



2019 DESIGN TRENDS
BATHROOMS



February 2019

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STUDY OVERVIEW

RESEARCH PURPOSE

Assist designers and specifiers in understanding the most popular styles and features throughout North America and provide an indicator of what's trending for the next three years.

RESEARCH OBJECTIVES

The specific objectives of the project are:

- Identify categories and new products that have the most dramatic impact on today's kitchens and bathrooms;
- Determine styles, features, and materials that professional designers and specifiers think will be most popular over the next three years.

METHODOLOGY/ SAMPLE

583 completed online surveys with NKBA database and lists conducted October 12-31, 2018

Respondent qualifications:

- Identify as one of the following: Designer, Builder/Remodeler, Cabinet Shop, Dealer, Decorative Plumbing/Hardware, Distributor, Manufacturer/Supplier, Manufacturer Rep, Architect;
- Have designed, specified, or sold products for at least 1 kitchen or bathroom project in 2018.

583 surveys break out as follows:

Designers	334
Non-Designer (showroom, dealer, specialist, manufacturer, remodeler, general contractor, architect)	249
US	537
Canada	44

WE TALKED TO...

58% Designers

42% Non-Designers

(showroom, dealer, specialist manufacturer, remodeler, general contractor, architect)



13 years

Average industry tenure



NKBA

88% Members

28% Male

72% Female

48 Years old



22% Northeast

27% South

22% Midwest

26% West

Certifications

15% CKD

13% AKBD

4% CMKBD

3% CKBD

3% CBD

KEY FINDINGS

BATHROOMS



- The most interesting new products for bathrooms include offerings in showers or shower surrounds, vanities/cabinetry and technology solutions.
- Bathroom categories needing more innovation include hardware/accessories, sinks and vanities/cabinetry (more style, color, material and storage options).
- Transitional and contemporary will be the most popular bathroom styles in upcoming years.
- Traditional, industrial, coastal, mid-century and organic show potential in the next few years as well.
- Bathroom design styles are differentiated most by colors, finishes, shower/tub tile, sinks and lighting.



Coastal by Oakley Home Builders



Industrial by Dezin Market



Contemporary by Madeleine Design Group

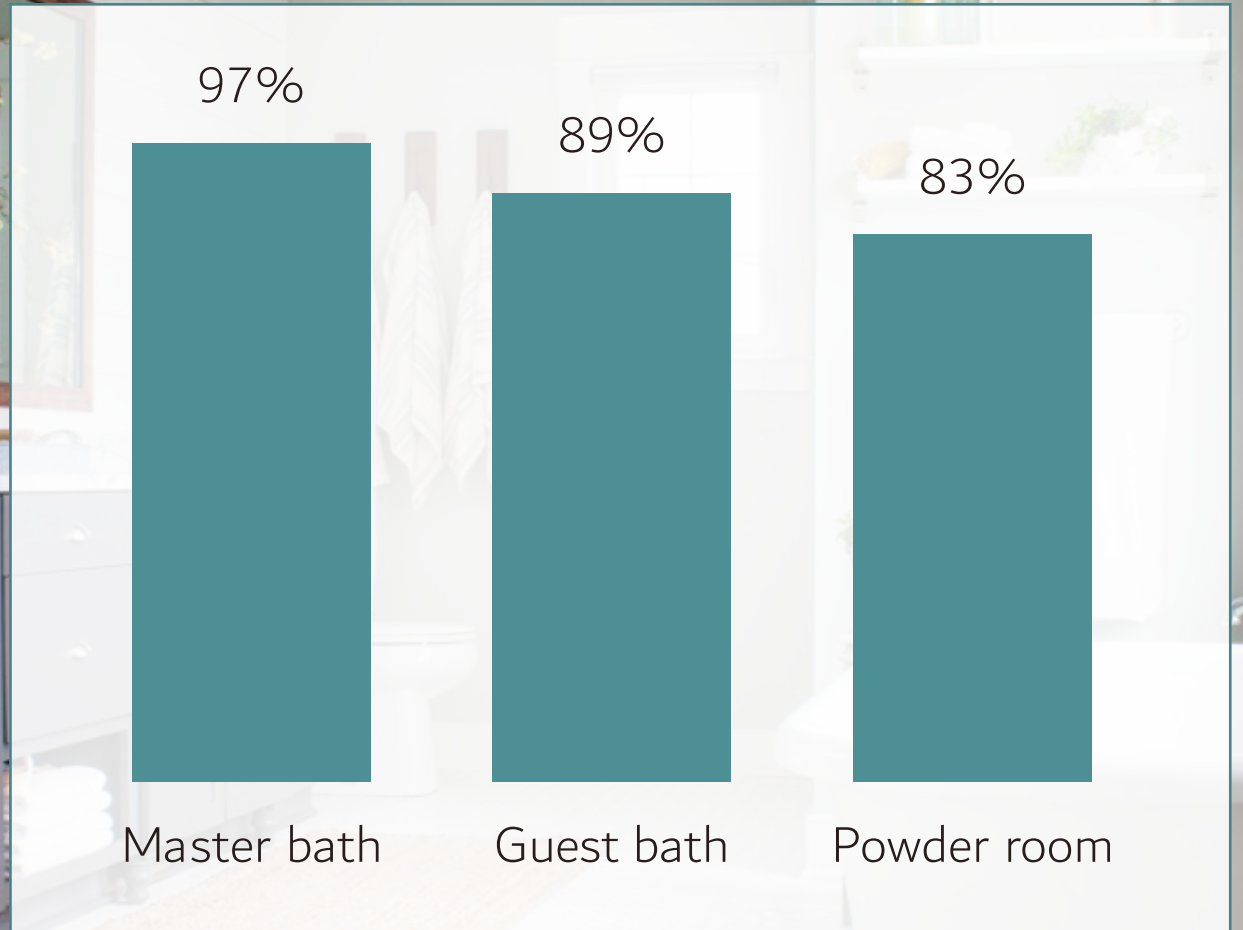


Mid-Century by Design Theory Inc.

BATHS

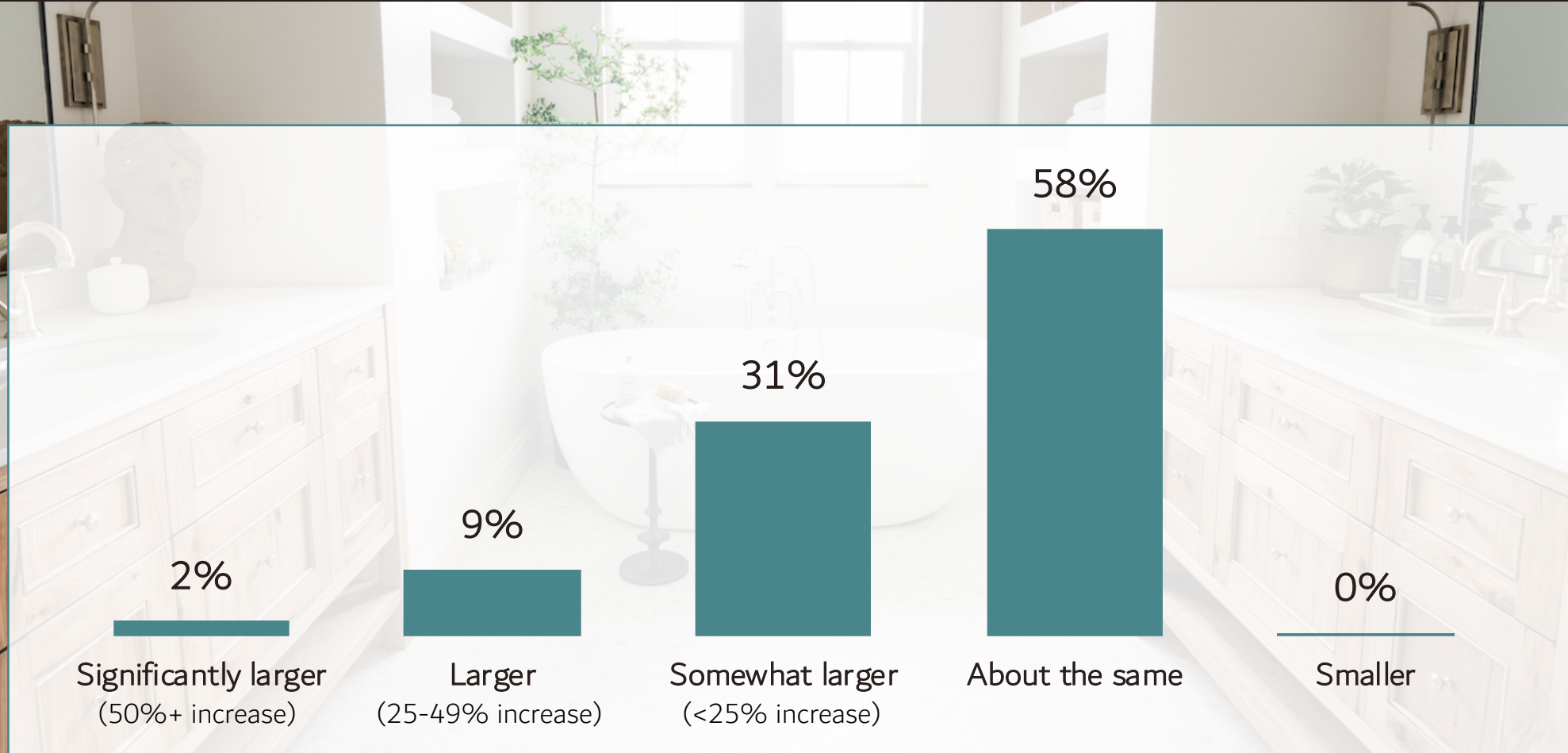
BATH TYPES DESIGNED IN PAST YEAR

Most designers have worked on all types of bathrooms in the past year, from master baths to full/guest baths and half-bath/powder rooms.



BATH SIZE AFTER REMODEL

Most bathroom remodels stay within the same footprint without increasing square footage.



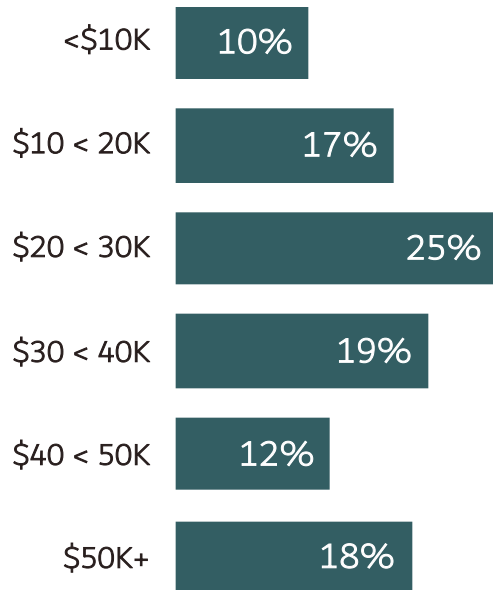
AVERAGE COST

(INCLUDING MATERIALS & LABOR)

Homeowners are investing the most in their master or en suite bathrooms, with a budget nearly twice the amount as that allotted for main or guest baths.

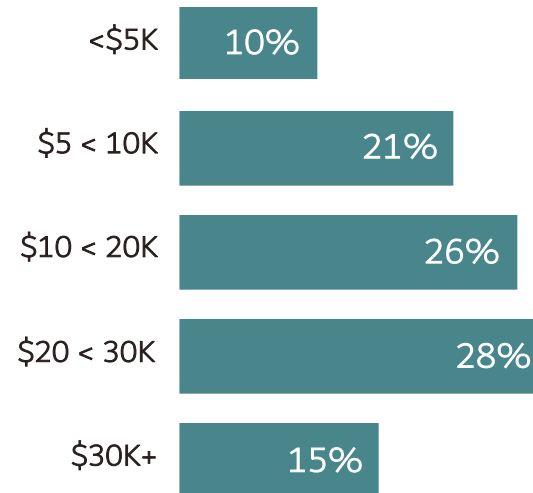
MASTER BATH

MEAN
\$ 32K



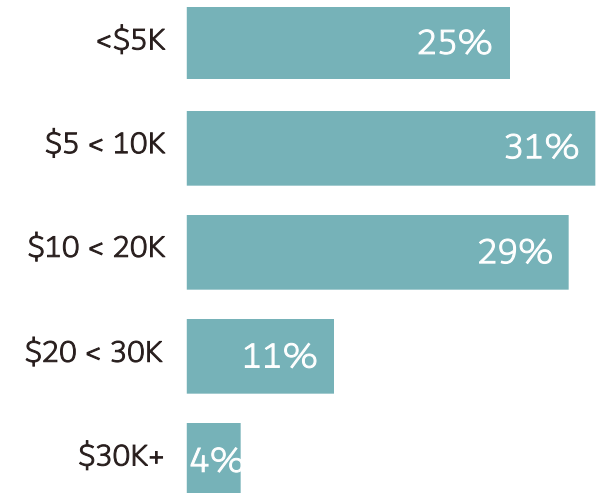
GUEST BATH

MEAN
\$ 18K



POWDER ROOM

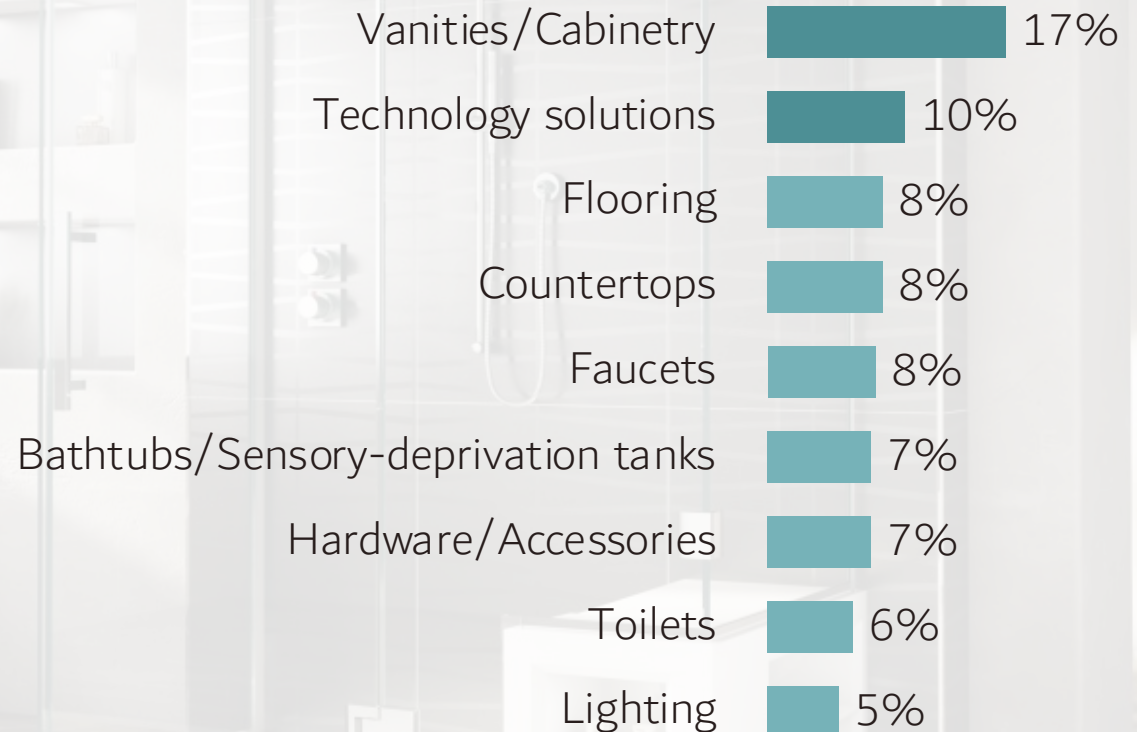
MEAN
\$ 12K



MOST INTERESTING NEW PRODUCTS

The most interesting new products for bathrooms include offerings in showers/shower surrounds, vanities/cabinetry and technology solutions.

Showers/
Shower Surround
20%



INTERESTING NEW PRODUCTS

New products are available for showers, vanities and technology solutions for the bathroom.

SHOWERS & SURROUND

Solid-surface walls, touch controls

Open showers, no curb at pan, no shower door

Wet rooms: Tubs and showers in the same room, drain in floor, easy and pretty styling

Architectural shower doors, black frames as beautiful focal points

VANITIES/CABINETRY

Floating cabinetry

New finishes, washes, fun new pops of color

Different materials such as MDF, recycled material and laminates

High-gloss and textured melamine looks

Different heights, reduced depth, open shelves

TECHNOLOGY SOLUTIONS

Controls for lighting, music, water temperature, leak detectors, mirrors with TV and steam control

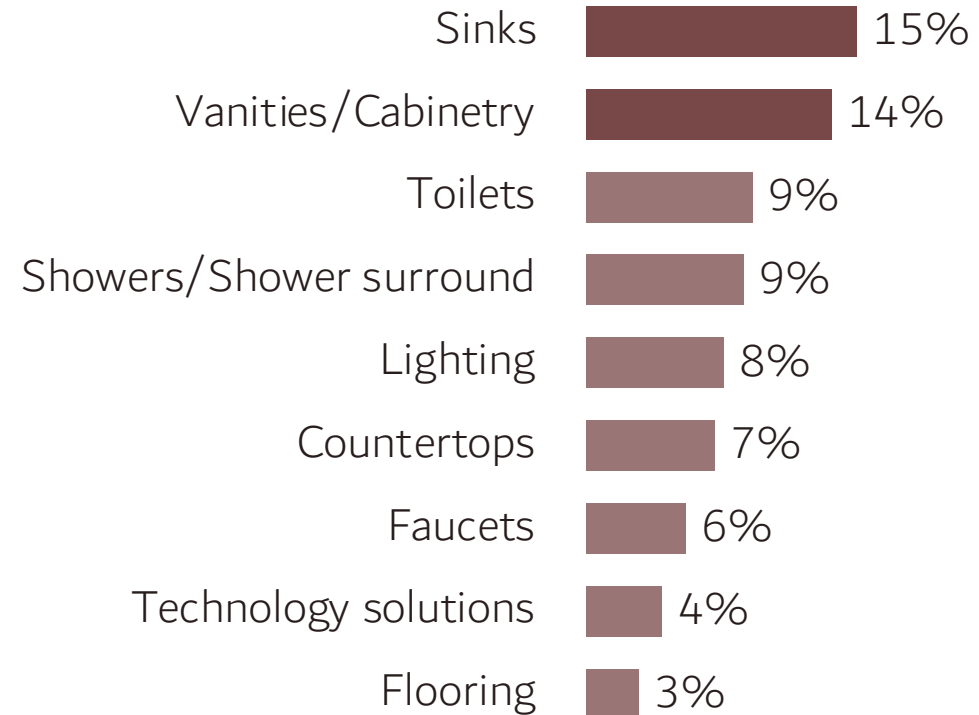
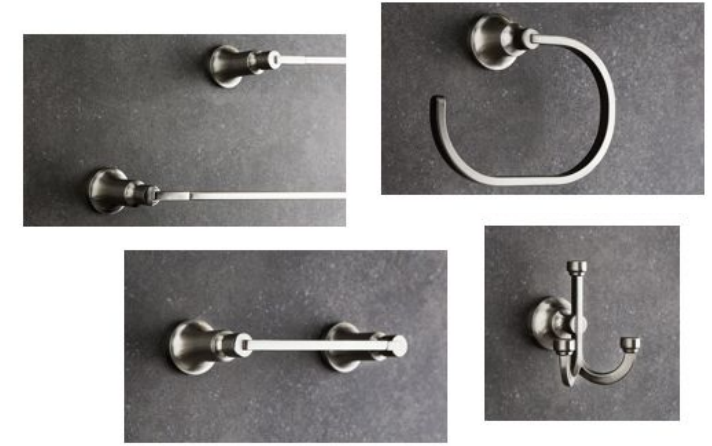
App-enabled control (radiant floors, digital shower valves)

Lights, shower speakers, in-floor heating, light-up mirrors, color therapy for showers and bathtubs

CATEGORIES NEEDING INNOVATION

Bathroom categories needing more innovation include hardware and accessories, sinks and vanities/cabinetry.

Hardware/
Accessories
18%



DESIGNERS WANT MORE ...

Designers want more innovation in hardware, sinks and vanities/cabinetry.

