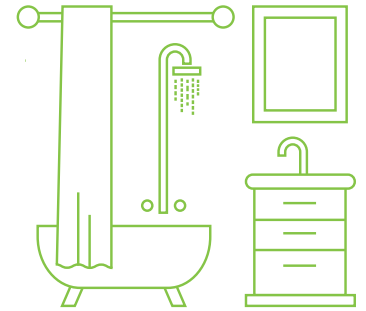


2017

BATHROOM TRENDS - INTERNATIONAL COMPARISON October 2017



Overview of bathroom trends in 2016-17

Big Ideas

LAST UPDATED MORE THAN 15 YEARS AGO

In most surveyed countries,* at least half of bathrooms that are in the midst of renovations today were last updated more than 15 years ago. Russian and Spanish homeowners are the most likely to give their bathrooms a face lift at frequent intervals, although still 26% and 38% of bathrooms, respectively, were last renovated more than 15 years ago.

SPENDY, BUT LIKELY JUSTIFIED

Across the globe, renovating a bathroom is a serious investment, likely justified given the widely reported 30+ daily minutes spent in the bathroom. Germany and Japan command the greatest average renovation spend of \$13,500 and \$11,500 (in U.S. dollars), respectively, while most other countries fall in the \$5.6K-\$8.9K range.

PRIORITIZING LARGER SHOWERS

Many homeowners in countries across the globe opt to enlarge the size of their bathroom, with Japanese homeowners most likely to increase their bathrooms (40% vs. 21%-34% in all other countries). Impressively, even more homeowners opt for larger showers, although less so in Japan or Russia (19% and 22%, respectively, compared with 42%-72% in other countries).

AWARDS GO TO....

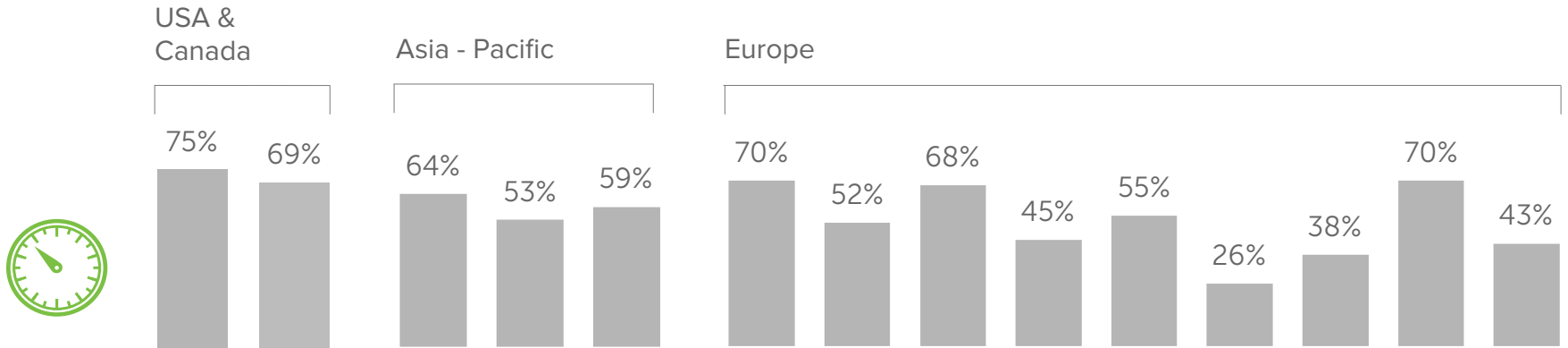
Japan – for the most frequent high-tech toilet installations during toilet replacements (93% vs. 9%-29% of all other countries)
U.S.A. – for the most frequent two-sink installations during sink replacements (48% vs. 6%-35% of all other countries)
Spain & Germany – for the most frequent curbless entry installations during shower upgrades (60% and 55% vs. 3%-39%).

*Houzz Research studies trends in the U.S.A., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom.

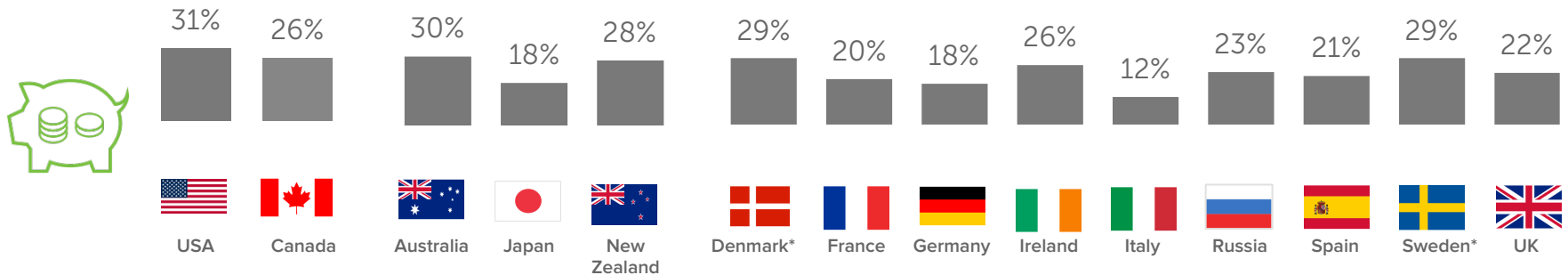
When and Why We Update Our Bathrooms

Charts below show frequency of of the bathroom being last updated 16 or more years ago, as well as frequency of ‘finally having the means’ as a reason for starting a bathroom renovation, 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.

TIMING OF LAST BATHROOM UPDATES: 16+ YEARS AGO



BATHROOM RENOVATION TRIGGER: FINALLY HAVING THE MEANS



*Percentages reflect the combined data for Sweden and Denmark.

