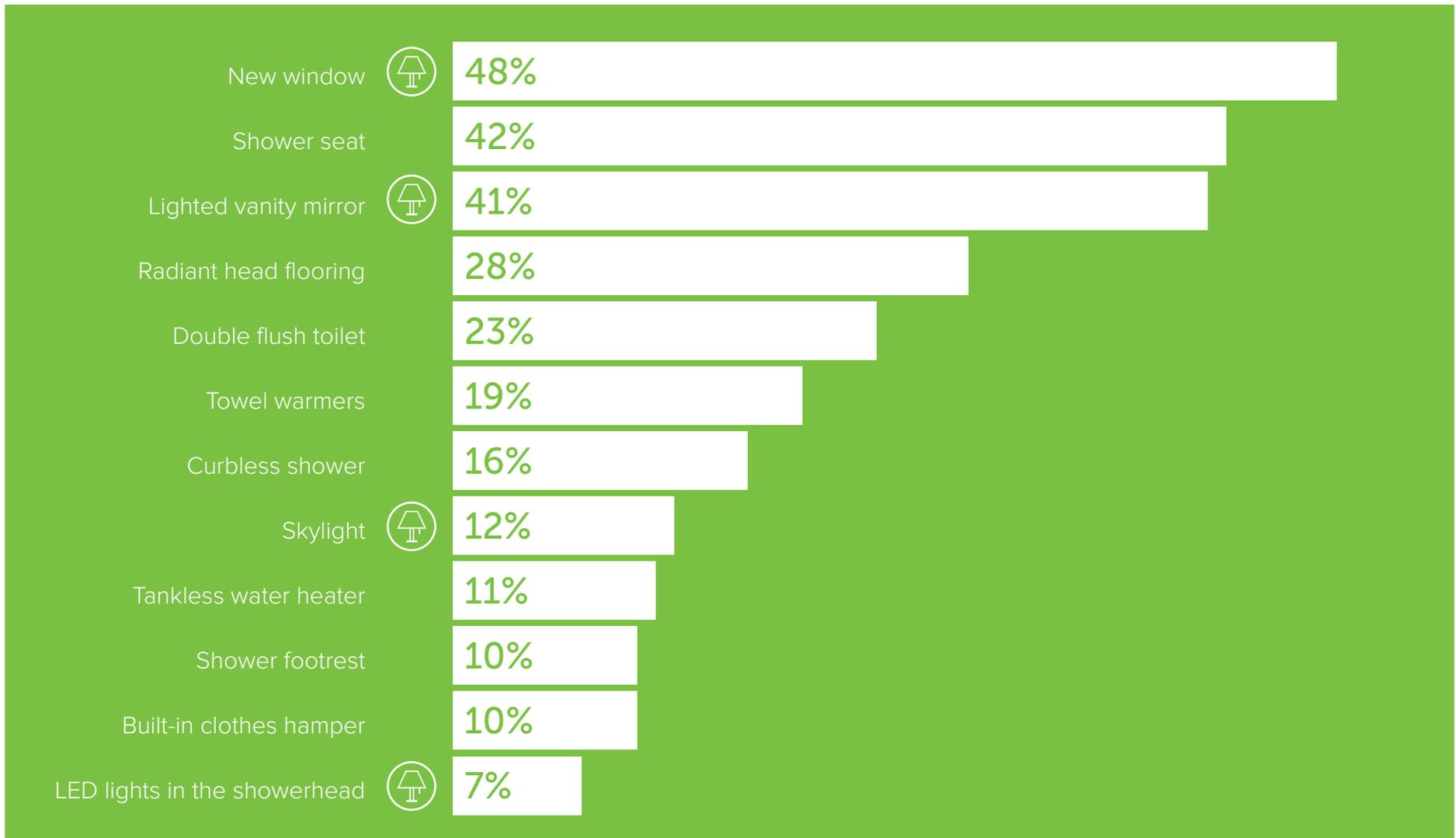
Valuing Silver Over Gold, Faucets

Silver-tone faucets remain popular with brushed nickel topping the lists.



