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?

BATHROOM RENOVATION

- 60% MASTER BATH
- 35% OTHER FULL BATHROOM
- 5% POWDER ROOM
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.
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.

<table>
<thead>
<tr>
<th>PERCENTAGE OF HOMEOWNERS ENLARGING BATHROOM</th>
<th>PERCENTAGE OF HOMEOWNERS CREATING EN SUITE MASTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>25–34 yrs</td>
<td>28%</td>
</tr>
<tr>
<td>25–34 yrs</td>
<td>73%</td>
</tr>
<tr>
<td>35–44 yrs</td>
<td>28%</td>
</tr>
<tr>
<td>35–44 yrs</td>
<td>78%</td>
</tr>
<tr>
<td>45–54 yrs</td>
<td>26%</td>
</tr>
<tr>
<td>45–54 yrs</td>
<td>84%</td>
</tr>
<tr>
<td>55–64 yrs</td>
<td>23%</td>
</tr>
<tr>
<td>55–64 yrs</td>
<td>85%</td>
</tr>
<tr>
<td>65+ yrs</td>
<td>21%</td>
</tr>
<tr>
<td>65+ yrs</td>
<td>85%</td>
</tr>
</tbody>
</table>

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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.

<table>
<thead>
<tr>
<th>PERCENTAGE OF EXPOSED TOILETS BY AGE</th>
<th>HIDDEN TOILET TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>25–34 yrs 68%</td>
<td>54% SEPARATE ROOM WITH DOOR</td>
</tr>
<tr>
<td>35–44 yrs 54%</td>
<td>46% BEHIND A PARTITION</td>
</tr>
<tr>
<td>45–54 yrs 52%</td>
<td></td>
</tr>
<tr>
<td>55–64 yrs 51%</td>
<td></td>
</tr>
<tr>
<td>65+ yrs 53%</td>
<td></td>
</tr>
</tbody>
</table>

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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**

- 47% TWO-PIECE
- 36% ONE-PIECE
- 14% WALL-MOUNTED
- 3% TANKLESS

**PERCENTAGE OF PEOPLE CHOOSING TANKLESS AND WALL MOUNTED BY AGE**

- 29% 25-34 yrs
- 16% 35+ yrs

91% of new toilets will be high efficiency.
More than four in ten homeowners (43%) are choosing to forgo a bathtub, including in the master.

## Skipping a Tub

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Master</th>
<th>Other Full Bath</th>
</tr>
</thead>
<tbody>
<tr>
<td>25–34 yrs</td>
<td>36%</td>
<td>39%</td>
</tr>
<tr>
<td>35–44 yrs</td>
<td>39%</td>
<td>44%</td>
</tr>
<tr>
<td>45–54 yrs</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>55–64 yrs</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>65+ yrs</td>
<td>59%</td>
<td>59%</td>
</tr>
</tbody>
</table>
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.

- **Drop-in**: 24%
- **Freestanding Tub**: 33%
- **Corner**: 10%
- **Undermount**: 10%
- **Spa or Jetted Tub**: 23%
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.

<table>
<thead>
<tr>
<th></th>
<th>25–44 years old</th>
<th>55+ years old</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RAIN</strong></td>
<td>45%</td>
<td>38%</td>
</tr>
<tr>
<td><strong>MULTIPLE SHOWER HEADS</strong></td>
<td>24%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>HAND SHOWER</strong></td>
<td>35%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>SLIDING BAR</strong></td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>BODY SPRAYS</strong></td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

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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

25–44 yrs 45% 45+ yrs 58%

Respondents who are replacing their master bathroom sink

Undermount 45% Above counter 14%
Integrated 12% Pedestal 7%
Drop-in 5% Wall mount 4%
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.

- Brushed nickel: 26%
- Polished chrome: 24%
- Brushed stainless: 15%
- Polished stainless: 12%
- Oil-rubbed bronze: 7%
- Brushed chrome: 3%
- Polished Nickel: 3%
- Brushed Bronze: 2%
Let There Be Light

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

- New window: 48%
- Shower seat: 42%
- Lighted vanity mirror: 41%
- Radiant head flooring: 28%
- Double flush toilet: 23%
- Towel warmers: 19%
- Curbless shower: 16%
- Skylight: 12%
- Tankless water heater: 11%
- Shower footrest: 10%
- Built-in clothes hamper: 10%
- LED lights in the showerhead: 7%
Powder Room Preferences

Unique features adorn these small spaces.

FEATURE INCIDENCE VS. OTHER BATHROOMS

- Furniture-like Cabinets: 1.5X
- Pedestal Sinks: 2.5X
- Wallpaper: 4X
- Hardwood Floors: 8X
All About the Upgrades

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

WHY ARE HOMEOWNERS RENOVATING?

- To upgrade features and fixtures: 49%
- To make the space more functional: 37%
- To increase home value: 31%
- To address changing lifestyle or family needs: 22%
- To improve the organization or storage: 19%
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.!
- Mold and old
- To get the only staircase out of the only bathroom
- It’s 45 years old and the floor is failing
Most Popular Bathroom Photos

Glass shower doors, rain showerheads, freestanding tubs, skylights, and double sinks.
7,645 homeowners shared their bathroom remodeling plans and progress in our online fall survey sent to registered Houzz users in the U.S. and Canada.

- 66% have not yet begun construction on their bathrooms.
- 34% have begun construction on their bathrooms.