What We Spend On Our Bathrooms

Charts below show the average spend on bathrooms remodeled in 2015-2016 (Source: Individual country Houzz and Home 2016-17 Studies); Spend is converted from country currency to U.S Dollars (using average yearly exchange rates per [OFX](#)).

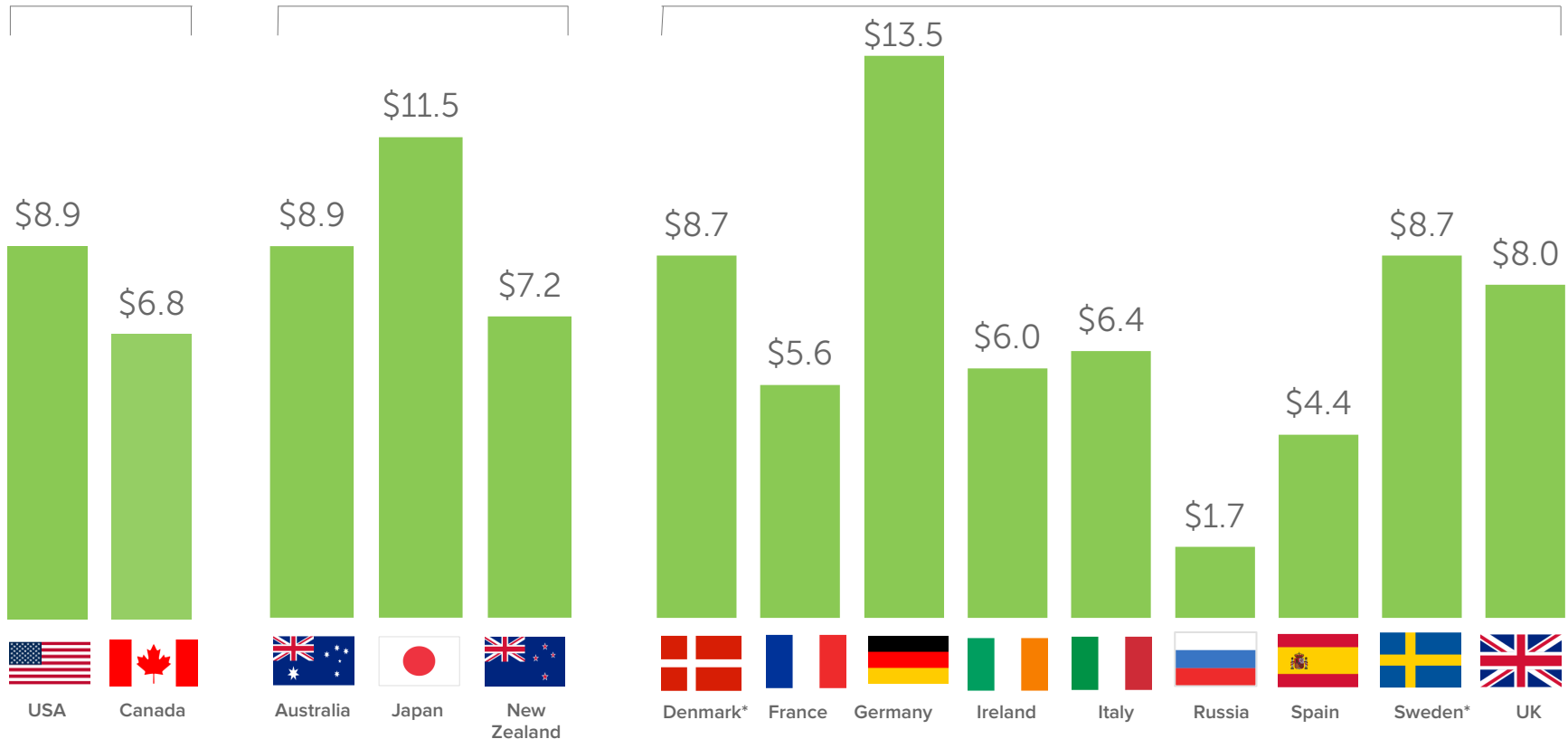


AVERAGE SPEND ON BATHROOM RENOVATION (IN \$1,000'S)

USA &
Canada

Asia - Pacific

Europe



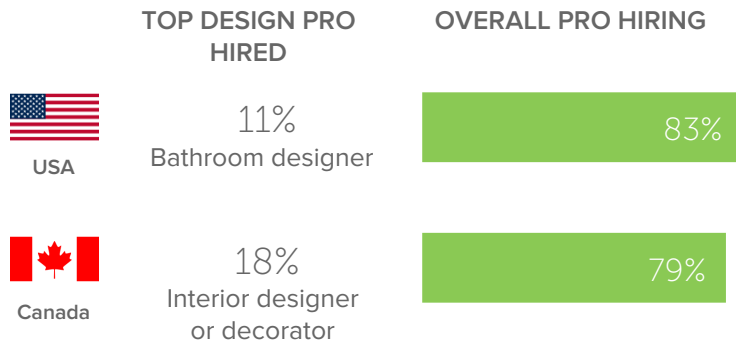
*Percentages reflect the combined data for Sweden and Denmark.