HARDWARE/ACCESSORIES

Integrated grab bars, toilet-paper holders, decorative towel bars

More finish options for linear drains as well as residential grab bars and safety products

More selection of ventilation products with heat

SINKS

New materials, different shapes

New installation innovations

More innovation in material and shape/style for under-mount sinks

More interest and detail but not over the top; easy to clean, but lending some interest

VANITIES/CABINETRY

Better solutions for smaller areas and storage of jewelry, hair products, and other essentials

More style, color options and materials

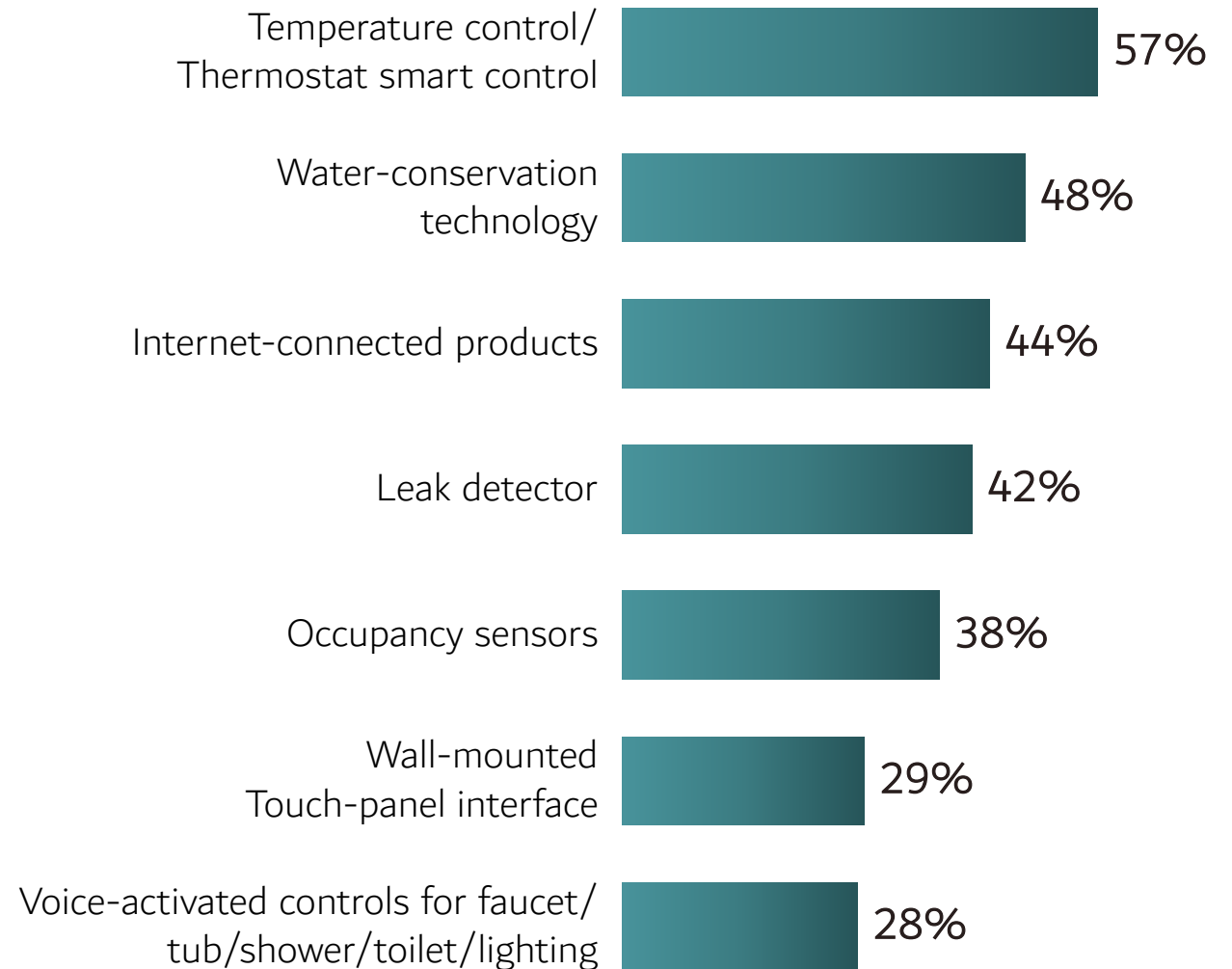
More wall-hung and separate cabinetry

More attractive and waterproof wood looks

POPULARITY OF TECHNOLOGY SOLUTIONS OVER NEXT THREE YEARS

Key bathroom technology solutions include temperature control, water conservation, Internet-connected products, leak detectors and occupancy sensors.

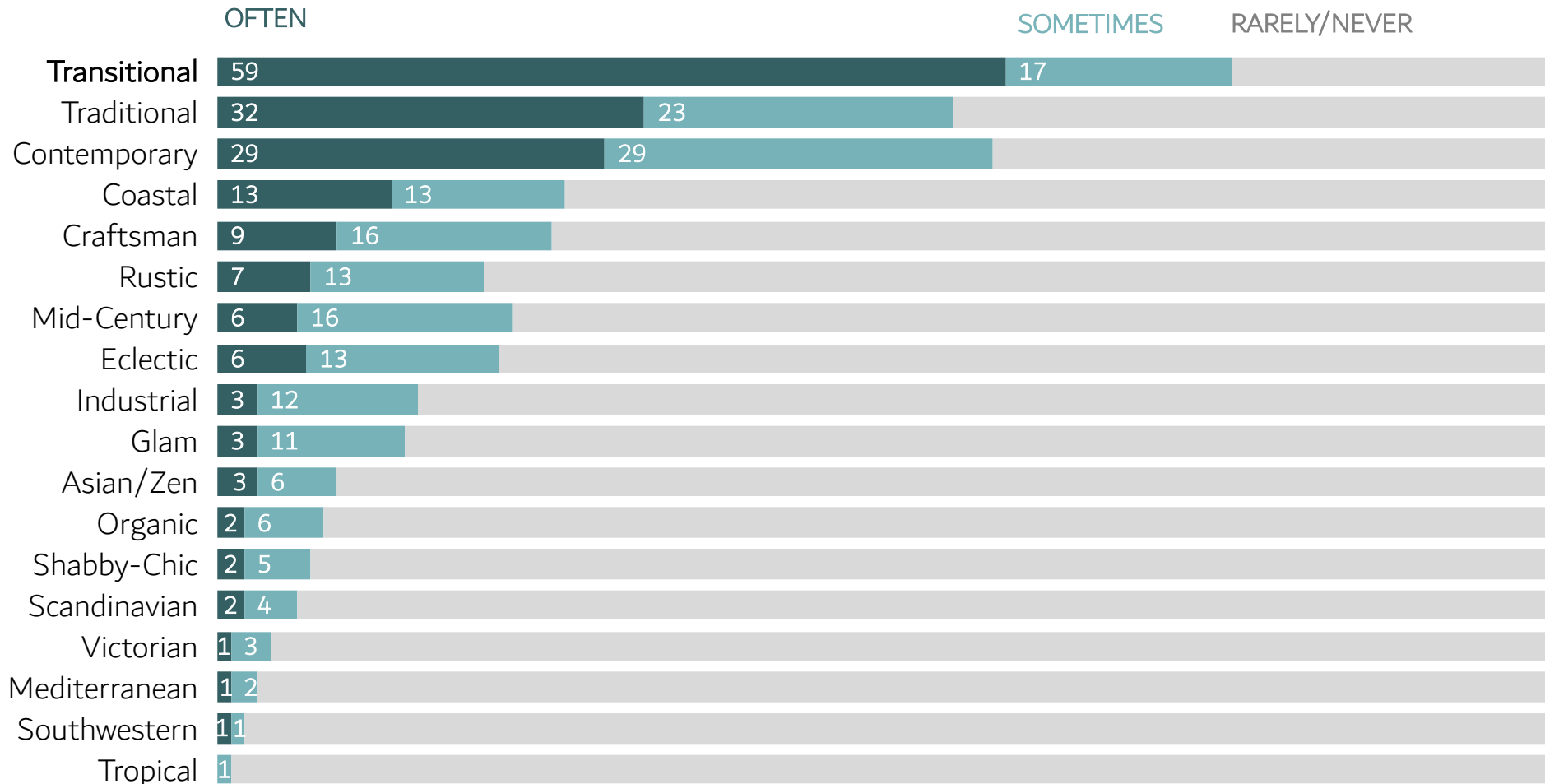
Top 2 Box / 7-pt scale (7 = will be extremely popular)



MOST POPULAR MASTER BATH STYLES

(DESIGNED IN PAST YEAR)

Designers created transitional, traditional and contemporary master bathrooms most often in the past year.

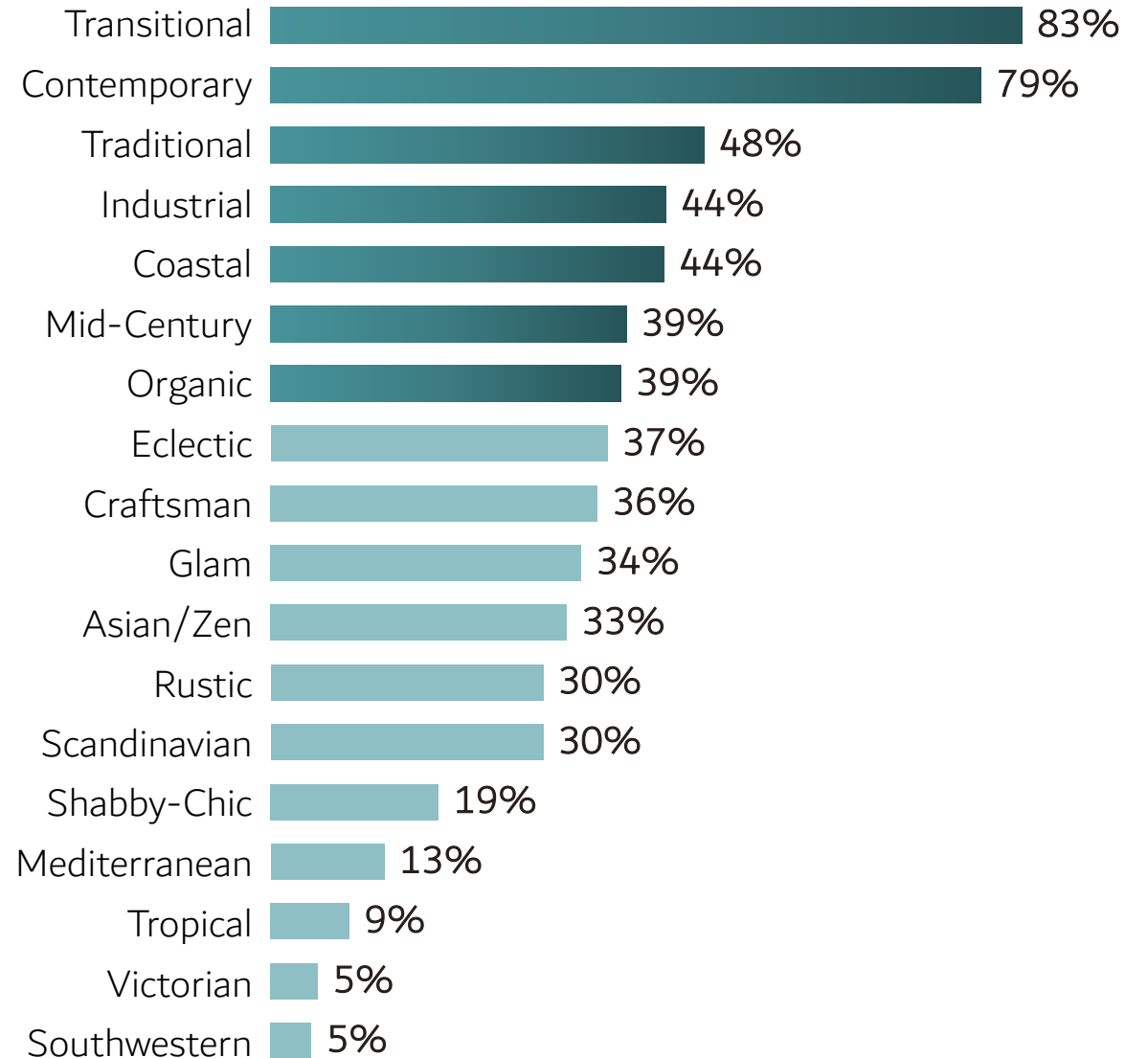


POPULAR MASTER BATH STYLES OVER NEXT THREE YEARS

Transitional and contemporary are expected to be the top bathroom styles in the next few years.

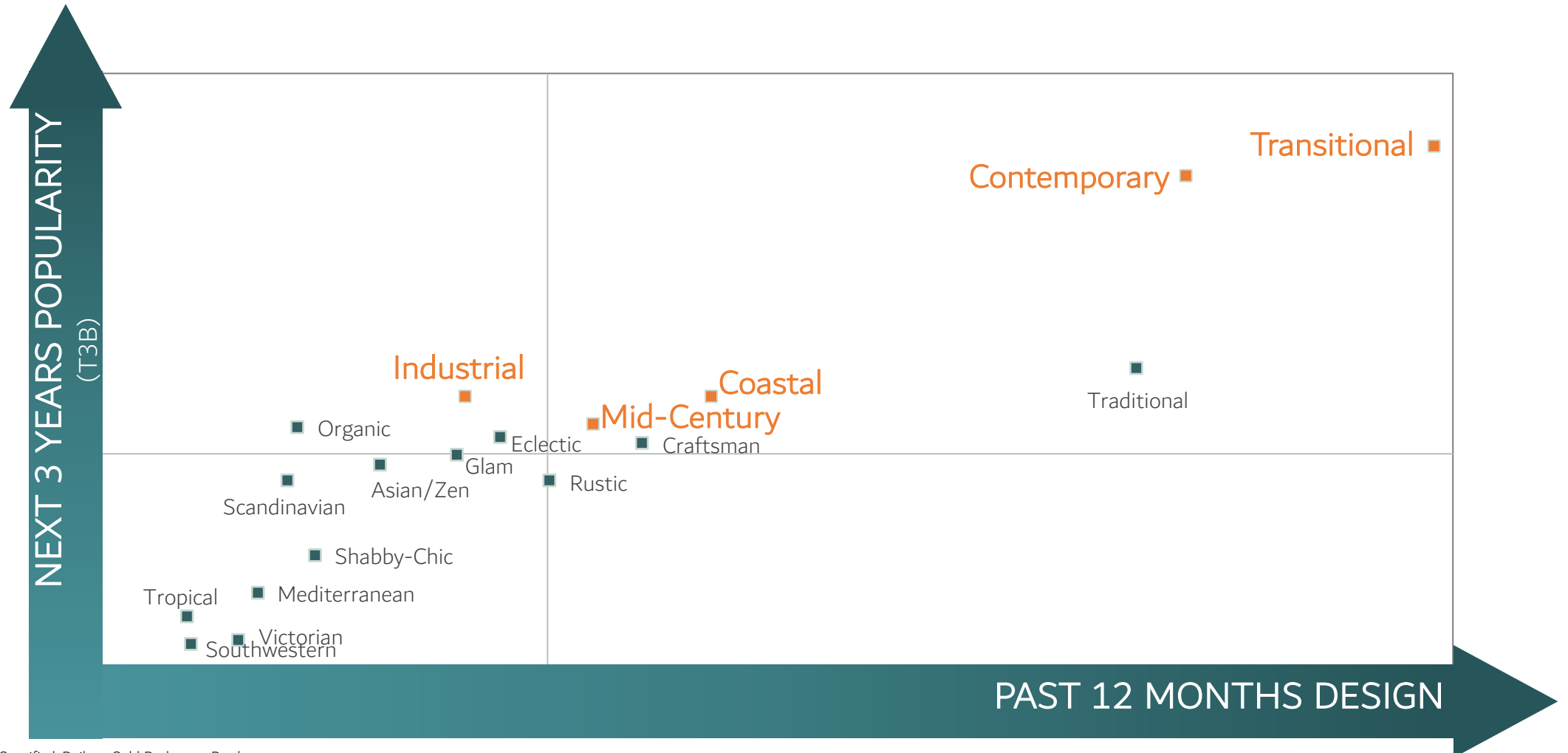
Traditional, industrial, coastal, mid-century and organic show potential in the next few years as well.

Top 3 Box (7-pt scale)



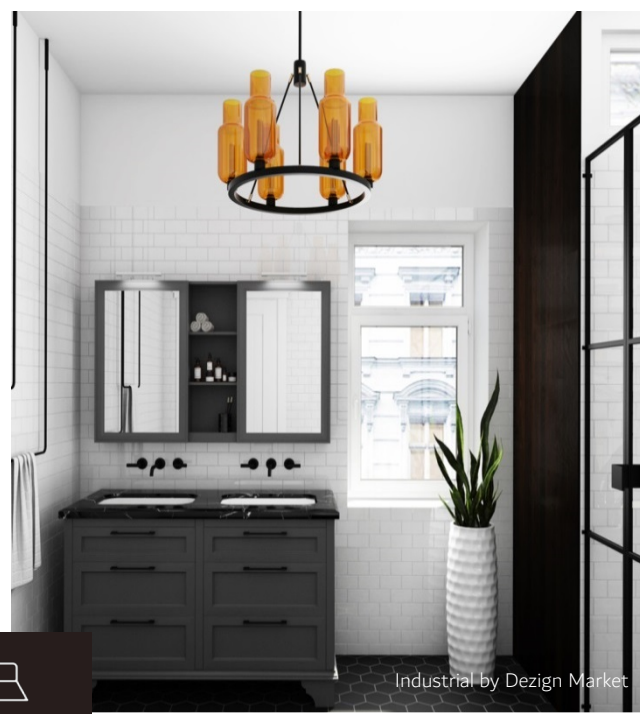
MASTER BATH DESIGN STYLES

Five bathroom designs that show growth potential include:

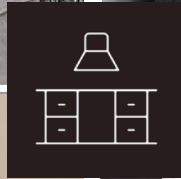




Coastal by Oakley Home Builders



Industrial by DeZign Market



Contemporary by Madeleine Design Group



Mid-Century by Design Theory Inc.