Let There Be Light

Adding light is key to bathroom transformations from windows to lighted vanities to LED showerheads.

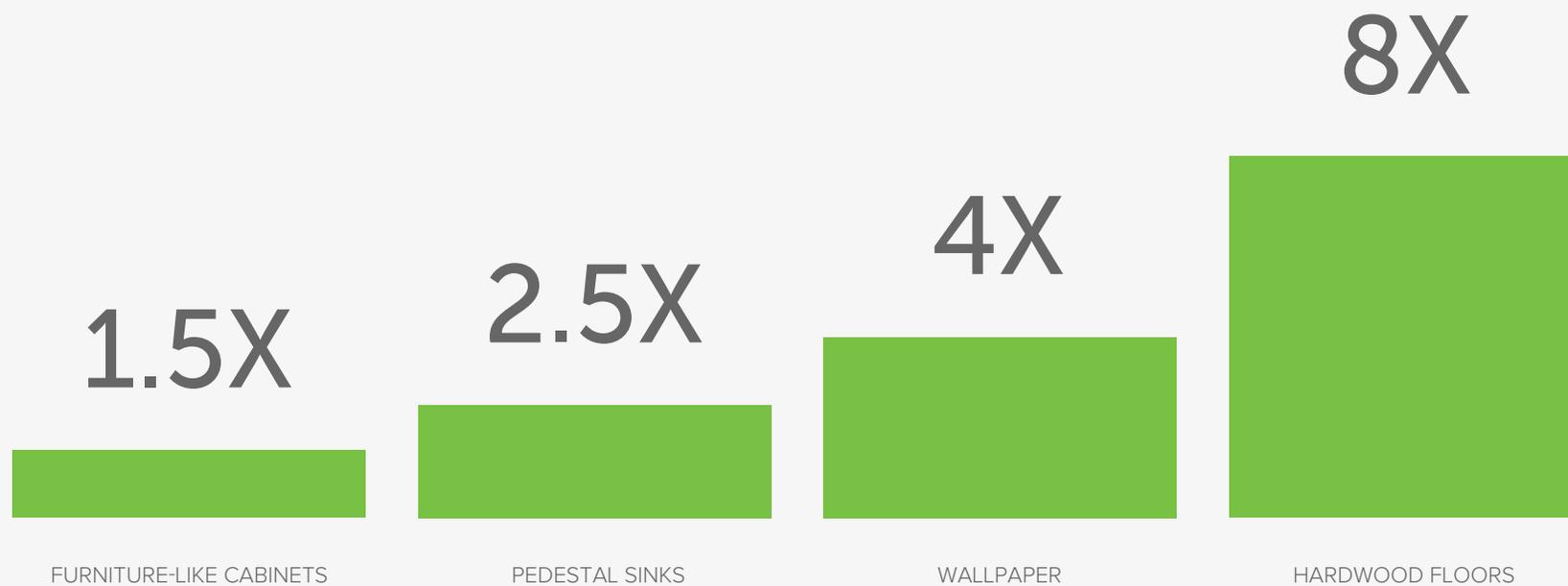


Powder Room Preferences



Unique features adorn these small spaces.