How We Are Updating Our Bathrooms: *Pro Hiring*

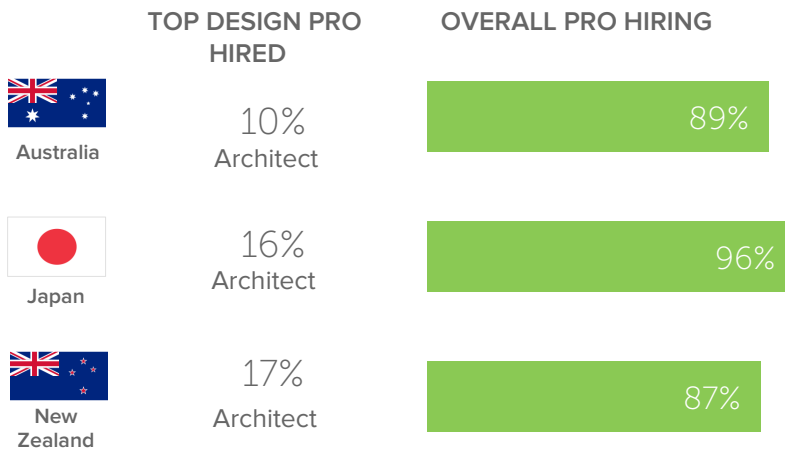
Charts below show frequency of hiring help, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.



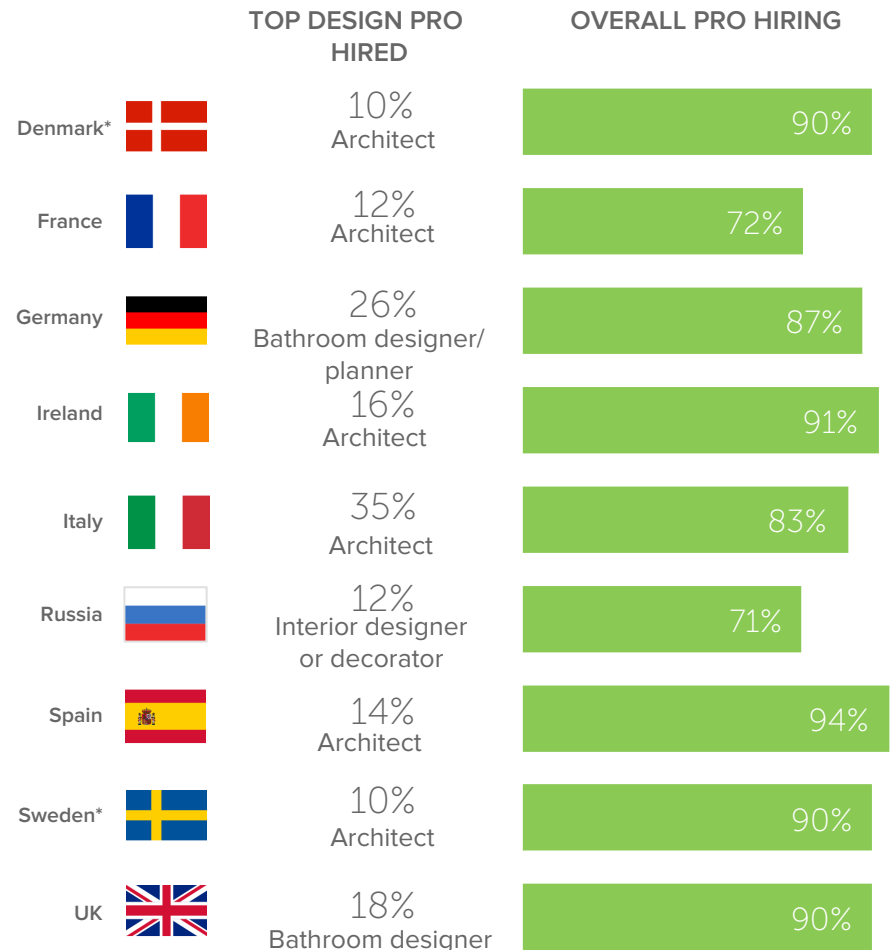
USA & Canada



Asia - Pacific



Europe





*Percentages reflect the combined data for Sweden and Denmark.

How We Design Our Bathrooms: *Style*




Charts below show frequency of homeowners choosing to change their bathroom style, as well as the style before and after among style changers, 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.












USA & Canada

	CHANGING STYLE	BEFORE	AFTER
 USA	80%	32% None	24% Contemporary
 Canada	82%	44% None	30% Contemporary

Asia - Pacific

	CHANGING STYLE	BEFORE	AFTER
 Australia	92%	36% None	35% Contemporary
 Japan	58%	52% None	38% Modern
 New Zealand	90%	44% None	38% Contemporary

Europe

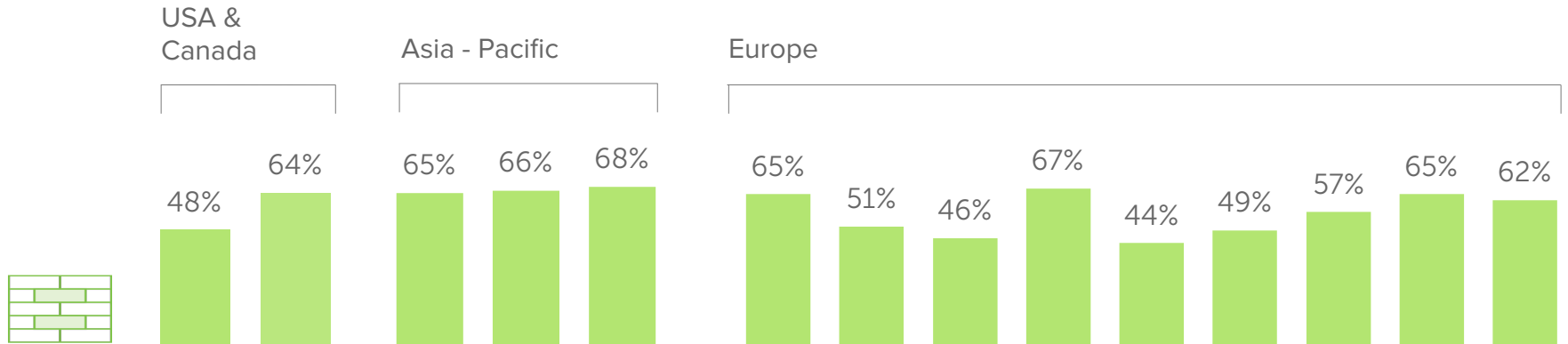
	CHANGING STYLE	BEFORE	AFTER
Denmark* 	96%	31% None	31% Contemporary
France 	91%	38% None	44% Contemporary
Germany 	95%	32% None	53% Contemporary
Ireland 	92%	34% Traditional	56% Contemporary
Italy 	88%	35% None	34% Contemporary
Russia 	90%	68% None	38% Contemporary
Spain 	94%	36% None	32% Modern
Sweden* 	96%	31% None	31% Contemporary
UK 	93%	34% None	61% Contemporary