EMERGING BATHROOM TRENDS STYLE SUMMARIES

TRANSITIONAL



Master Bath: Popularity In Next Three Years

83% (Top 3 Box)

Designed Past 12 Months:
59% often / **17%** sometimes

Rank

#1 in popularity

LOOK & FEEL

- Natural light and relaxed feel
- Timeless look
- Smooth features that blend in
- Minimalistic
- Lighter colors (whites, grays, beiges/bones, blues, silvers)

MOST VISUAL IMPACT

- Shower
- Cabinets
- Lighting

FLOORING

- Heated, large-format tile
- Plank
- Ceramic/porcelain/Stone tile
- Luxury vinyl, ceramic wood, marble

WALL COVERINGS

- Paint or tile
- Wallpaper

CABINETS/VANITY

- Free-standing, built-in, or floating
- Recessed panel facing
- More drawers
- Painted wood, wood grain, mixed materials
- Decorative hardware

COUNTERTOPS & SINKS

- Quartz
- Quartzite, granite or marble
- White porcelain/cast iron
- Under-mount sinks

SHOWER/TUB

- No door or swinging door 2-person shower
- Clear glass and linear drains
- Panel shower system
- Free-standing or soaking tubs

TILE (SHOWER/TUB)

- Large-format tile
- Rectangle, square, hex, arabesque
- Seamless tile designs

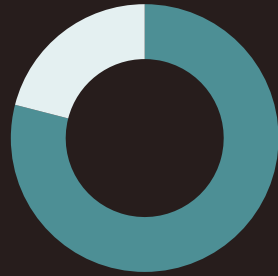
FAUCETS

- Nickel, chrome, stainless or rose gold
- Various finishes (polished, matte, brushed, satin)
- Manual, motion or touch-control

LIGHTING

- More chandeliers, large pendants
- Recessed, sconces, shower, vanity, mirror lighting
- Dimmers, traditional switches, motion sensors

CONTEMPORARY



Master Bath: Popularity In Next Three Years

79% (Top 3 Box)

Designed Past 12 Months:
29% often / **29%** sometimes

Rank
#2 in popularity

LOOK & FEEL

- Minimalistic
- Smooth features that blend in
- Natural light
- Clean colors (whites, grays, beiges, /bones, bronzes, blues, some blacks)

MOST VISUAL IMPACT

- Cabinets
- Shower
- Lighting

FLOORING

- Heated, large -format tile or plank
- Ceramic/porcelain/stone tile
- Stained concrete
- Luxury vinyl, ceramic wood, marble

WALL COVERINGS

- Paint or tile

CABINETS/VANITY

- Floating vanities
- Flat-panel facing
- Integrated storage
- Painted wood, mixed, wood grain, laminate, acrylic
- Integrated hardware

COUNTERTOPS & SINKS

- Quartz
- Solid-surface and quartzite
- More integrated sinks
- White porcelain/cast iron
- Under mount sinks

SHOWER/TUB

- No door or swinging door 2 -person shower
- Clear glass and linear drains
- Panel shower system
- Free-standing or soaking tubs

TILE (SHOWER/TUB)

- Large-format tile, rectangle, square
- Slab surround
- Seamless tile design

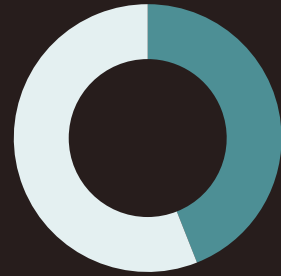
FAUCETS

- Chrome, nickel, stainless
- Various finishes (polished, matte)
- More smart faucets

LIGHTING

- More interior cabinet lights, vanity lights, recessed and art lights
- Sconces, shower lights
- More keypad controls

INDUSTRIAL



Master Bath: Popularity In Next Three Years

44% (Top 3 Box)

Designed Past 12 Months:
3% often / **12%** sometimes

Rank

#4 in popularity

LOOK & FEEL

- Minimalistic
- Trendy
- Features make a statement
- Energetic
- Darker tones (grays, blacks, whites, sepia tones, silvers, blues, bronzes)

MOST VISUAL IMPACT

- Cabinets
- Shower
- Lighting
- Countertops

FLOORING

- Heated, large-format tile or plank
- Ceramic/porcelain/stone tile
- Stained concrete

WALL COVERINGS

- Paint or tile
- Wood

CABINETS/VANITY

- Floating vanities
- Open shelving
- More drawers, flat panel
- Medium or dark metal, mixed, wood grain
- Integrated and decorative hardware

COUNTERTOPS & SINKS

- Quartz or concrete
- Stainless, soapstone, solid-surface, copper
- More trough sinks
- Under-mount sinks
- Decorative metal or porcelain sinks

SHOWER/TUB

- No door, 2-person shower
- Linear or square drains
- Panel shower system
- Free-standing tubs, soaking tubs
- Free-standing air tubs

TILE (SHOWER/TUB)

- Large-format tile designs, hex, square
- Slab surrounds
- Seamless tile design

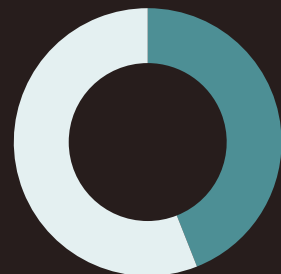
FAUCETS

- Black, stainless, black stainless
- Matte finishes
- More smart faucets, motion-sensor controls

LIGHTING

- More mobile device-connected lighting, motion-sensor control
- Recessed, sconces, shower lighting

COASTAL



Master Bath: Popularity In Next Three Years

44% (Top 3 Box)

Designed Past 12 Months:
13% often / **13%** sometimes

Rank

#5 in popularity

LOOK & FEEL

- Natural light and relaxed feel
- Minimalistic
- Features blend in
- Lighter tones
- Blues, whites, grays, beiges/bones, greens, silvers

MOST VISUAL IMPACT

- Cabinets
- Shower
- Flooring

FLOORING

- Heated, plank or large-format tile
- Mosaic tile
- Ceramic/porcelain/stone tile
- Luxury vinyl, ceramic wood

WALL COVERINGS

- Paint or tile
- Wood

CABINETS/VANITY

- Free-standing vanities
- Open shelving
- More drawers, recessed panels
- Light painted, wood grain
- Decorative hardware

COUNTERTOPS & SINKS

- Quartz
- Quartzite
- More vessel and glass sinks
- White, under-mount porcelain sinks

SHOWER/TUB

- No door or swinging door 2-person shower
- Clear glass, linear drains
- Panel shower system
- Free-standing or soaking tubs

TILE (SHOWER/TUB)

- Large-format tile, mosaic, pebble tile
- Seamless tile design

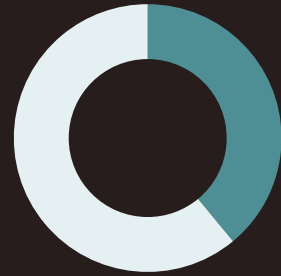
FAUCETS

- Nickel, chrome
- Various finishes (polished and brushed)
- Manual, motion, touch controls

LIGHTING

- Sconces, recessed, shower, vanity and mirror lighting
- More traditional switches

MID-CENTURY



Master Bath: Popularity In Next Three Years

39% (Top 3 Box)

Designed Past 12 Months:
6% often / **16%** sometimes

Rank

#6 in popularity

LOOK & FEEL

- Minimalistic
- Natural light and relaxed feel
- Smooth features that blend in
- More color (whites, browns, grays, blues, golds, beiges/bones, greens)

MOST VISUAL IMPACT

- Cabinets
- Shower
- Lighting
- Flooring

FLOORING

- Heated, large-format tile
- Plank
- Ceramic/porcelain/stone tile
- Ceramic wood, luxury vinyl, stained concrete, marble

WALL COVERINGS

- Paint or tile
- Wallpaper

CABINETS/VANITY

- Floating vanities
- Open shelving
- More drawers, flat-panels
Medium wood grain
- Integrated hardware

COUNTERTOPS & SINKS

- Quartz
- Solid-surface, concrete, marble
- Light color countertops
- More integrated sinks
- White, under-mount porcelain sinks

SHOWER/TUB

- No door or swinging door
2-person shower
- Clear glass, linear drains
- Panel shower systems
- Free-standing or soaking tubs

TILE (SHOWER/TUB)

- Large-format tile designs
- Slab, subway, small tile/
mosaic
- Seamless tile design

FAUCETS

- Chrome, black, stainless,
nickel, brass
- Various finishes (matte,
Polished, brushed)
- Manual, touch, motion-control

LIGHTING

- A mix of different light sources
- Sconces, recessed,
shower, mirror, vanity
- Dimmers, motion-sensor,
traditional switches



BATHROOMS

Boldface = unique or differentiating features

	TRANSITIONAL	CONTEMPORARY	COASTAL	INDUSTRIAL	MID-CENTURY
Look & Feel	Natural light and relaxed feel Timeless look Smooth features that blend in Lighter colors (whites and grays)	Minimalistic Smooth features that blend in Clean colors (whites, grays, some blacks)	Natural light and relaxed feel Lighter tones Blues and whites	Minimalistic Trendy Darker tones (grays, blacks, whites, sepia tones)	Minimalistic Natural light and relaxed feel Smooth features that blend in More color (browns, grays, blues)
Flooring	Heated, large-format tile Plank	Heated, large-format tile or plank Stained concrete	Heated, plank or large-format tile Mosaic tile	Heated, large-format tile or plank Stained concrete	Heated, large-format tile Plank
Wall Coverings	Paint or tile Wallpaper	Paint or tile	Paint or tile Wood	Paint or tile Wood	Paint or tile Wallpaper
Cabinets/Vanity	Free-standing, built-in, or floating Recessed-panel doors More drawers Painted wood, wood grain, mixed	Floating vanities Flat-panel doors More drawers and integrated storage Painted wood, mixed, wood grain, laminated, acrylic	Free-standing vanities Open shelving More drawers, recessed-panel doors Light painted, wood grain	Floating vanities Open shelving More drawers, flat-panel doors Medium or dark metal , mixed, wood grain	Floating vanities Open shelving More drawers, flat-panel doors Medium wood grain
Countertops & Sinks	Quartz Quartzite, granite, or marble	Quartz Solid surface and quartzite More integrated sinks	Quartz Quartzite More vessel and glass sinks	Quartz or concrete Stainless, soapstone , solid surface, copper More trough sinks	Quartz Solid-surface, concrete, marble Light colors More integrated sinks
Shower/Tub	Open or swinging-door showers Free-standing or soaking tubs	Open or swinging door showers Free-standing or soaking tubs	Open or swinging-door showers Free-standing or soaking tubs	Open-door showers Free-standing tubs, soaking tubs, Free-standing air tubs	Open or swinging-door showers Free-standing or soaking tubs
Tile (shower/tub)	Large-format tile Rectangle, square, hex, arabesque	Large-format tile, rectangle, square Slab surround	Large-format tile, mosaic, pebble tile	Large-format tile designs, hex , square Slab surrounds	Large-format tile designs
Finishes & Hardware	Nickel, chrome, stainless, or rose gold Various finishes	Chrome, nickel, stainless Various finishes More smart faucets / lighting	Nickel, chrome Various finishes	Black, stainless, black stainless Matte finishes More smart faucets/lighting	Chrome, black , stainless, nickel, brass Various finishes
Lighting	More chandeliers, large pendants	More interior cabinet lights, vanity lights, recessed , and art lights More keypad controls	More traditional switches	More mobile device-connected lighting	A mix of different light sources
Most Visual Impact	Showers and cabinets Lighting	Cabinets Showers and Lighting	Cabinets and showers Flooring	Cabinets and showers Lighting and countertops	Cabinets Showers, lighting, flooring



Coastal by Oakley Home Builders



Industrial by DeZign Market



Contemporary by Madeleine Design Group



Mid-Century by Design Theory Inc.

EMERGING BATHROOM TRENDS DETAILS BY STYLE

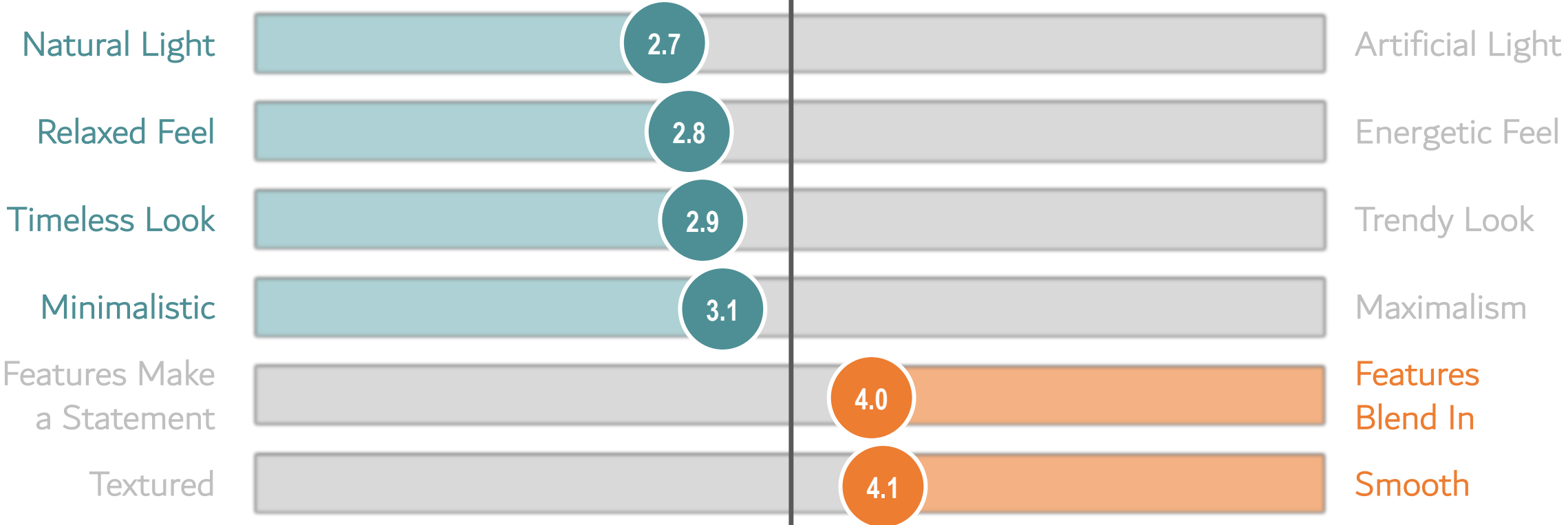
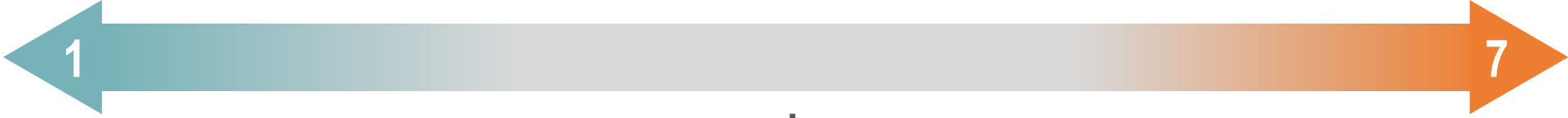


TRANSITIONAL

Transitional bathroom design combines elements from both traditional and contemporary styles. Against a backdrop of neutral colors, transitional bathrooms can marry traditional features such as wallpaper, recessed-panel vanity doors and marble countertops with more modern elements such as hex or arabesque-shaped tile and rose gold finishes.



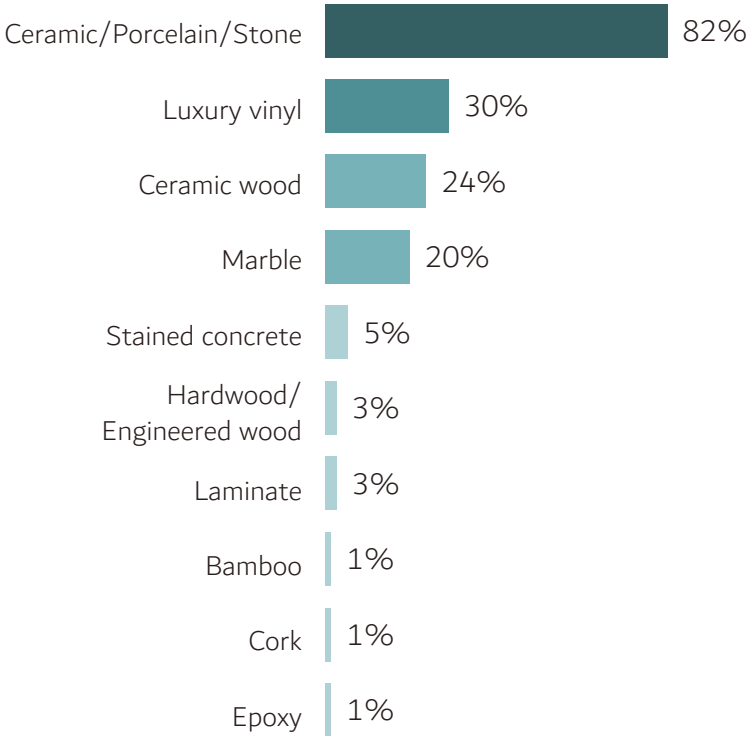
Transitional bathrooms use natural light, and a timeless look that provides a relaxed feel.



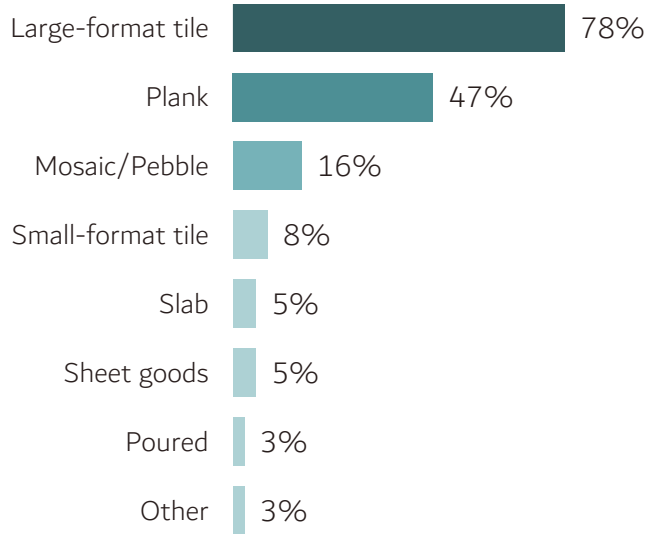


Transitional bath flooring is often large-format ceramic/porcelain or stone tile — and frequently heated.

MATERIAL



STYLE



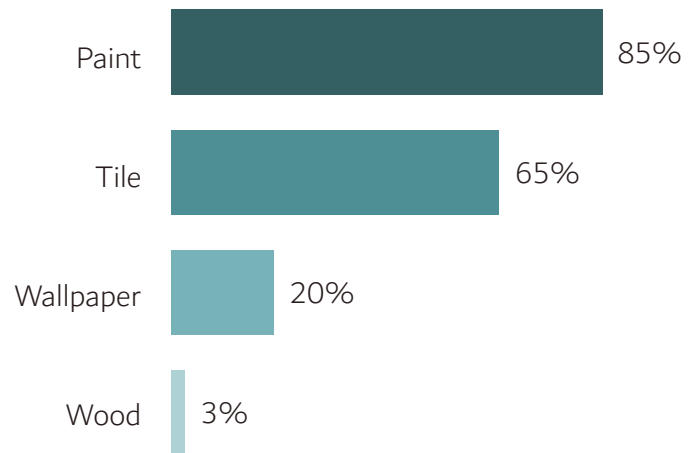
HEATED



TRANSITIONAL WALL COVERINGS

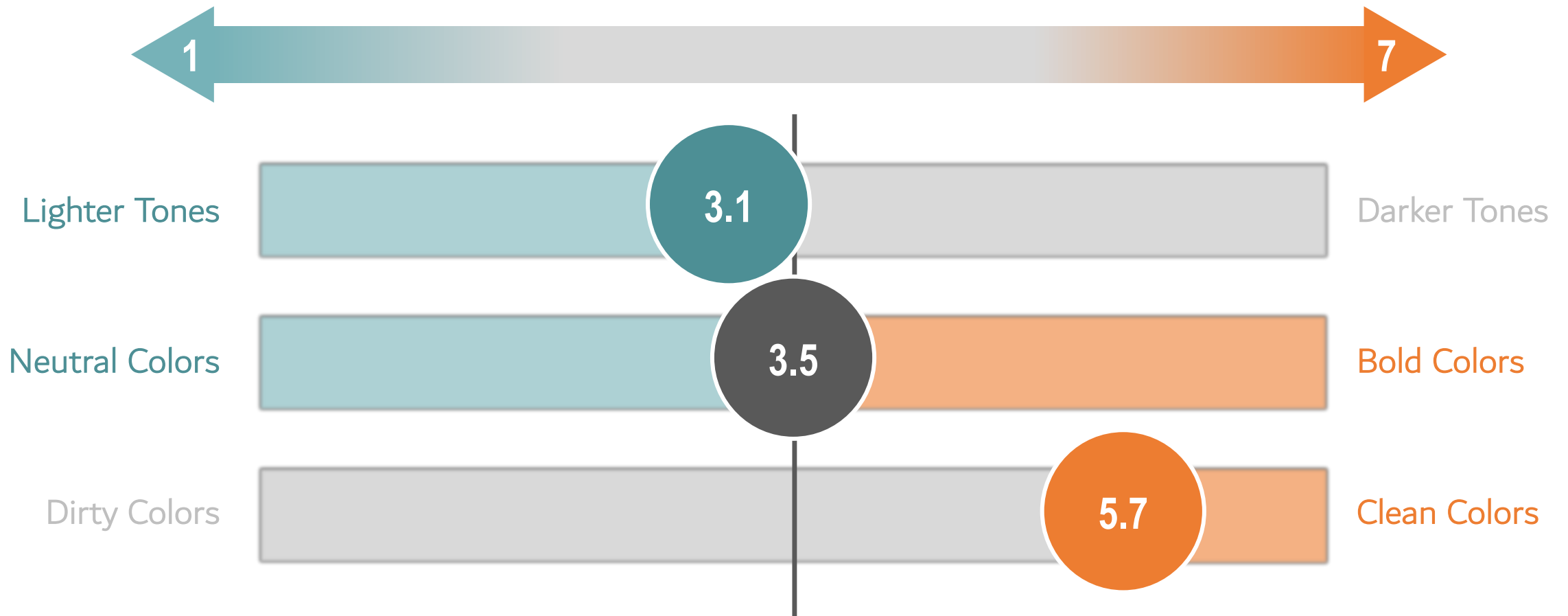
Walls can be painted, tiled and occasionally wallpapered.

