

Making Big Splashes With Shower Updates

Homeowners who are planning to remodel their master bathrooms are making a big deal out of shower upgrades.

Master bathrooms are one of the top spaces homeowners remodel, according to research from online home improvement community Houzz. And showers are top priorities during those remodels, Houzz reports.

Houzz surveyed more than 2,000 homeowners who finished, were currently working on or planned a master bathroom remodel within the past 12 months.

When changing major features, about 80 percent of the respondents were updating their showers and more than half of them were enlarging their showers.

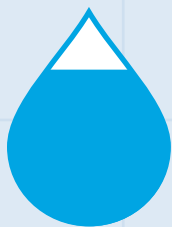
Applied to Retail

Accessories for shower upgrades can be important products for your operation, even if your business doesn't stock or special order actual showers.

Follow trends so you can talk to customers about what's stylish for shower improvements when they mention bathroom-remodeling projects. If the inventory your business stocks is limited, then create displays that show off trendy or unusual styles you can special order.

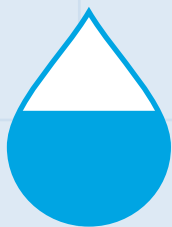
Handheld sprayers, various types of overhead rain or wall-mounted showerheads and decorative drains are on trend, according to designers who spoke with *Hardware Retailing* for a recent article on plumbing trends. Visit TheRedT.com/bath-trends for more insight from the designers. 

Cleaning Up With Shower Updates



81 percent

of homeowners are upgrading showers when updating major features in master bathrooms.



55 percent

are increasing the size of their showers.



42 percent

are splurging on showers during master bath remodels.



27 percent

remove a bathtub, typically to make space for a larger shower.

Source: 2017 U.S. Houzz Bathroom Trends Study