*Percentages reflect the combined data for Sweden and Denmark.

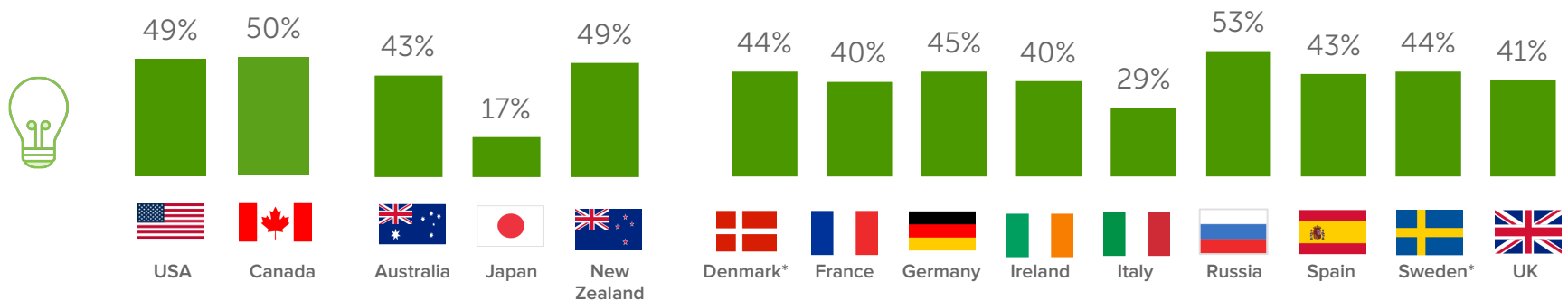
How We Use Our Bathrooms: *Top Functional Priorities*

Charts below show frequency of top functional priorities in a bathroom, 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 FUNCTIONAL PRIORITY: EASY TO CLEAN AND DISINFECT



TOP FUNCTIONAL PRIORITY: GOOD LIGHTING



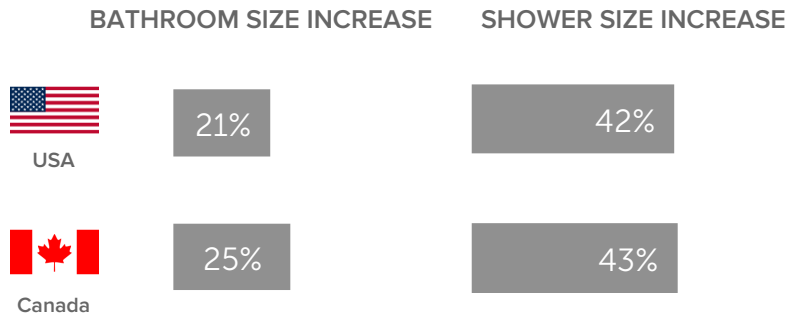
*Percentages reflect the combined data for Sweden and Denmark.

What We Are Updating in Our Bathroom: *Size Increase*

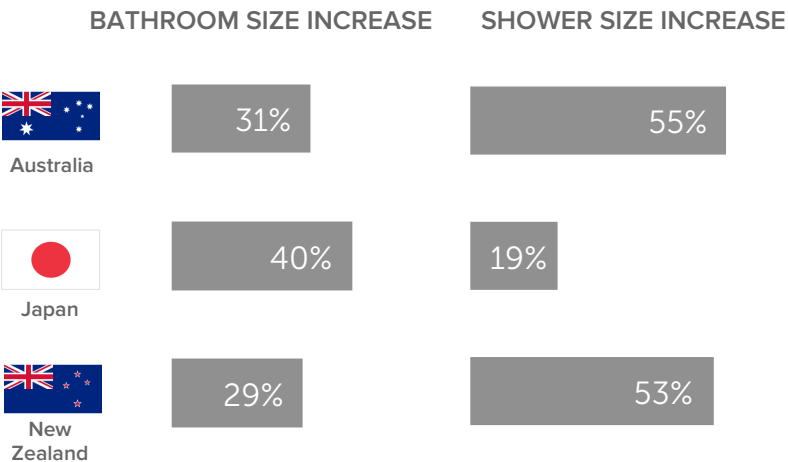
Charts below show frequency of homeowners increasing the size of the bathroom and the size of the shower, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months