WALL COVERINGS



TRANSITIONAL COLORS & TONES

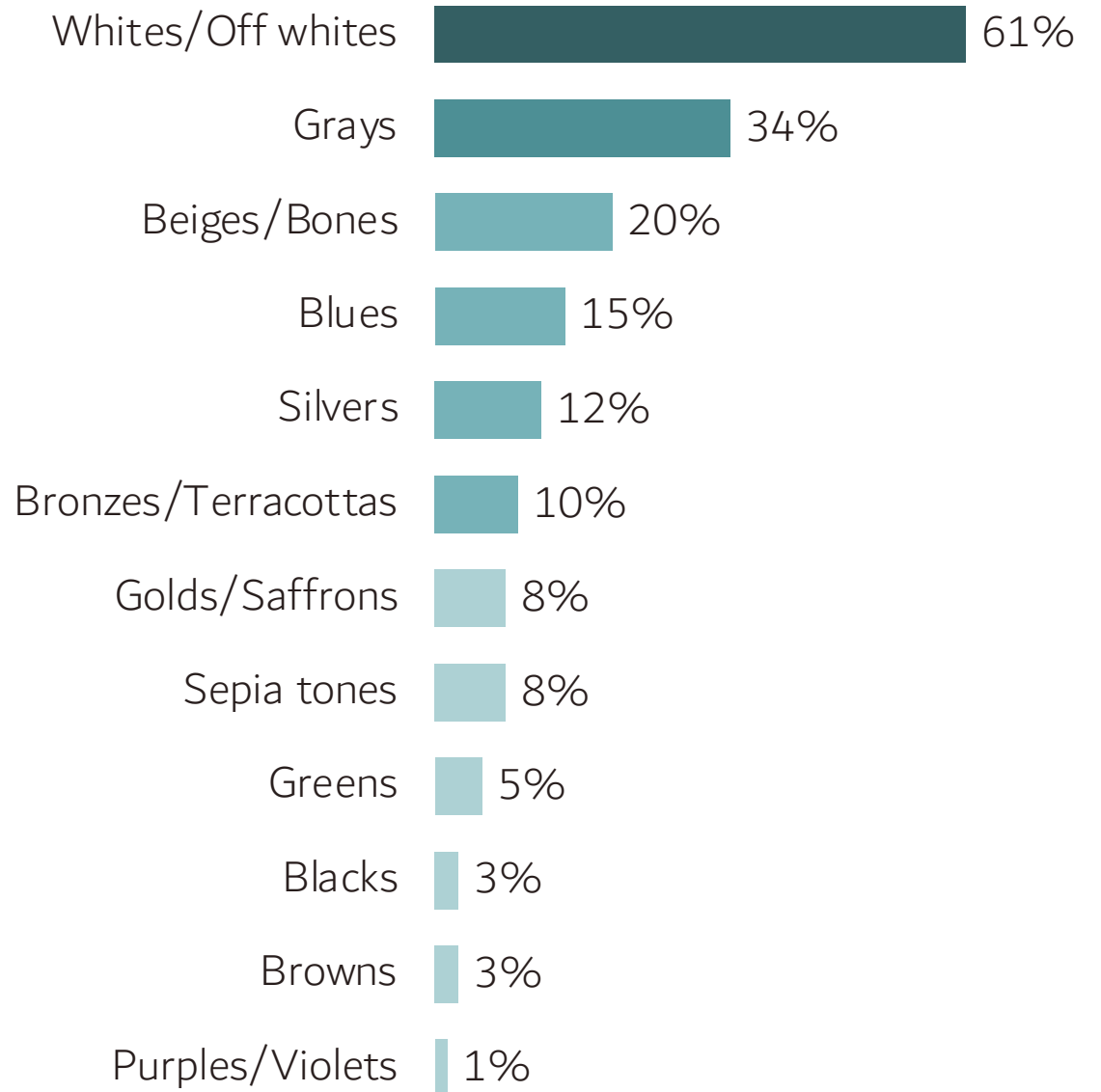
Transitional bathrooms feature clean colors in light tones.



TRANSITIONAL

COLOR SCHEMES

Transitional color themes often include whites and grays.



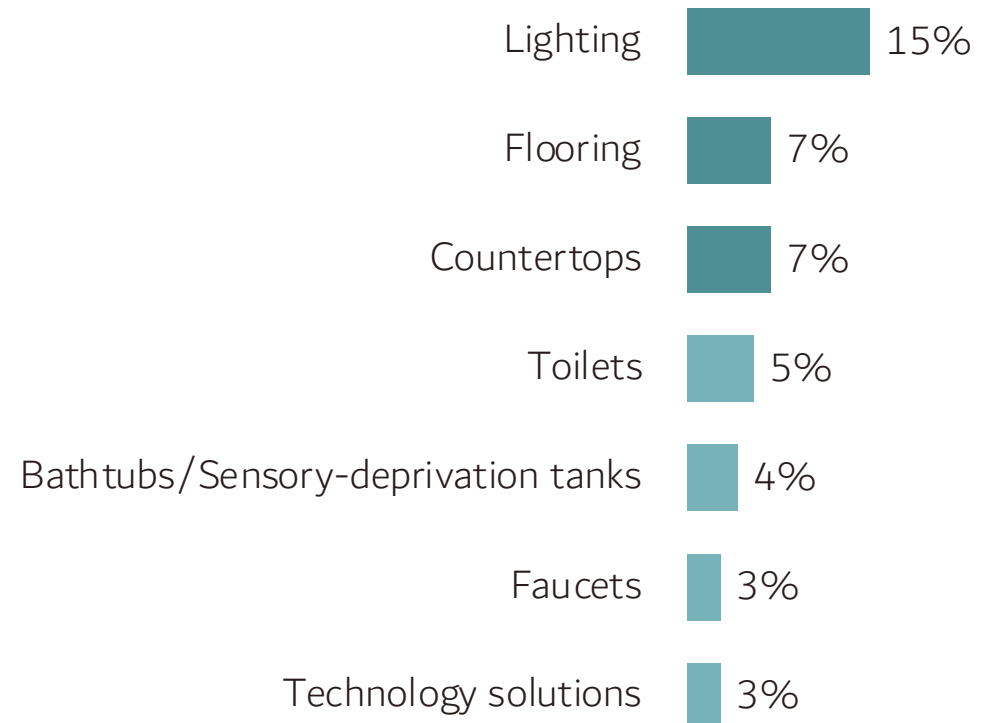
TRANSITIONAL

GREATEST VISUAL IMPACT

In transitional bathrooms, the shower, and cabinets create the most visual impact, followed by lighting.

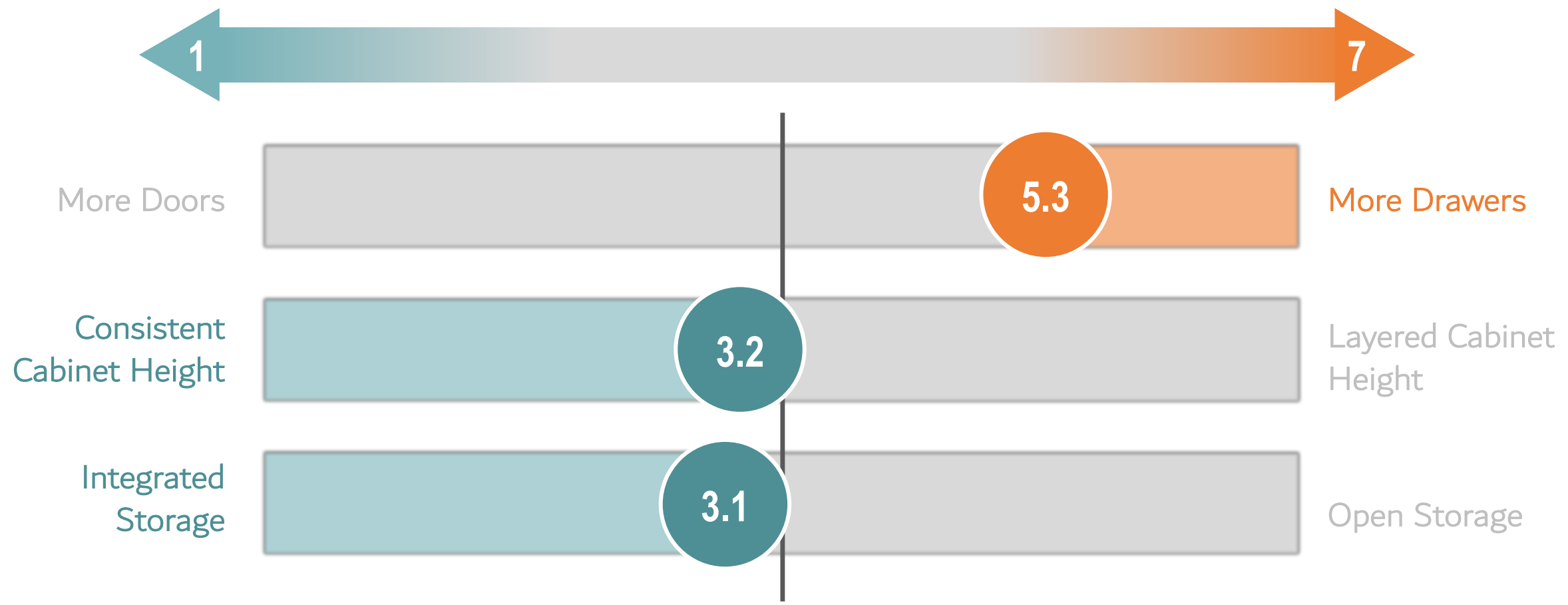
Shower
27%

Cabinets
26%



TRANSITIONAL CABINET INTEGRATION

Transitional-style cabinets include more drawers and integrated storage.

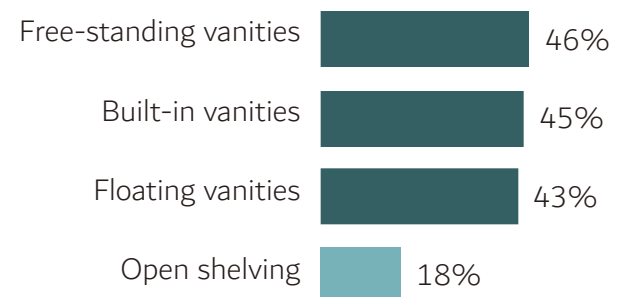




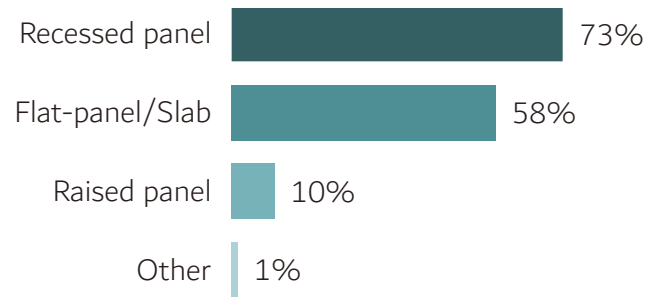
TRANSITIONAL CABINETS

Transitional cabinetry typically includes free-standing, built-in or floating styles, often in light tones and with decorative hardware.

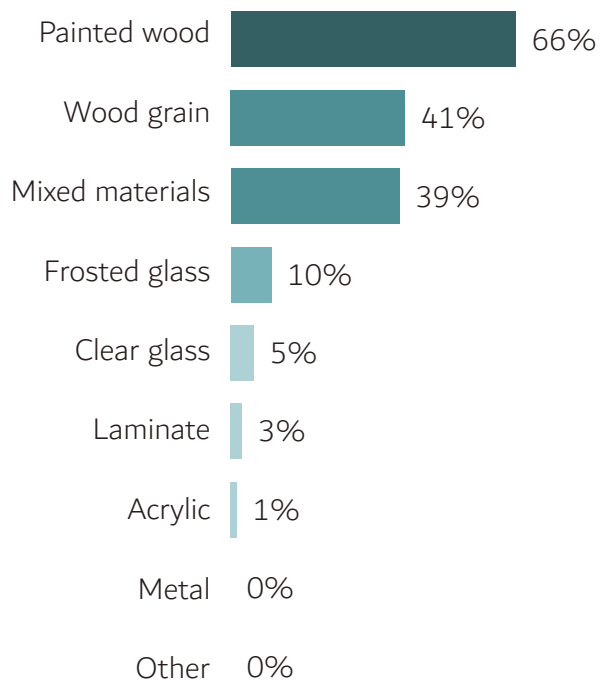
STYLE



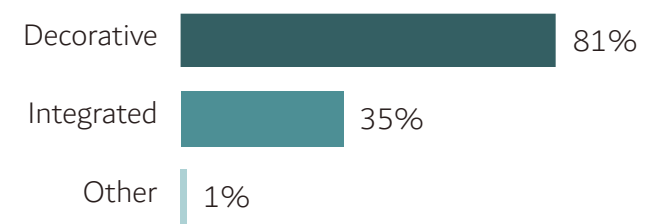
DOOR STYLE



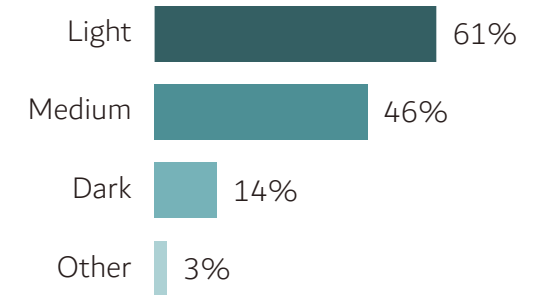
FACING APPEARANCE



HARDWARE



TONE/COLOR

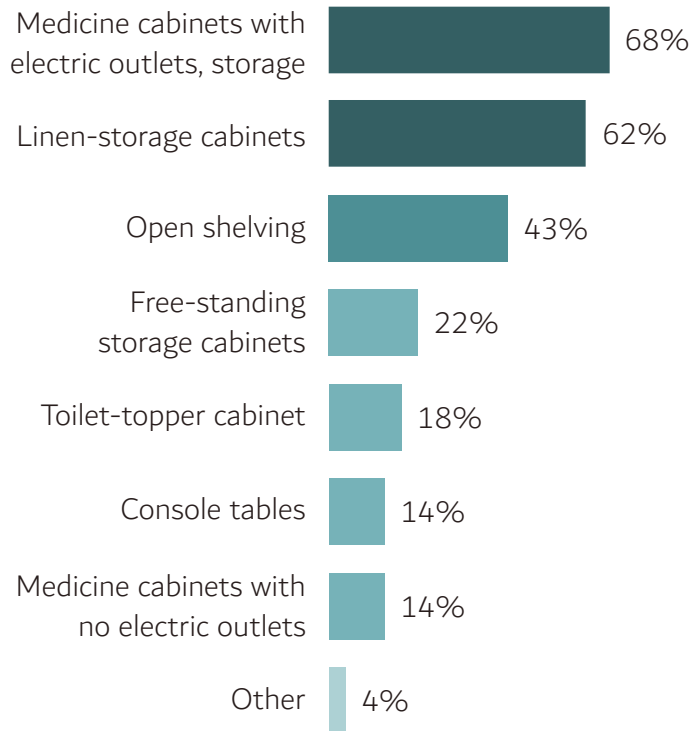


TRANSITIONAL STORAGE/ MIRRORS

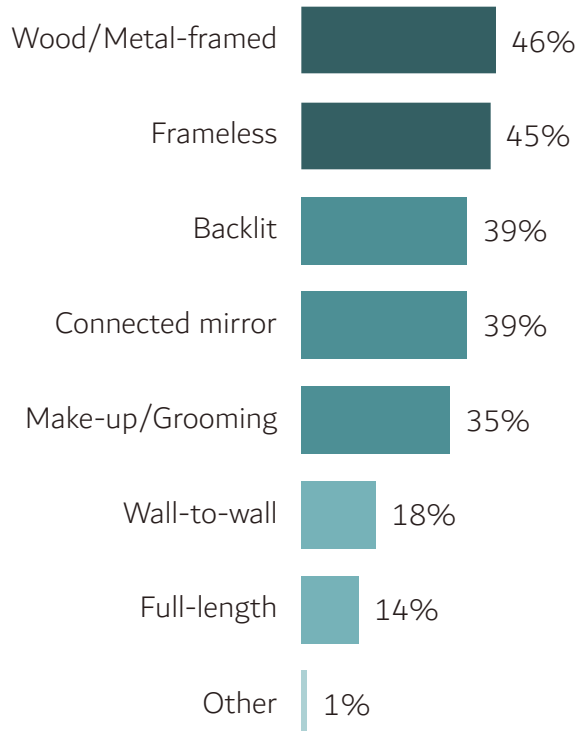


Storage includes medicine cabinets with electrical outlets/storage or linen cabinets. Mirrors can be framed, frameless, backlit or connected.

STORAGE



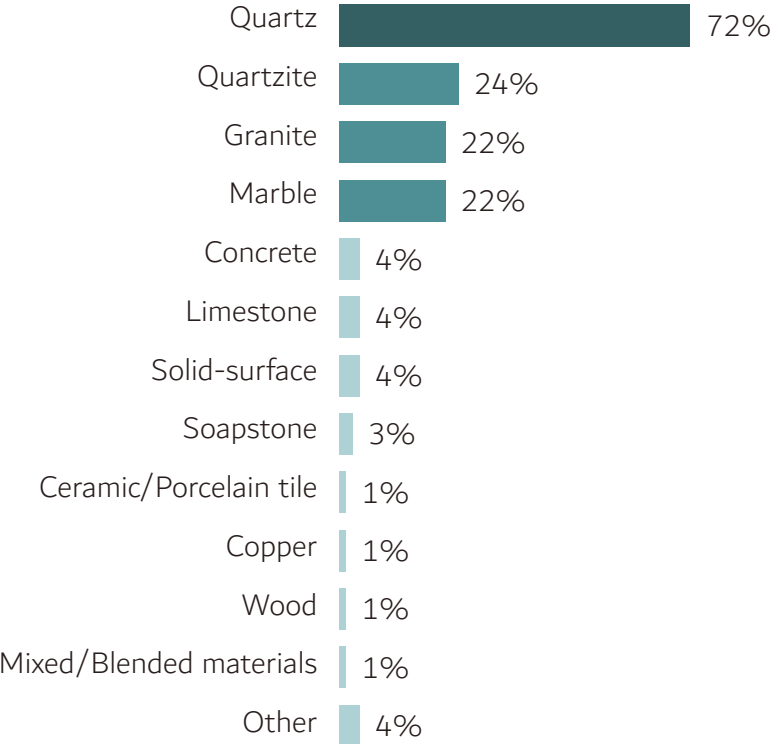
MIRRORS



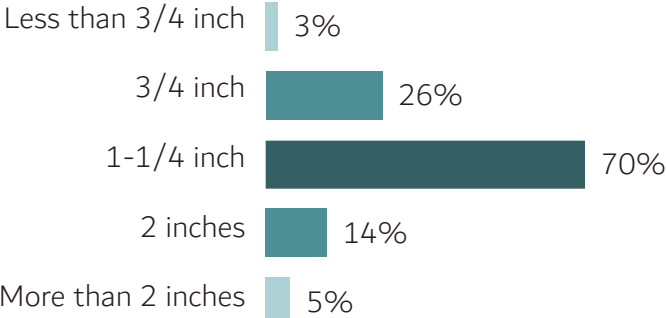


Although quartz is most popular,, quartzite, granite and marble are gaining in specification. Light-colored countertops are often found in transitional bathrooms.