FEATURE INCIDENCE VS. OTHER BATHROOMS

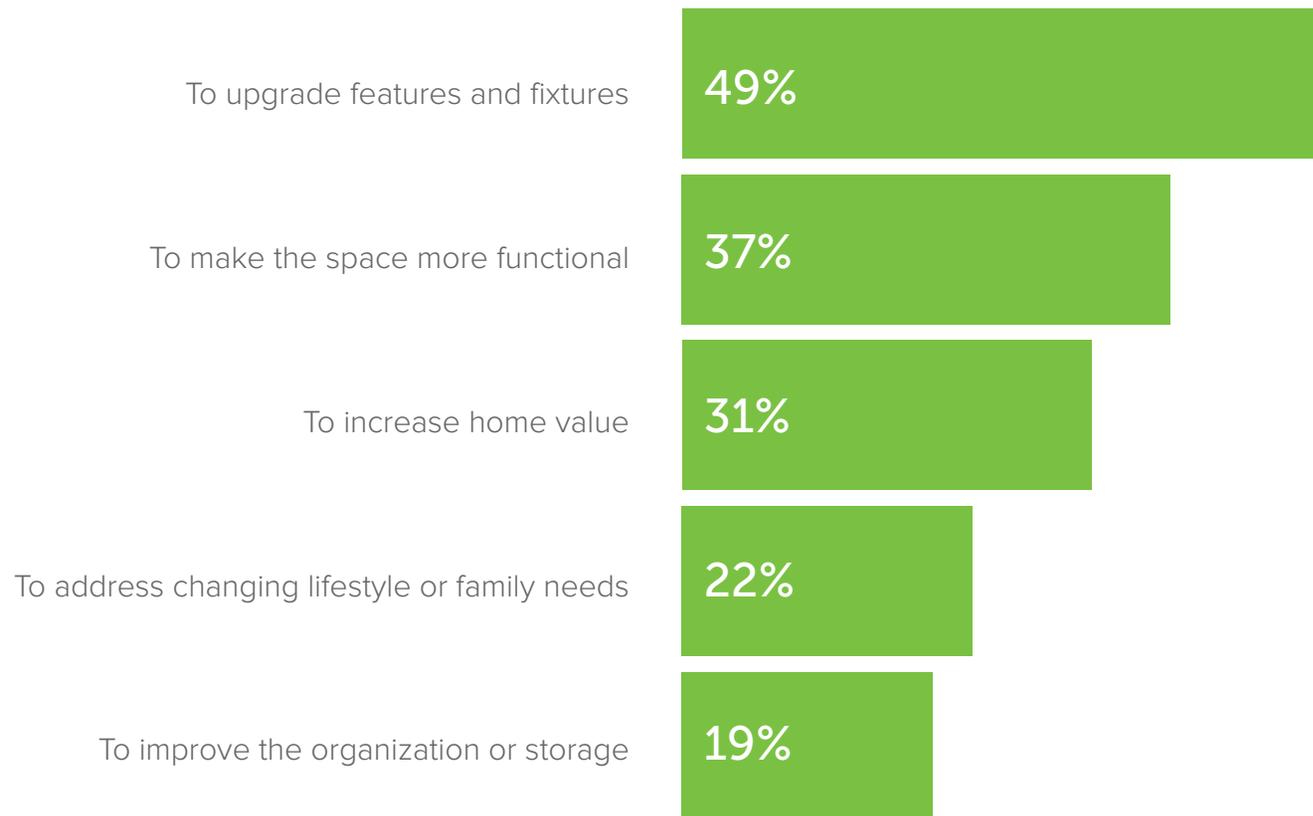


All About the Upgrades



Upgrading features and fixtures is a key motivator for bathroom remodels.

WHY ARE HOMEOWNERS RENOVATING?



Bathroom Motivations: Voices



Upgrades make sense when you hear tales of bathroom woes!

Eliminate mint green tub

We had renters—need I say more?

The old shower was outdated and ugly! And leaking.

1975 home fixtures have seen last hope

Our current bathroom is U.G.L.Y.!

It's 45 years old and the floor is failing

Mold and old

To get the only staircase out of the only bathroom

Most Popular Bathroom Photos



Glass shower doors, rain showerheads, freestanding tubs, skylights, and double sinks.



Drury Design



Liz Levin Interiors



Ashley Campbell Interior Design



Archia Homes



ART Design Build

Methodology



7,645 homeowners shared their kitchen remodeling plans and progress in our online fall survey sent to registered Houzz users in the U.S. and Canada.