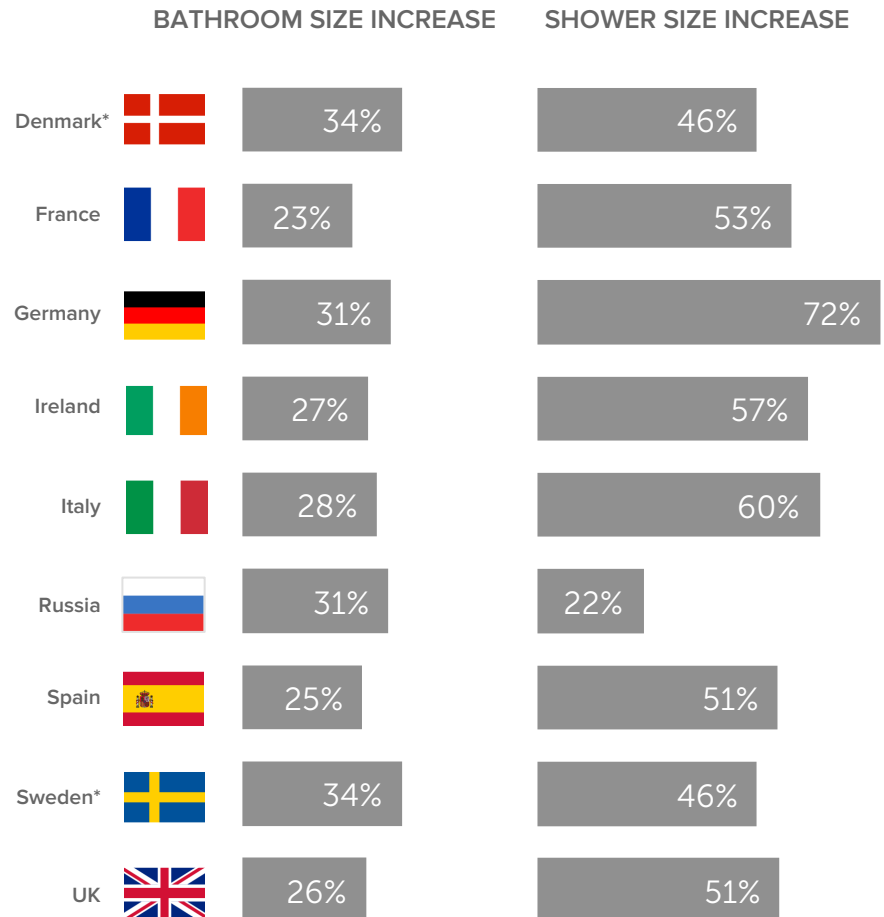
USA & Canada



Asia - Pacific



Europe



*Percentages reflect the combined data for Sweden and Denmark.

What Products & Materials We Install In Our Bathrooms: *Showers*

Charts below show frequency of homeowners installing showers by showerhead style and shower entry style, among those upgrading their showers, 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.