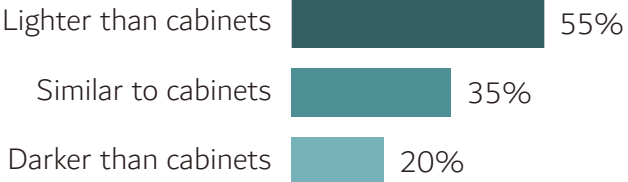
MATERIAL



THICKNESS



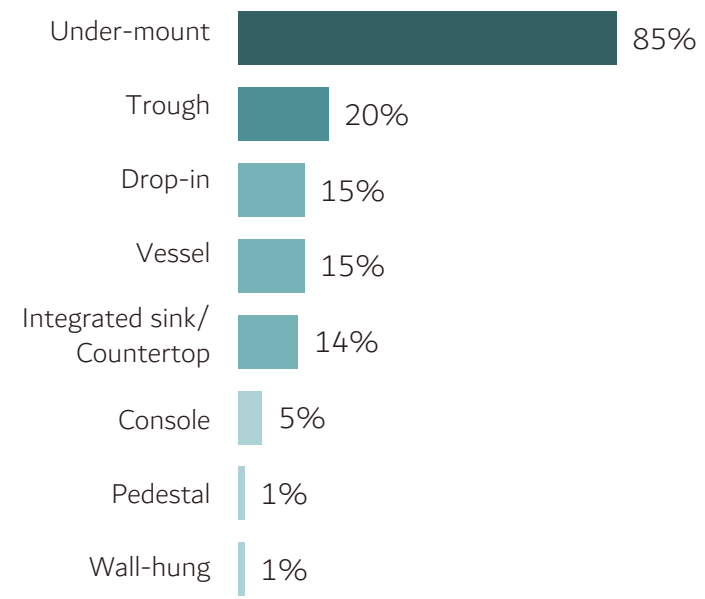
COLOR



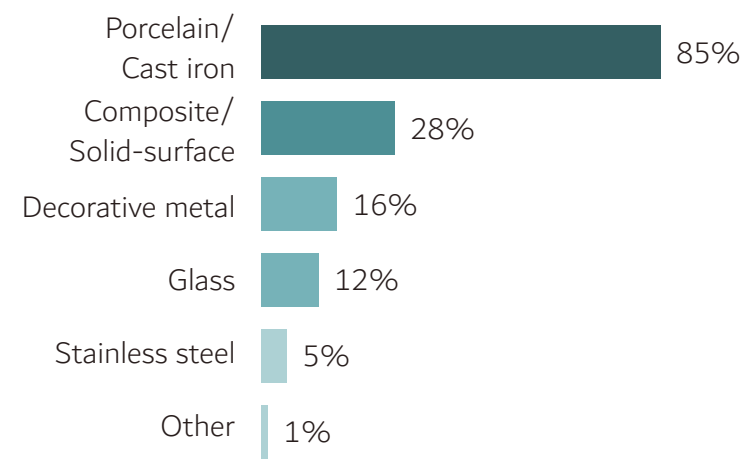


White, under-mount, porcelain/cast iron transitional sinks are most popular.

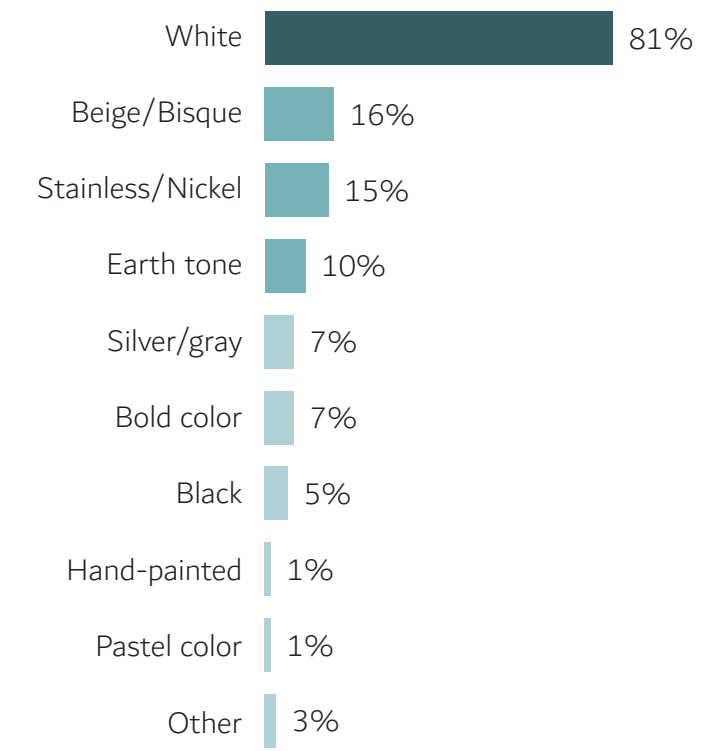
CONFIGURATION



MATERIAL

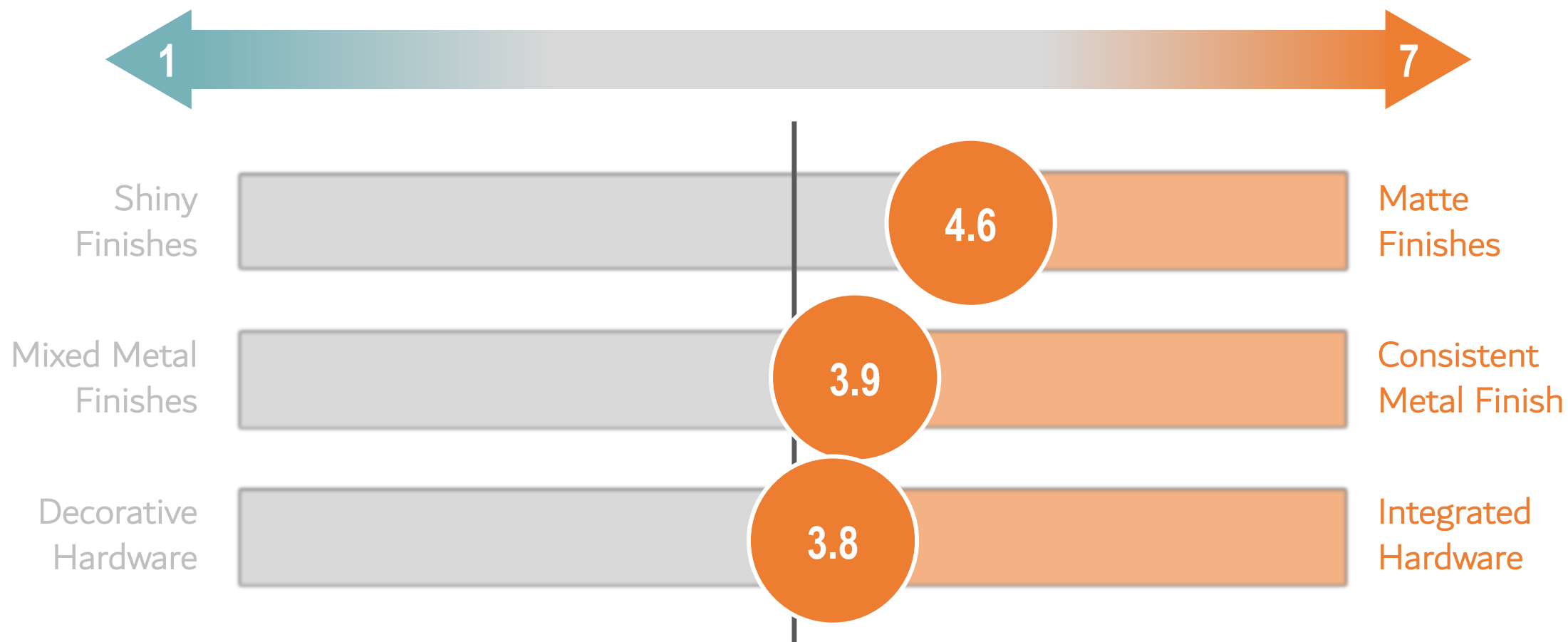


COLOR



TRANSITIONAL FINISHES & HARDWARE

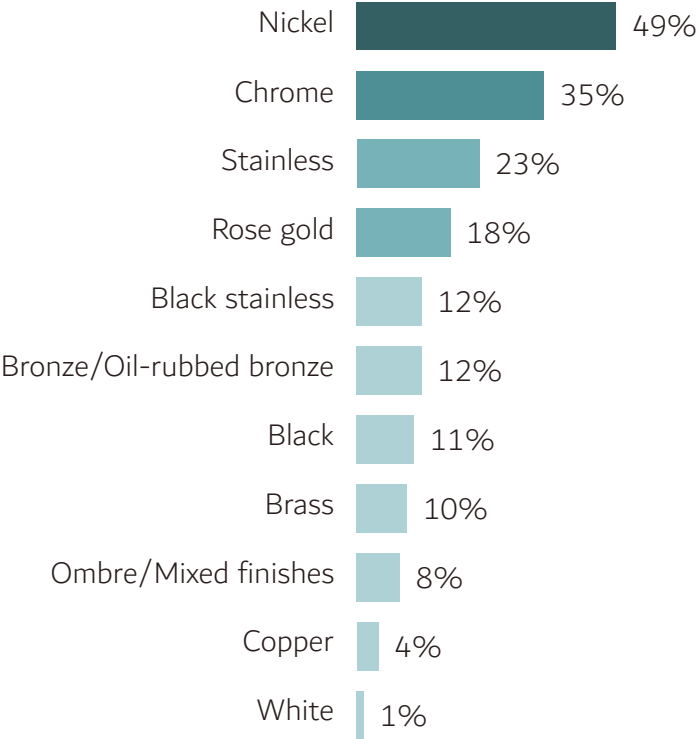
Transitional hardware is usually matte with consistent metal finishes



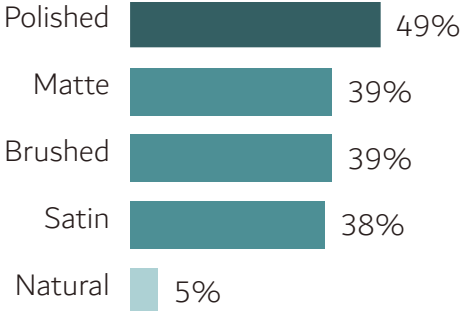


Transitional faucets are mainly nickel, chrome, stainless or rose gold in various finishes, and lever control is most often specified.

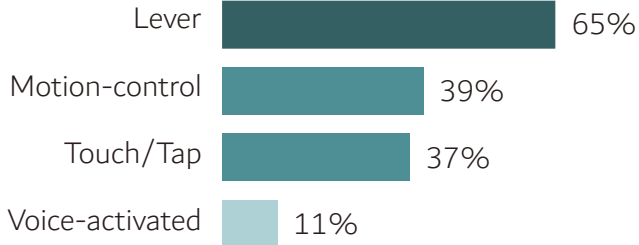
COLOR



FINISH



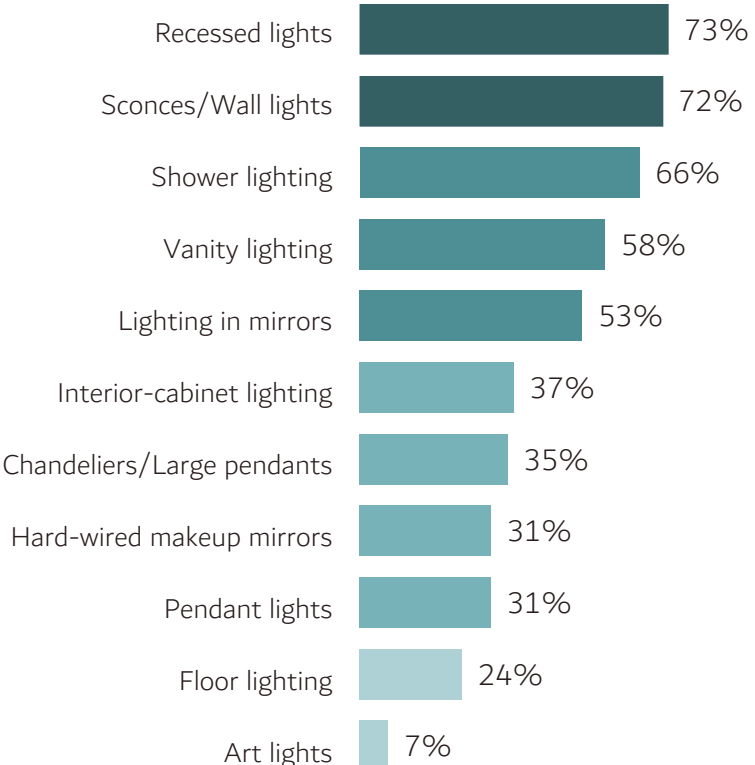
FEATURES



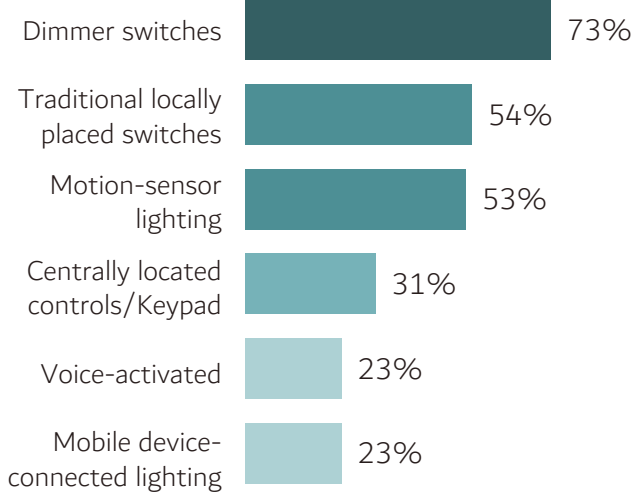


Lighting in the transitional bath includes multiple sources, dimmers, traditional switches, and motion sensors.

TYPE/LOCATION



CONTROLS





Traditional baths include seamless tile design and panel shower systems.



Seamless Tile Design



Prominent Grout Tile Joints

Individual Shower Jets

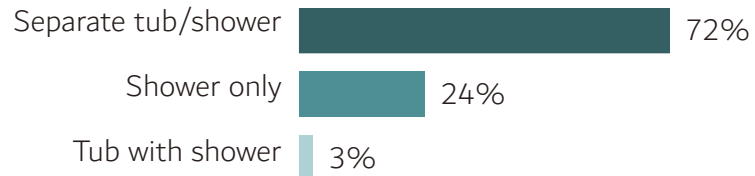


Panel Shower System

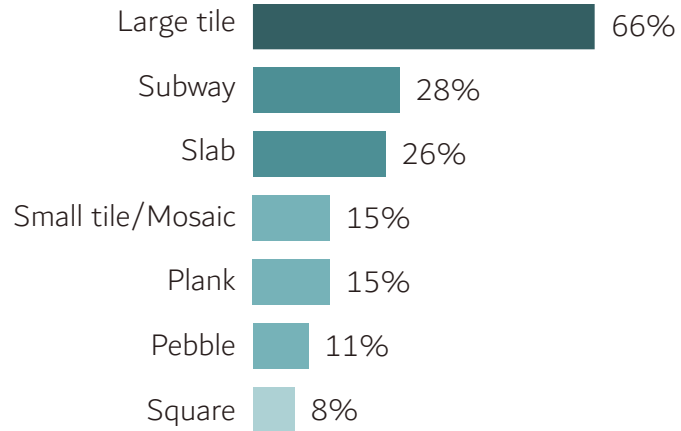
TRANSITIONAL BATHTUB/ SHOWER

For transitional baths, large rectangular tile is most popular, followed by square, hex and arabesque shapes.

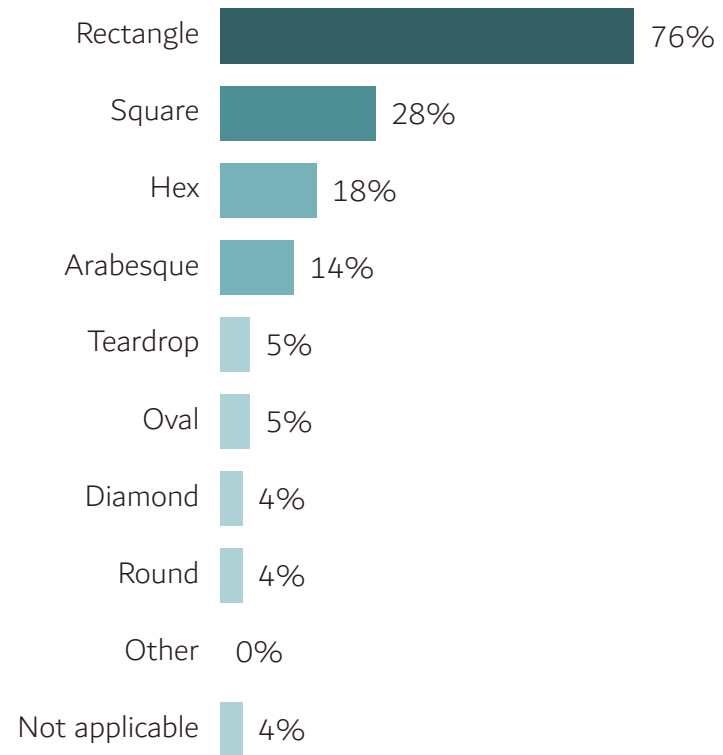
CONFIGURATION



SURROUND



TILE SHAPE

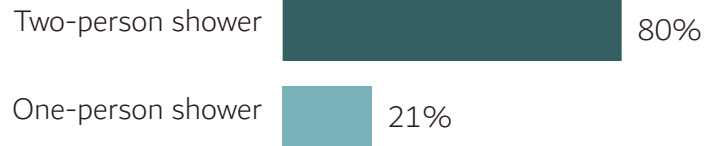


TRANSITIONAL SHOWER OPTIONS

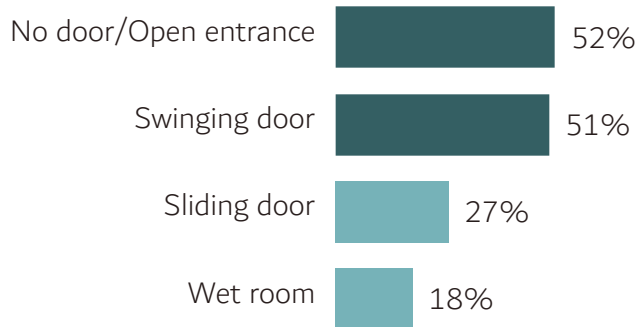


Transitional showers often have no door or a swinging door.
Shower drains are typically linear or square.