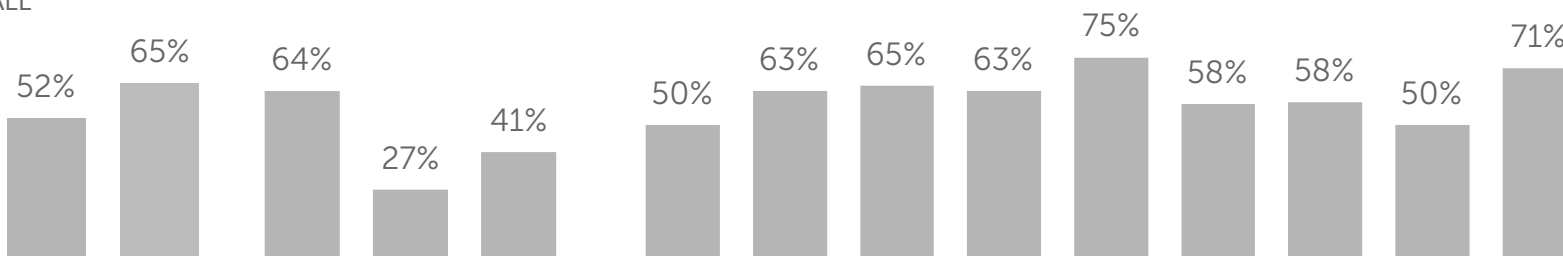


USA & Canada

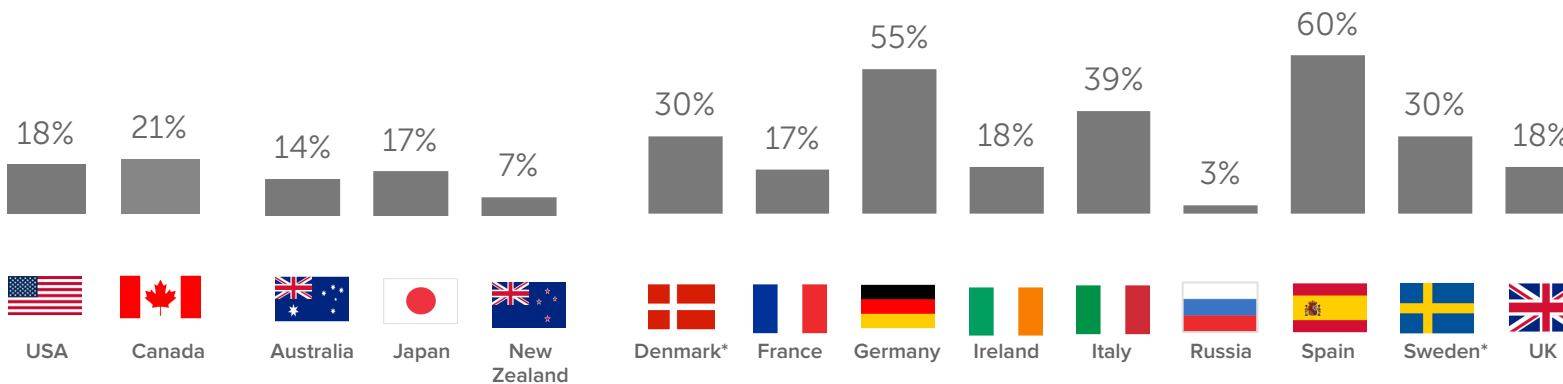
Asia - Pacific

Europe

SHOWERHEAD:
RAIN/WATERFALL



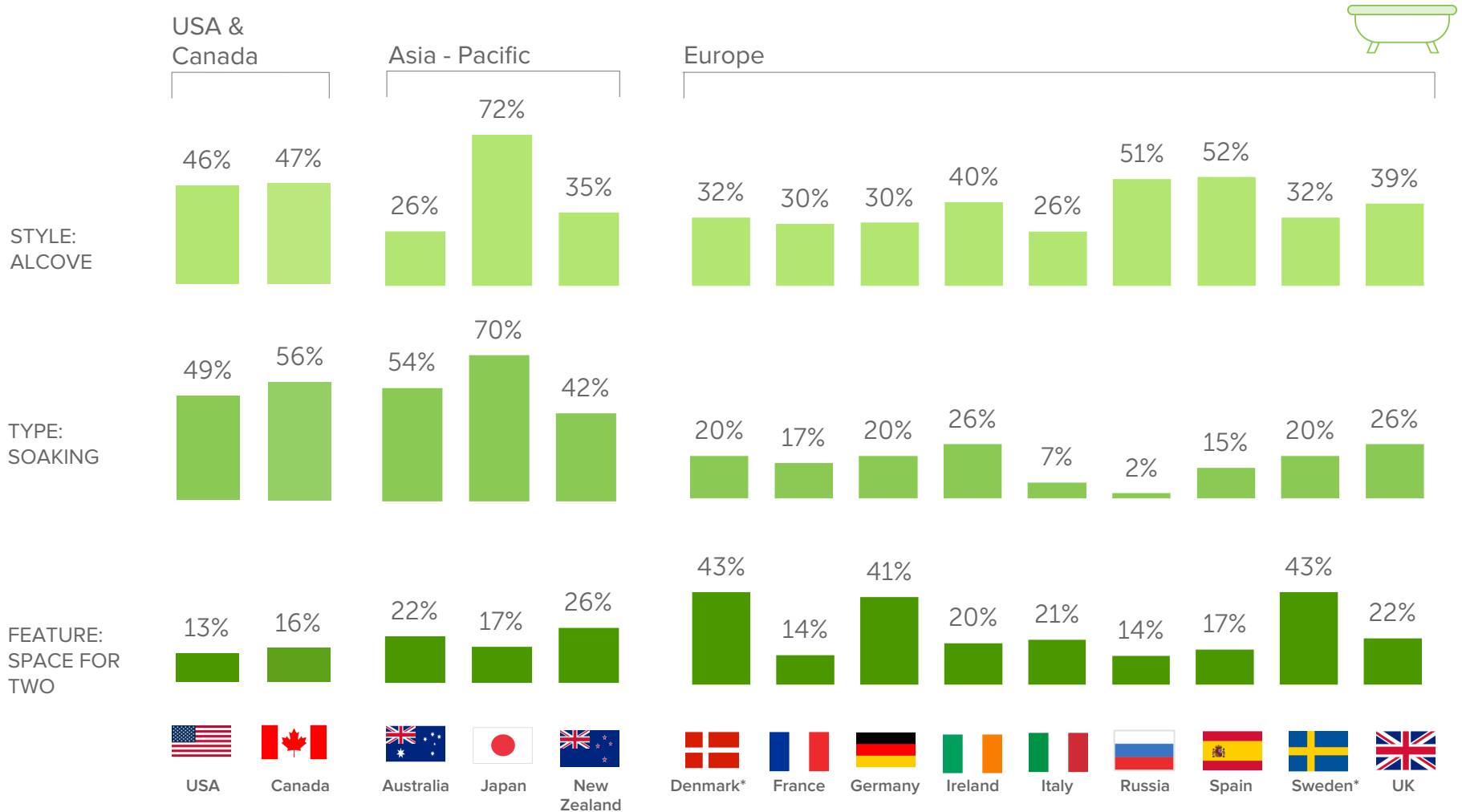
SHOWER ENTRY:
CURBLESS



*Percentages reflect the combined data for Sweden and Denmark.

What Products & Materials We Install In Our Bathrooms: *Bathtubs*

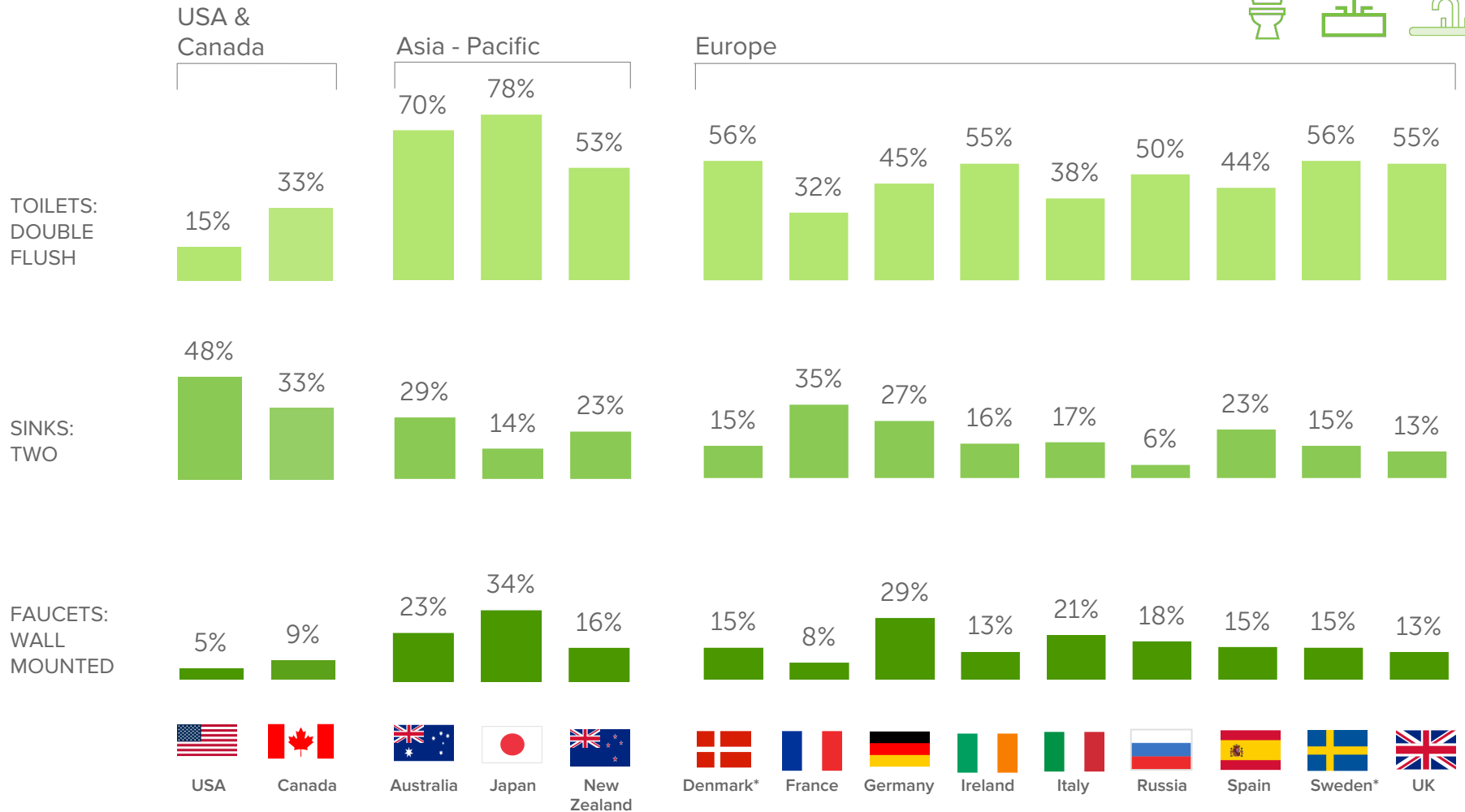
Charts below show frequency of homeowners installing bathtubs by top styles, types and features, among those upgrading their bathtubs, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months.



*Percentages reflect the combined data for Sweden and Denmark.

What Products & Materials We Install In Our Bathrooms: *Plumbing Fixtures*

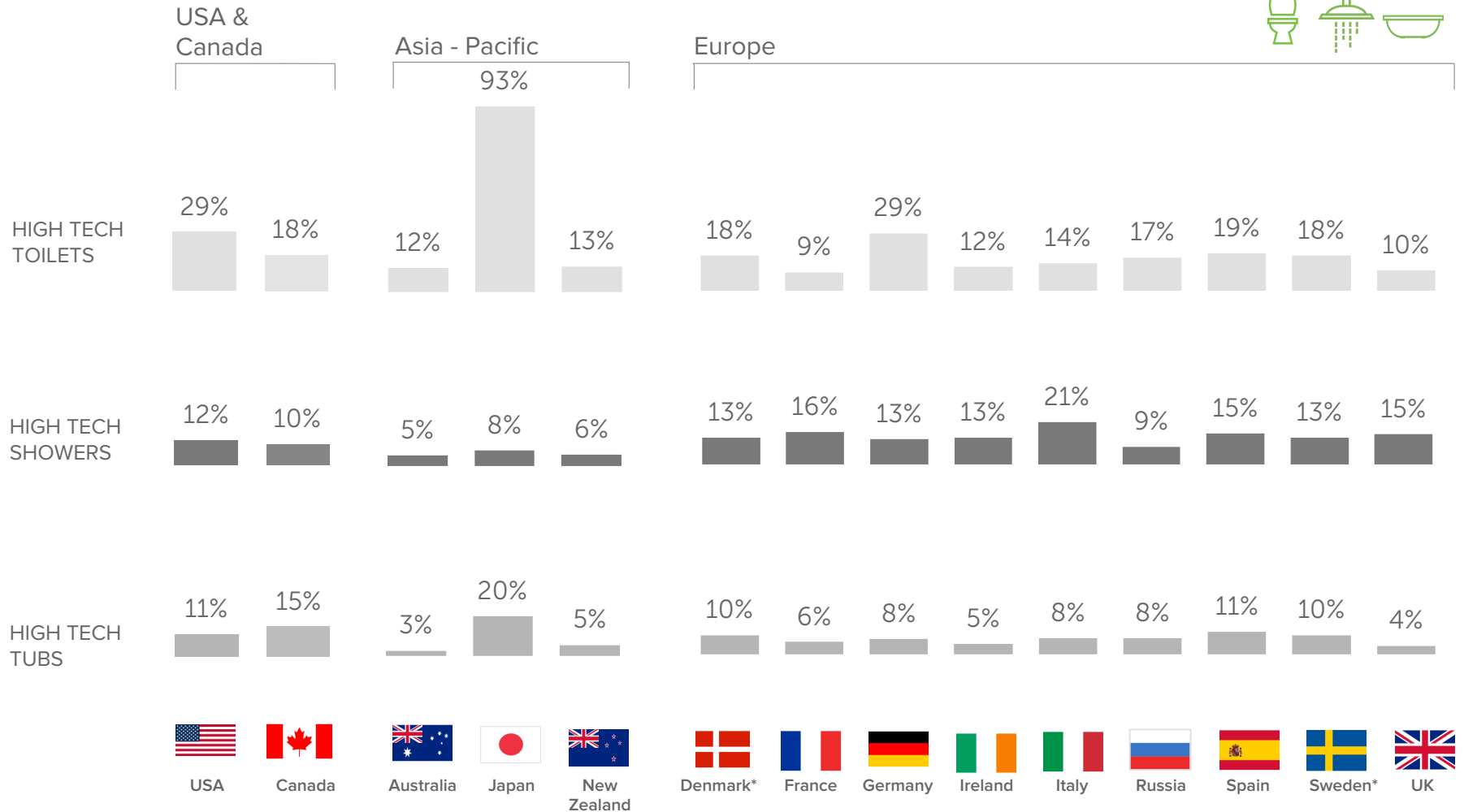
Charts below show frequency of top toilet types, sink quantity, and faucet mounting style among those upgrading their toilets, sinks and/or faucets, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months.