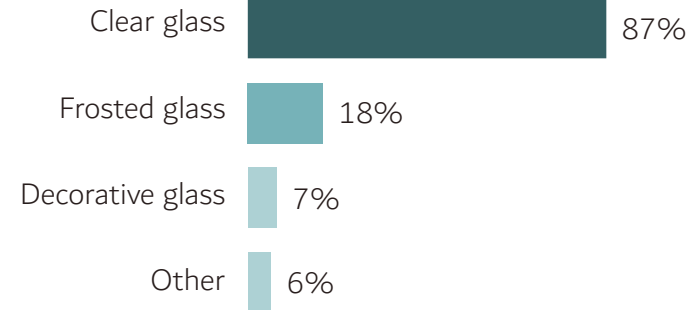
SIZE



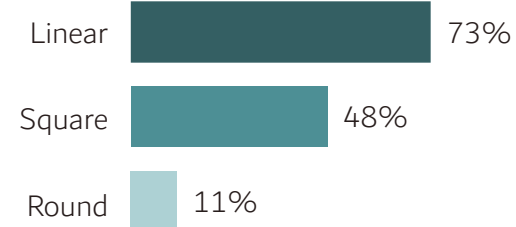
DOOR CONFIGURATION



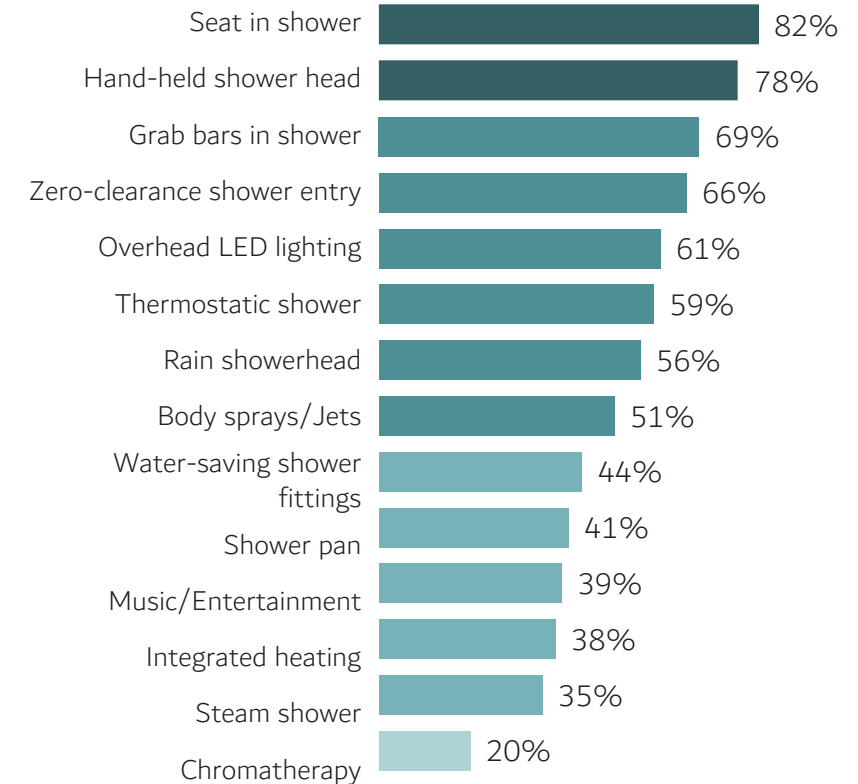
GLASS



DRAIN



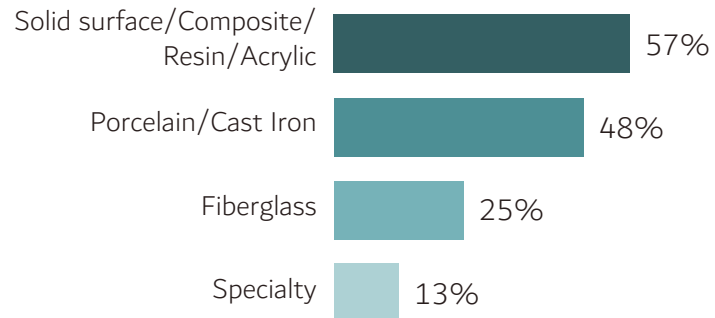
FEATURES



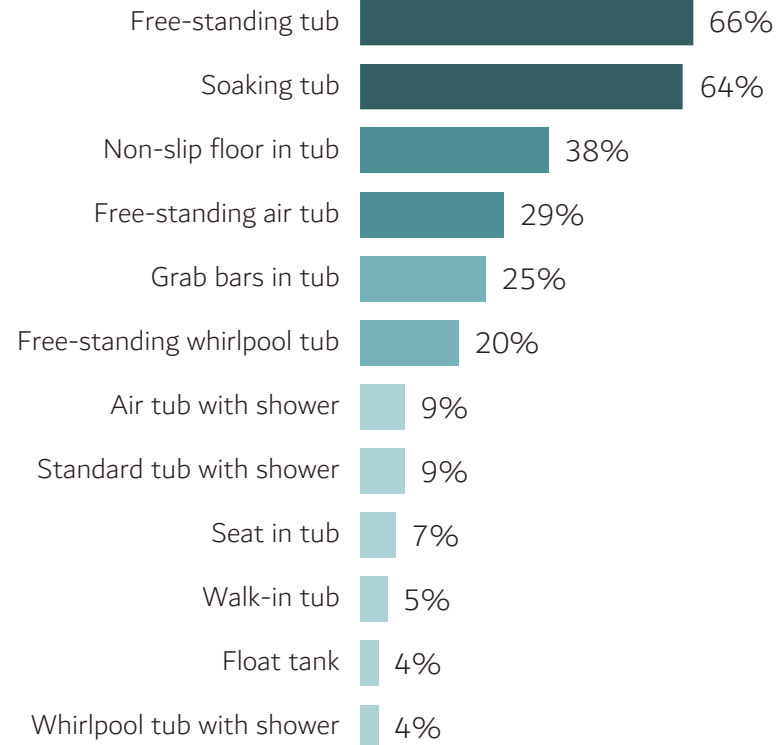
TRANSITIONAL TUB OPTIONS

Transitional baths include a free-standing or soaking tub often in solid-surface/composite or porcelain/cast iron.

MATERIAL



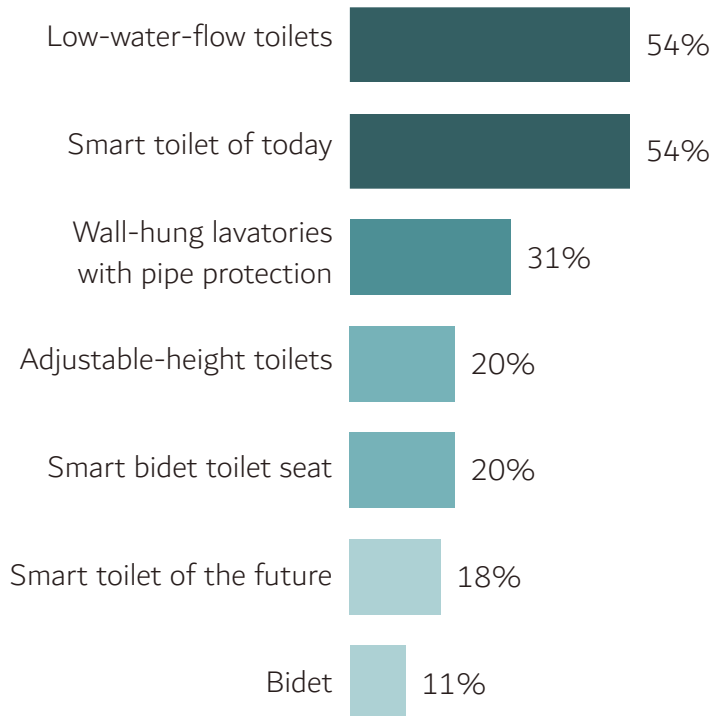
FEATURES



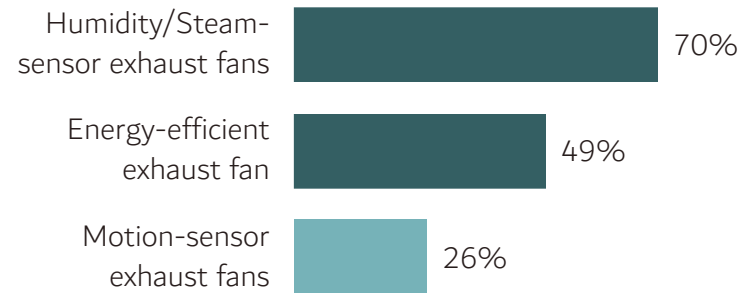
TRANSITIONAL TOILET/VENTING OPTIONS

In transitional design, toilets often feature low-water-flow or smart technology.

TOILETS

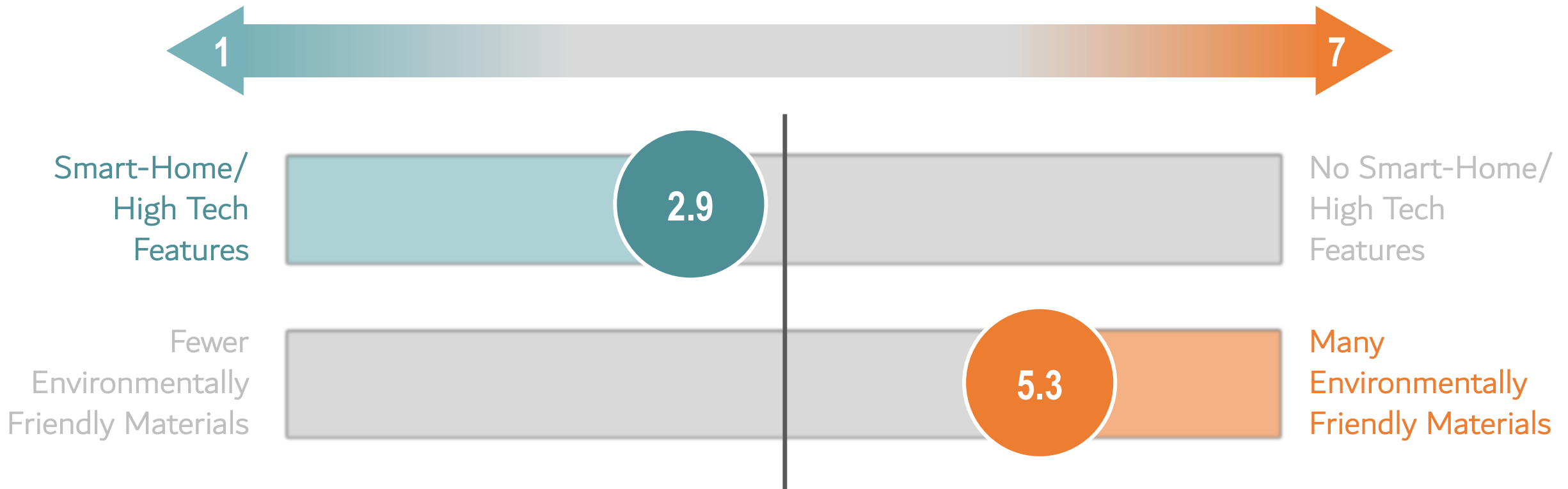


FANS/VENTING



TRANSITIONAL SMART HOME & ECO-FRIENDLY

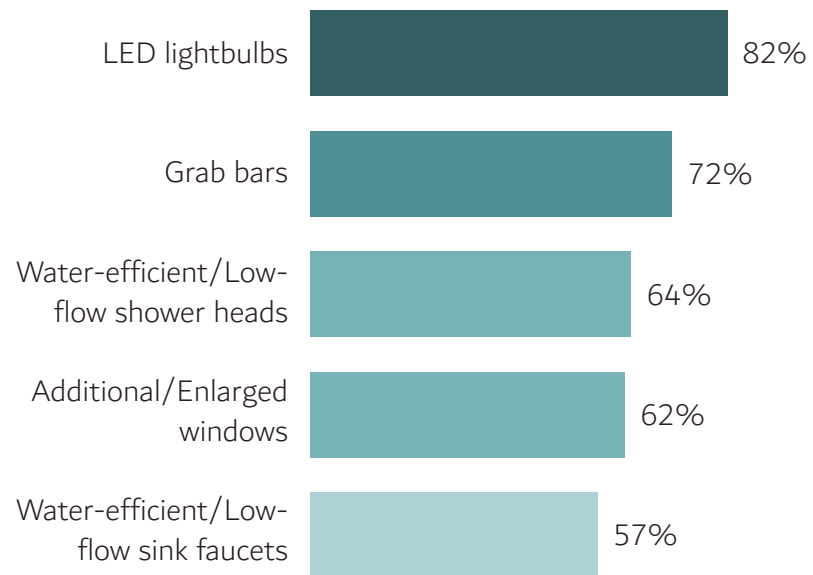
Many transitional baths include smart-home features and use many environmentally friendly materials.



TRANSITIONAL SUSTAINABILITY & SAFETY

Sustainable and safety-focused products are common in transitional bathrooms.

SUSTAINABILITY & SAFETY



A modern bathroom with a large mirror, a TV, a window overlooking a lake, and a chandelier.

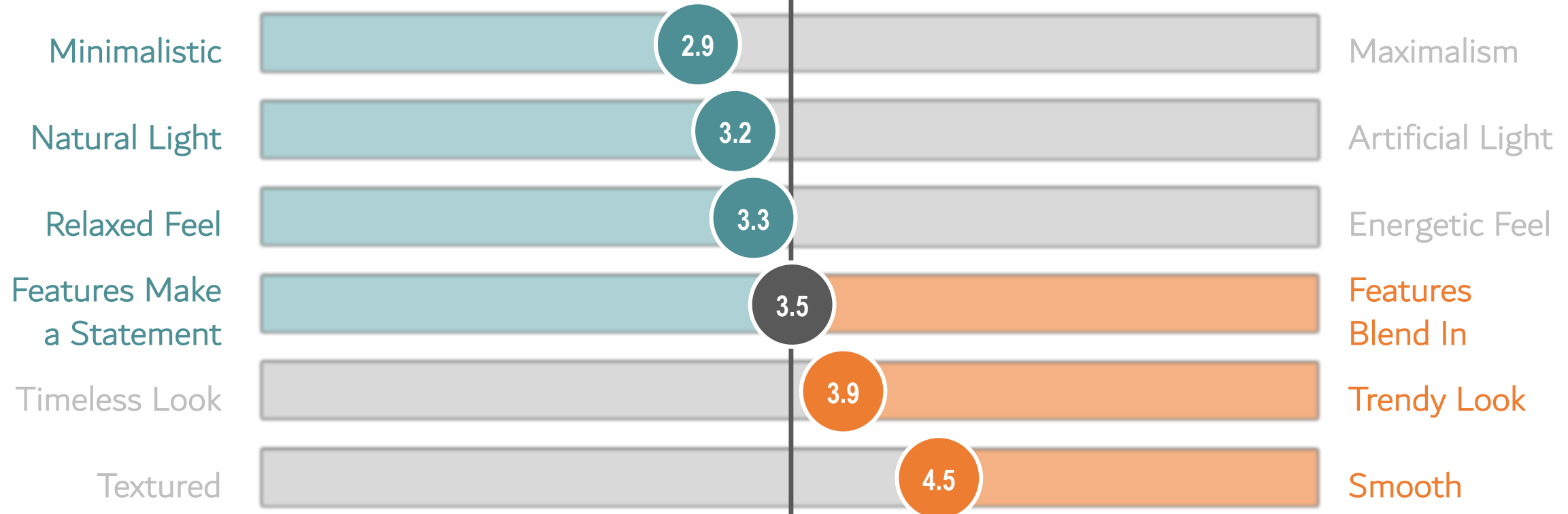
CONTEMPORARY

Contemporary bathrooms are minimalistic with clean lines, flowing curves and hard angles. Characteristics of this popular style include stained concrete floors, floating vanities made of laminate or acrylic, integrated sinks, slab surround tile, smart faucets and keypad controls.



CONTEMPORARY LOOK & FEEL

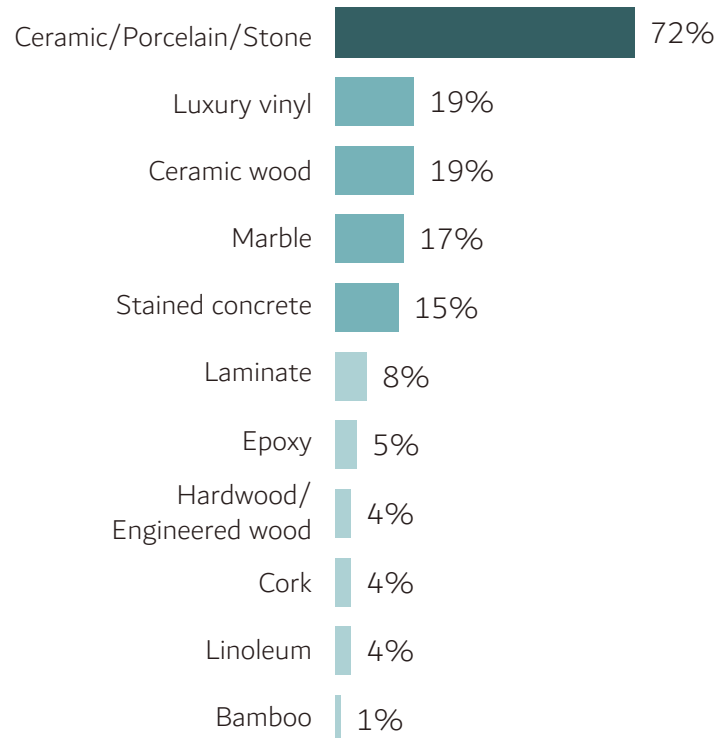
Contemporary baths are characterized by minimalism, with trendy styling and smooth finishes.



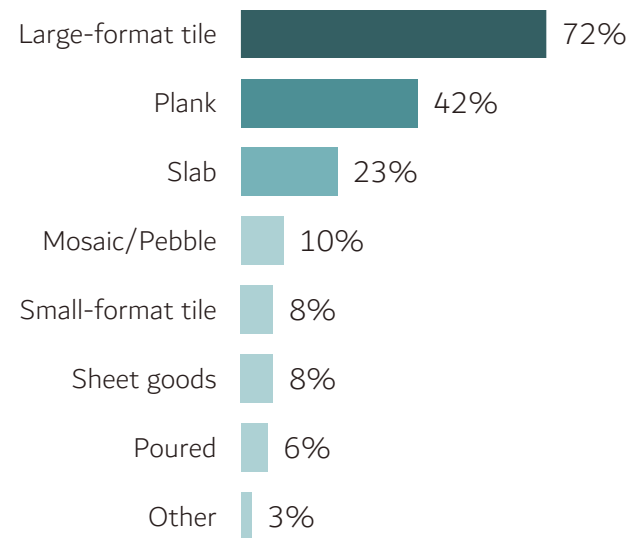


Flooring in contemporary design is usually heated and can be large-format tile, plank or even stained concrete slab.

MATERIAL



STYLE



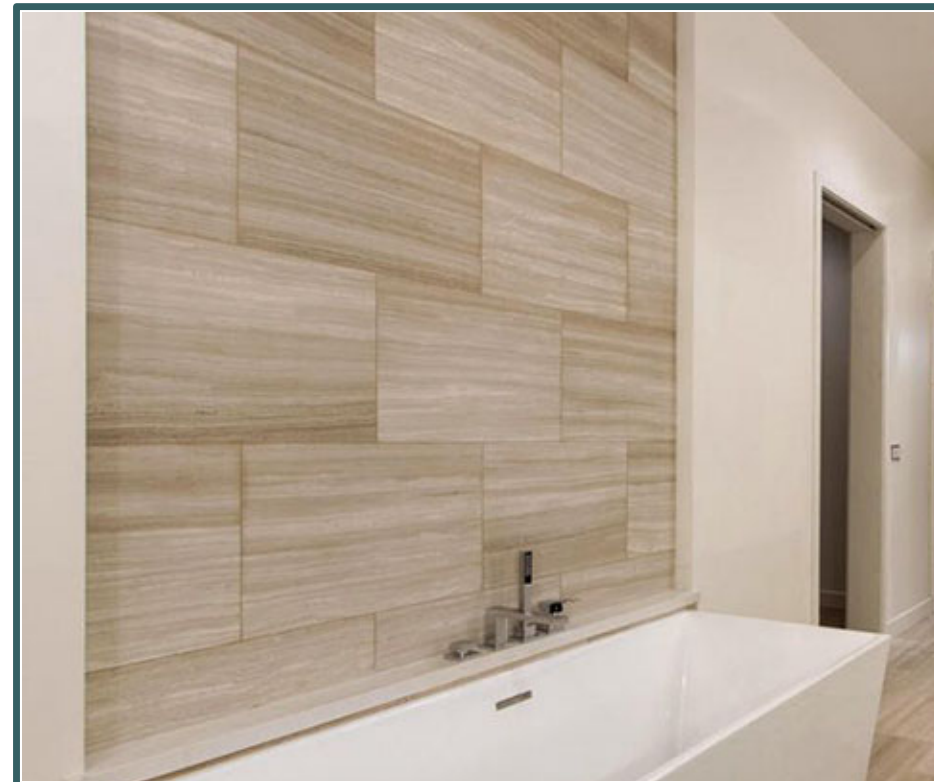
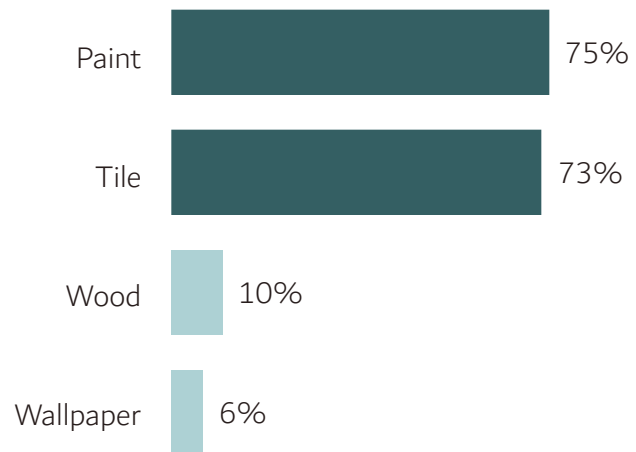
HEATED



CONTEMPORARY WALL COVERINGS

Wall coverings are typically paint or tile in contemporary-style bathrooms.