*Percentages reflect the combined data for Sweden and Denmark.

What Features We Choose in Our Bathrooms: *High-Tech Features*

Charts below show frequency of homeowners installing toilets, bathtubs and/or showers with high-tech features, among homeowners updating their toilets, bathtubs and/or showers, respectively, 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.

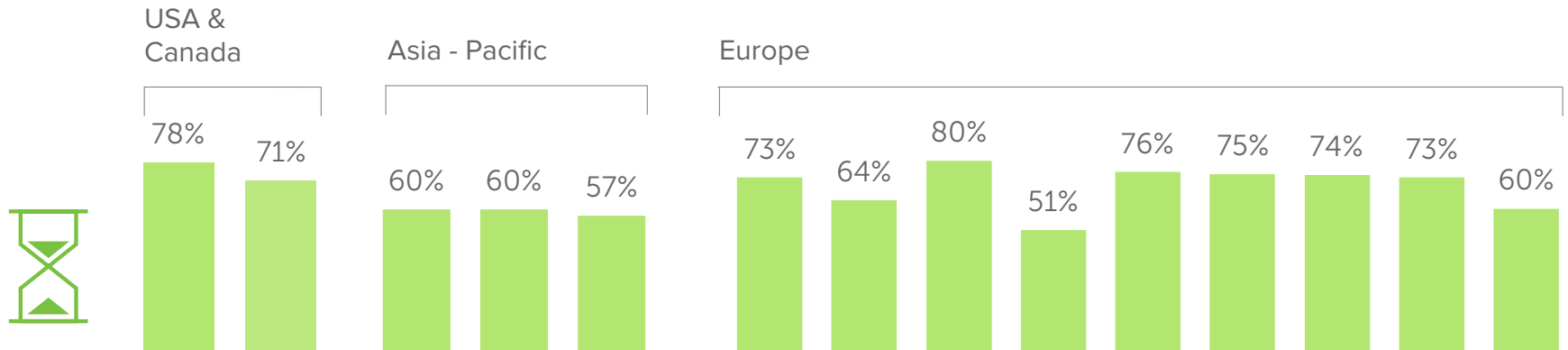


*Percentages reflect the combined data for Sweden and Denmark.

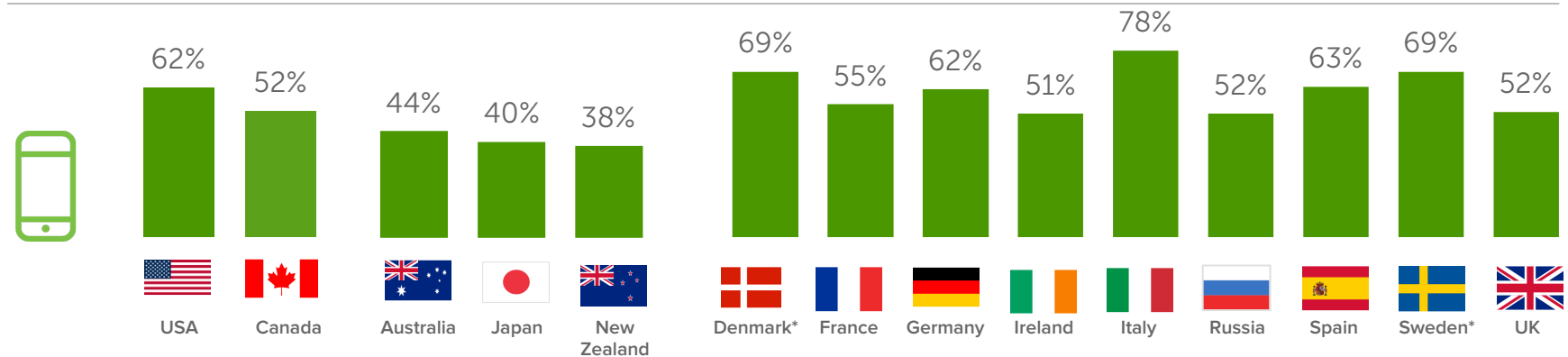
How We Use Our Bathrooms: *Time Spent in the Bathroom*

Charts below show frequency of average time spent in home bathrooms per day, as well as frequency of weekly mobile device usage in home bathrooms, 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.

AVERAGE TIME SPENT IN A HOME BATHROOM PER DAY: OVER 30 MINUTES



WEEKLY MOBILE DEVICE USAGE IN A HOME BATHROOM: AT LEAST ONCE



*Percentages reflect the combined data for Sweden and Denmark.

Methodology

The survey was sent to registered Houzz users all over the world, and fielded in June – August 2017. 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=10,474.

Country	N
USA (US)	2,032
Canada (CA)	180
Australia (AU)	1,714
New Zealand (NZ)	364
Denmark (DK)	145
France (FR)	1,085
Germany (DE)	570
Ireland (IE)	218
Italy (IT)	956
Japan	231
Russia (RU)	512
Spain (ES)	576
Sweden (SE)	176
United Kingdom (UK)	1,715