WALL COVERINGS



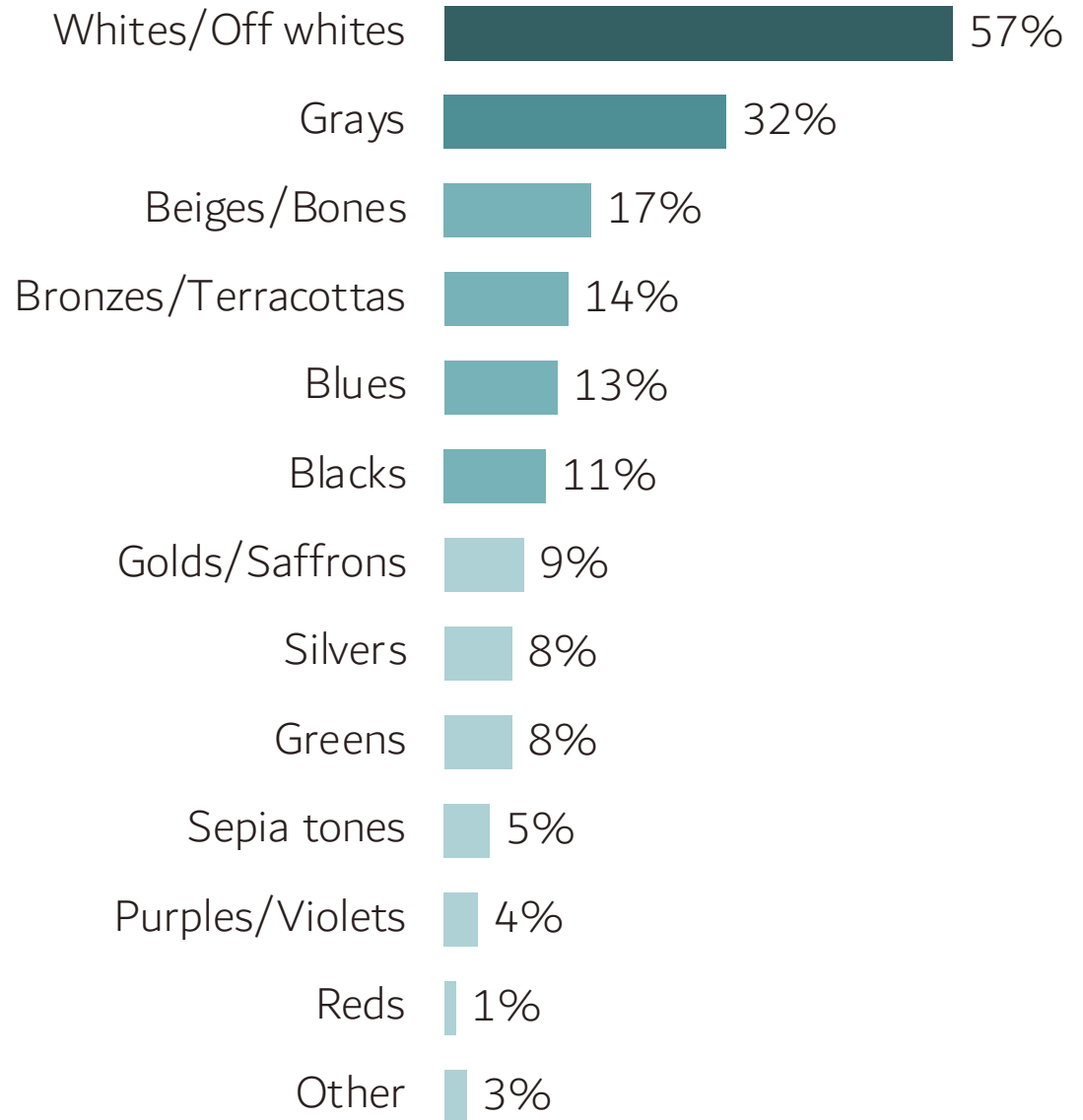


Contemporary baths feature lighter tones and neutral, clean colors.



CONTEMPORARY COLOR SCHEMES

Whites and grays are most popular in contemporary bathrooms.

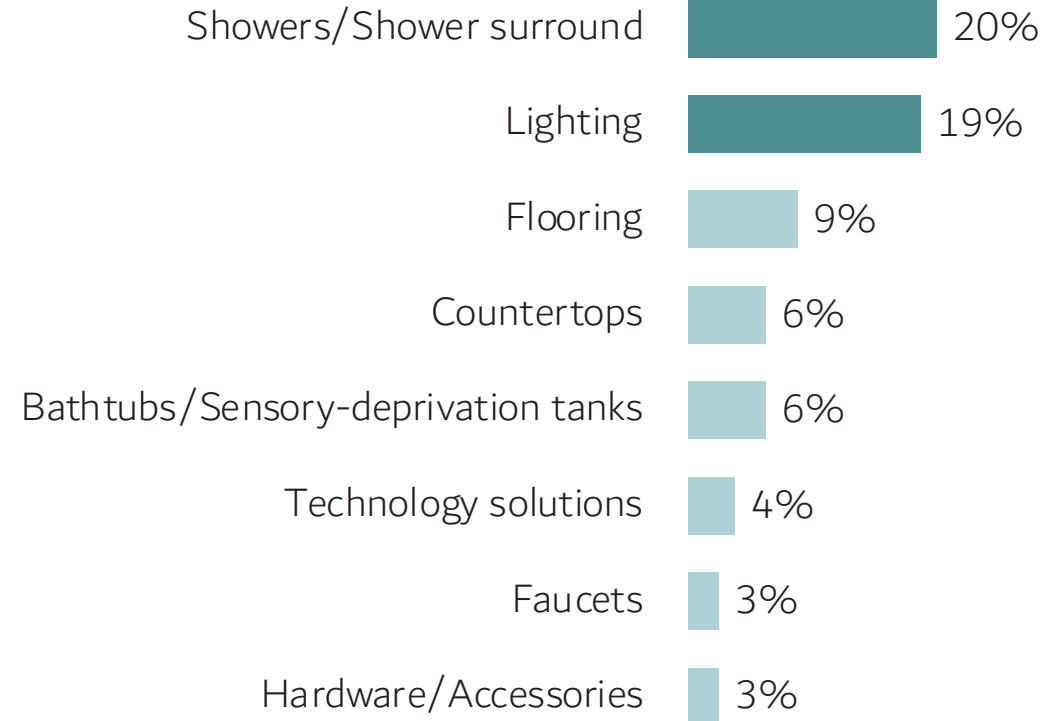


CONTEMPORARY

GREATEST VISUAL IMPACT

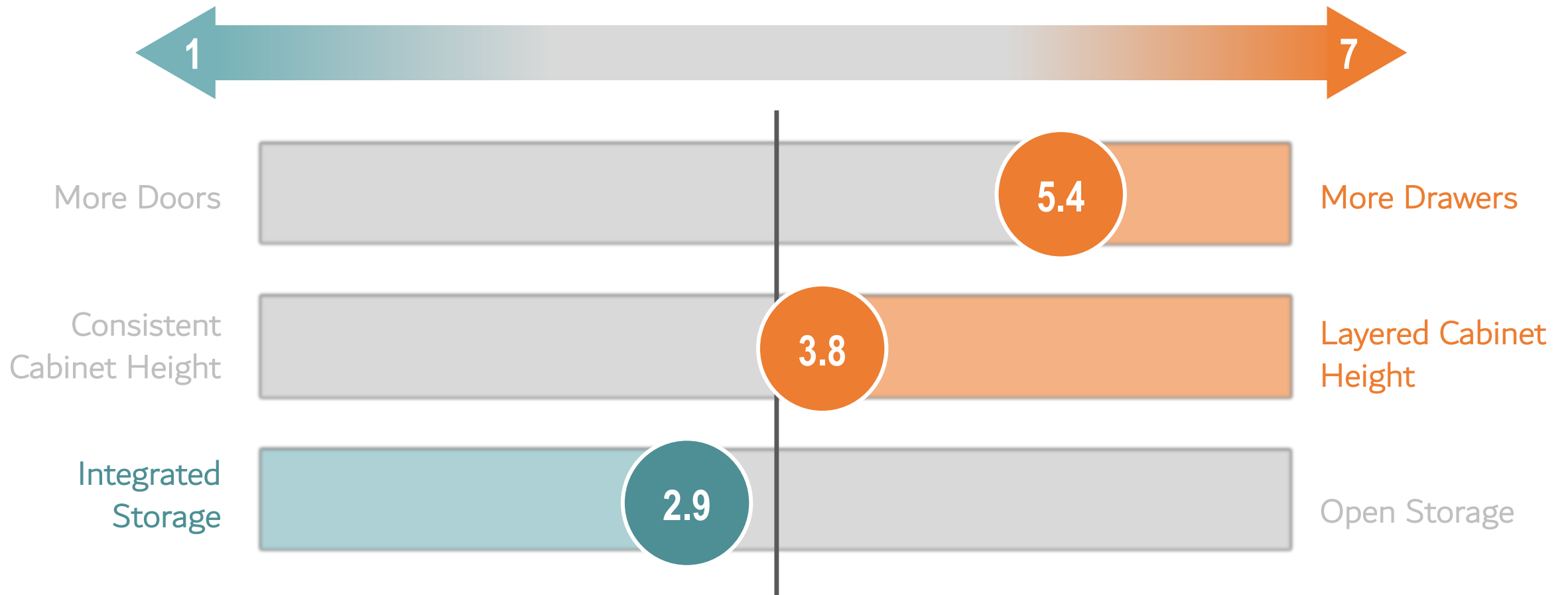
Cabinets, showers and lighting make the most visual impact in a contemporary bath.

Cabinets
29%



CONTEMPORARY CABINET INTEGRATION

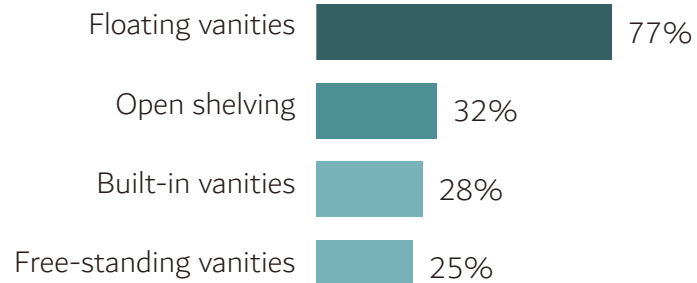
Contemporary bath cabinetry offers more drawers and integrated storage.



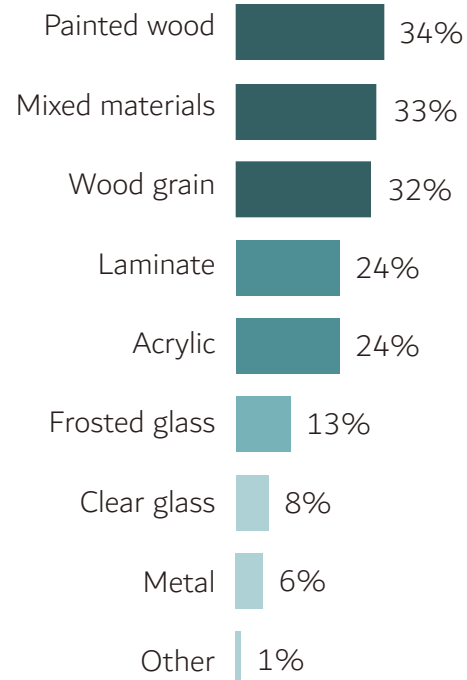
CONTEMPORARY CABINETS

Floating vanities are most popular for contemporary bath cabinetry, including flat-panel doors and integrated hardware.

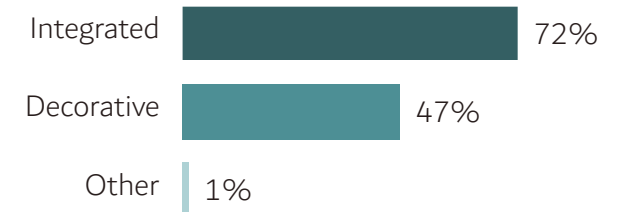
STYLE



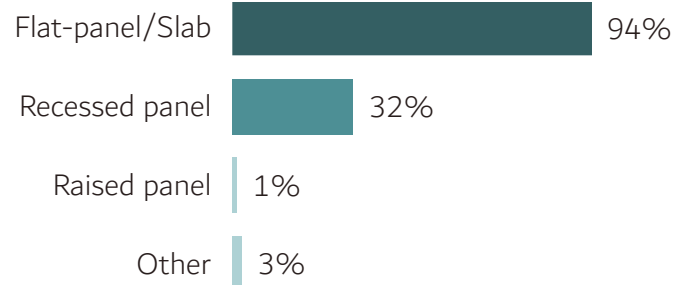
FACING APPEARANCE



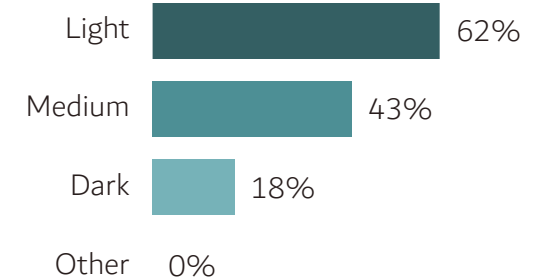
HARDWARE



DOOR STYLE



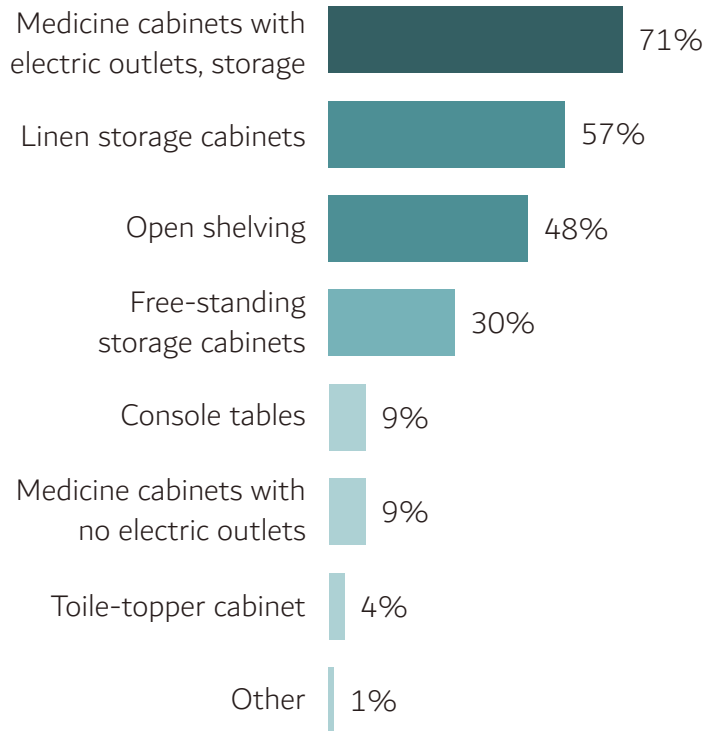
TONE/COLOR



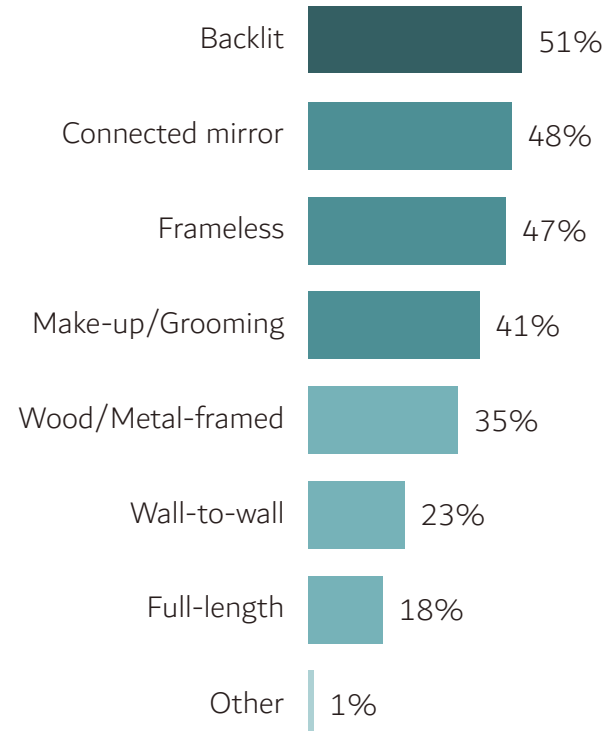
CONTEMPORARY STORAGE/ MIRRORS

Top storage solutions include medicine cabinets, linen cabinets and open shelving. Mirror options vary in a contemporary bath.

STORAGE



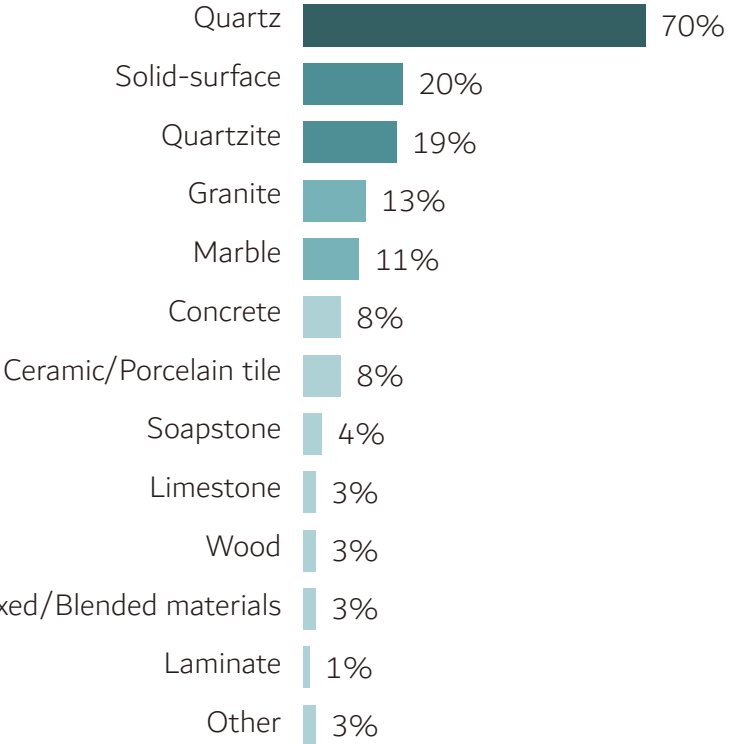
MIRRORS



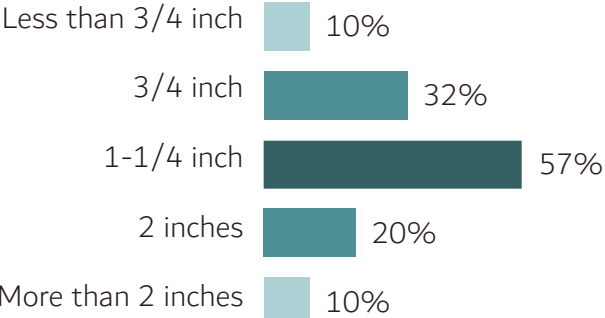


Light to medium-colored contemporary countertops are often in quartz, followed by solid-surface and quartzite.

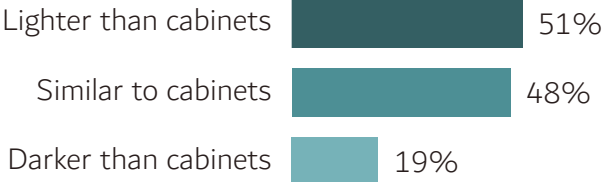
MATERIAL



THICKNESS



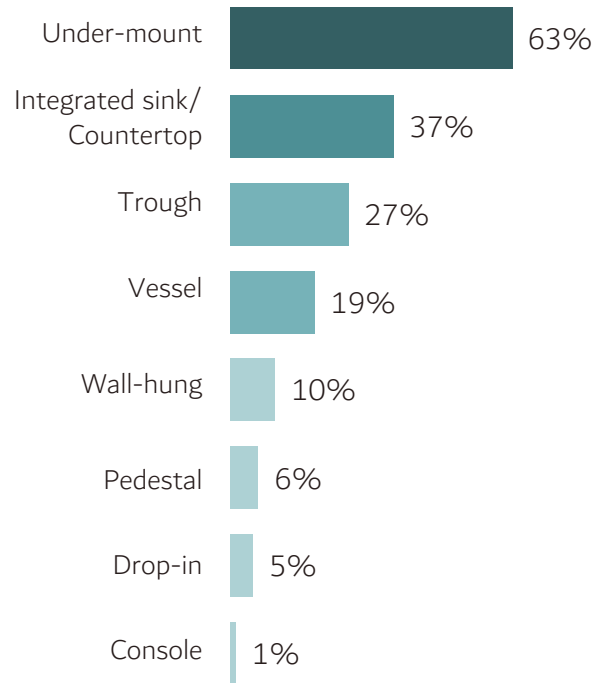
COLOR



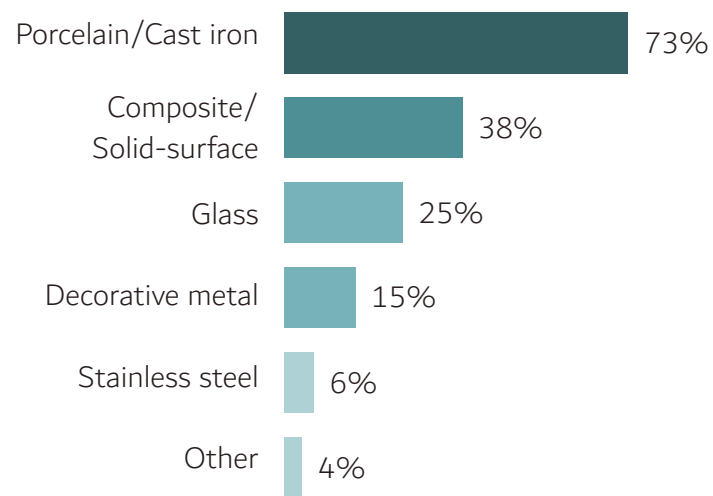


White and silver/gray sinks in under-mount or integrated configurations are most popular.

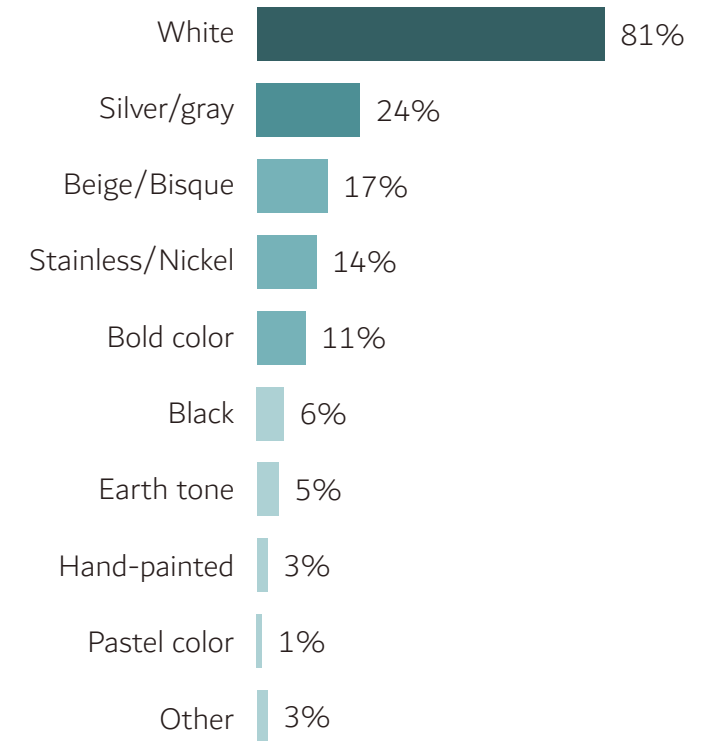
CONFIGURATION



MATERIAL

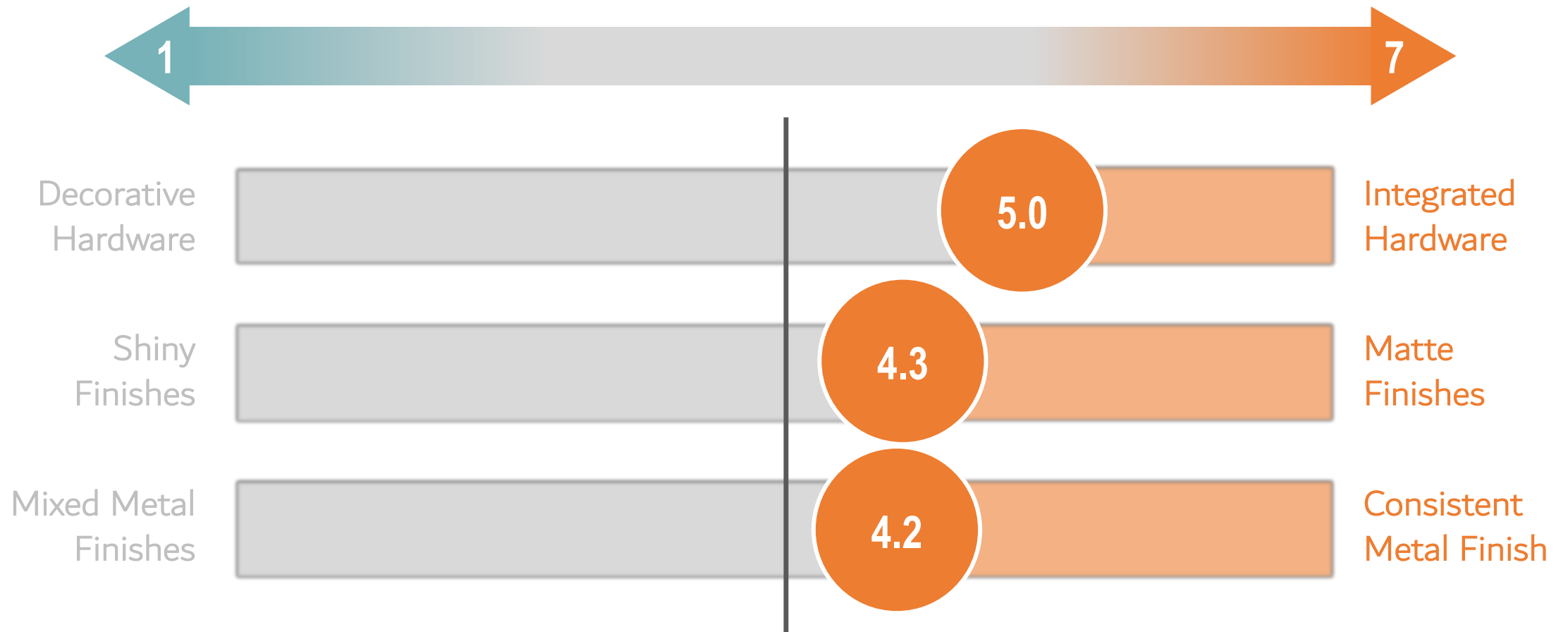


COLOR



CONTEMPORARY FINISHES & HARDWARE

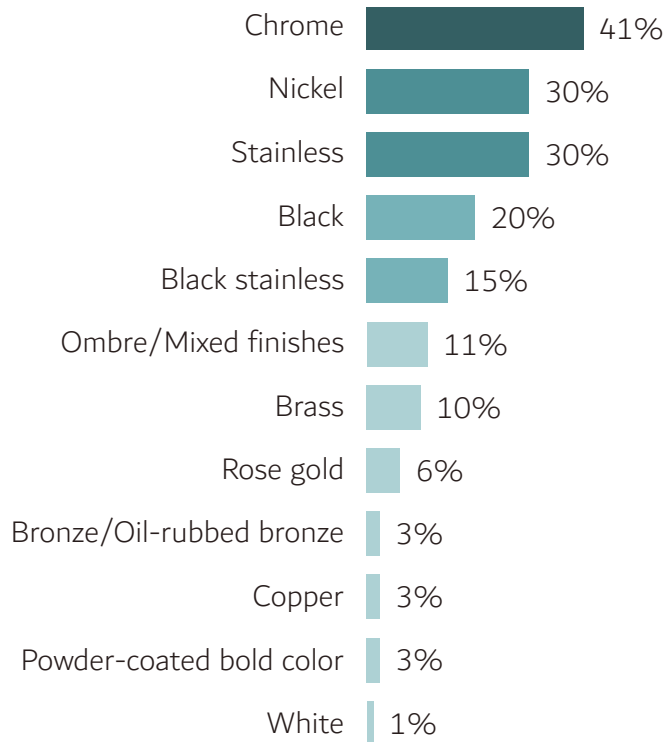
Contemporary hardware is usually integrated with consistent matte finishes.



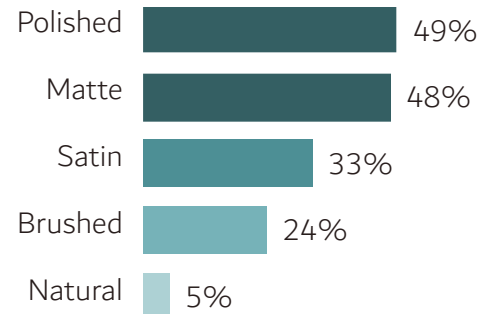
CONTEMPORARY FAUCETS

Contemporary faucets can be chrome, nickel or stainless in various finishes.

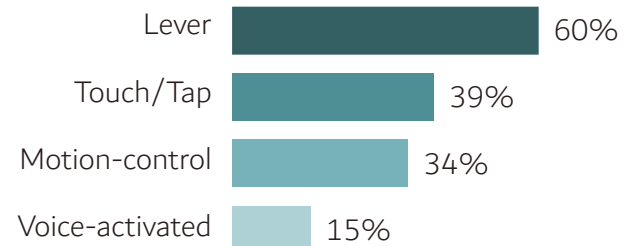
COLOR



FINISH



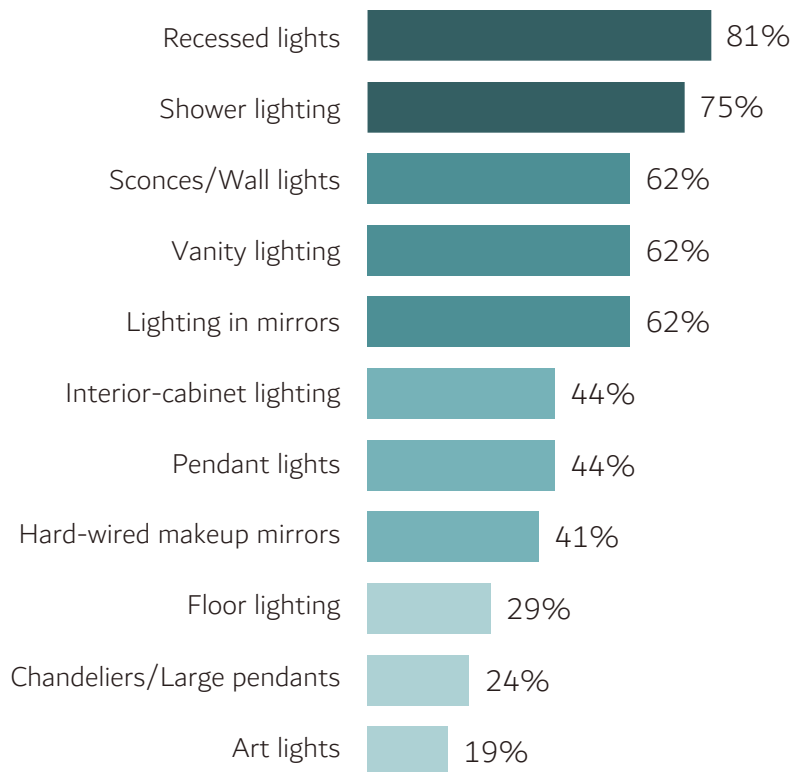
FEATURES



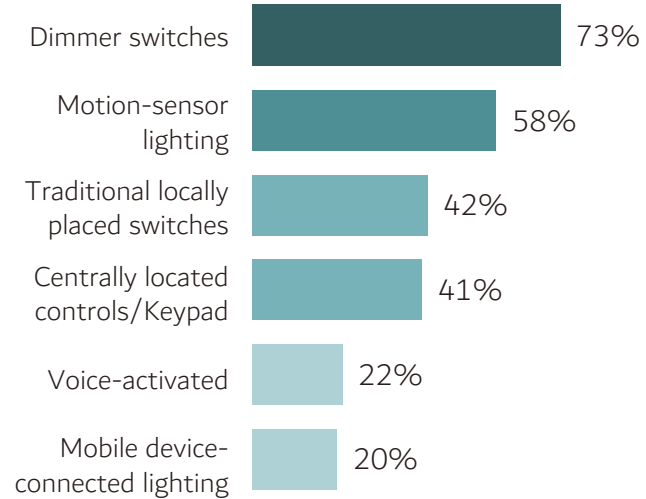
CONTEMPORARY LIGHTING

Multiple light sources with more high tech controls are common in contemporary baths.

TYPE/LOCATION

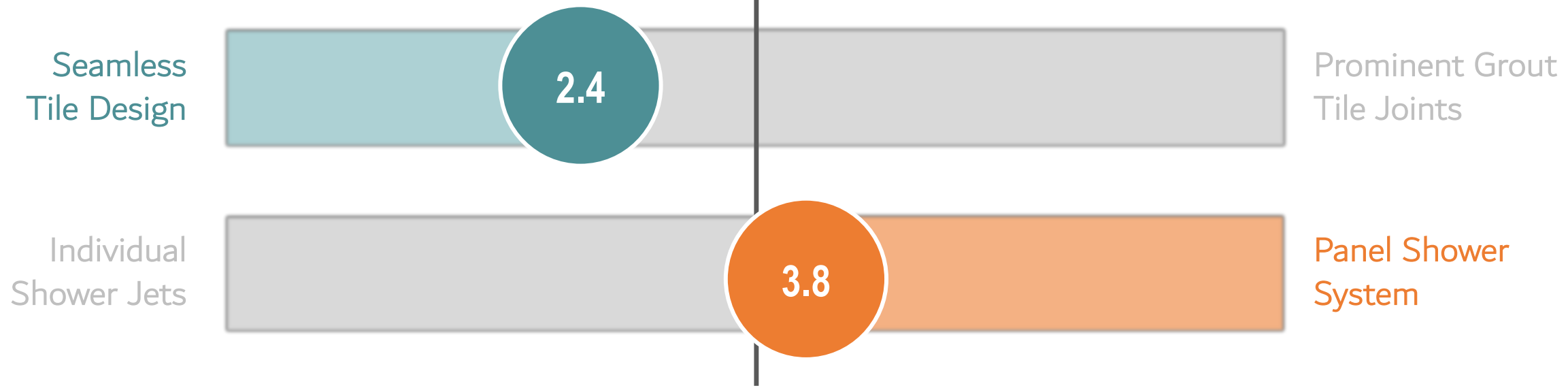


CONTROLS





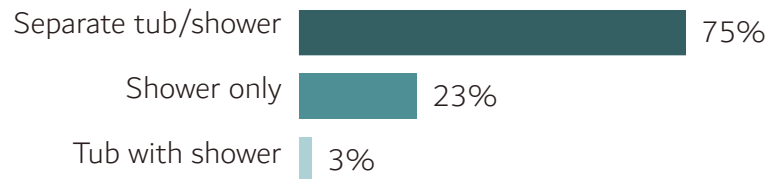
Contemporary baths have seamless tile designs and panel shower systems.



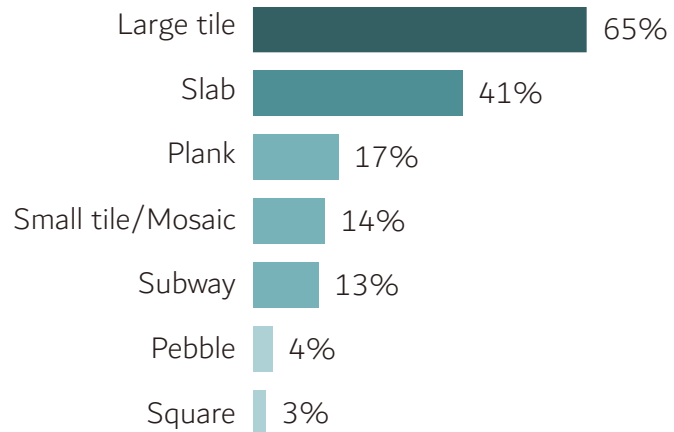
CONTEMPORARY BATHTUB/ SHOWER

Contemporary shower surrounds typically feature large rectangular or square tiles. Slab surrounds are also popular in these designs.

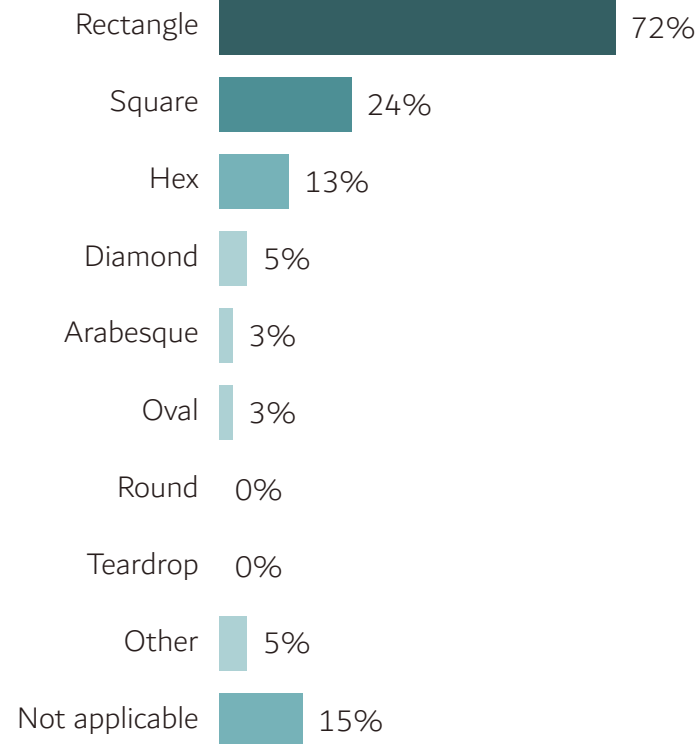
CONFIGURATION



SURROUND



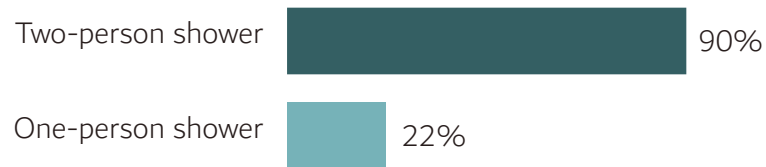
TILE SHAPE



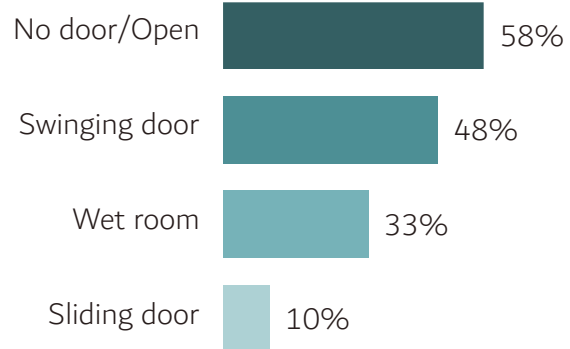
CONTEMPORARY SHOWER OPTIONS

Large two-person showers with clear glass are popular, often with linear drains.

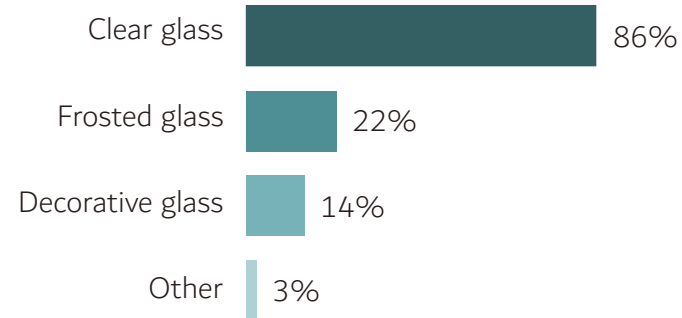
SIZE



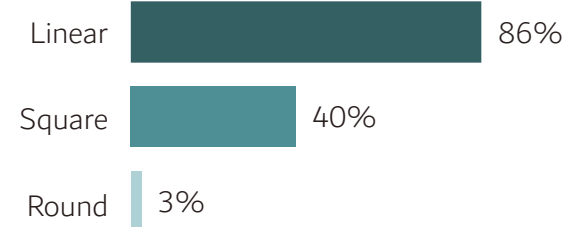
DOOR CONFIGURATION



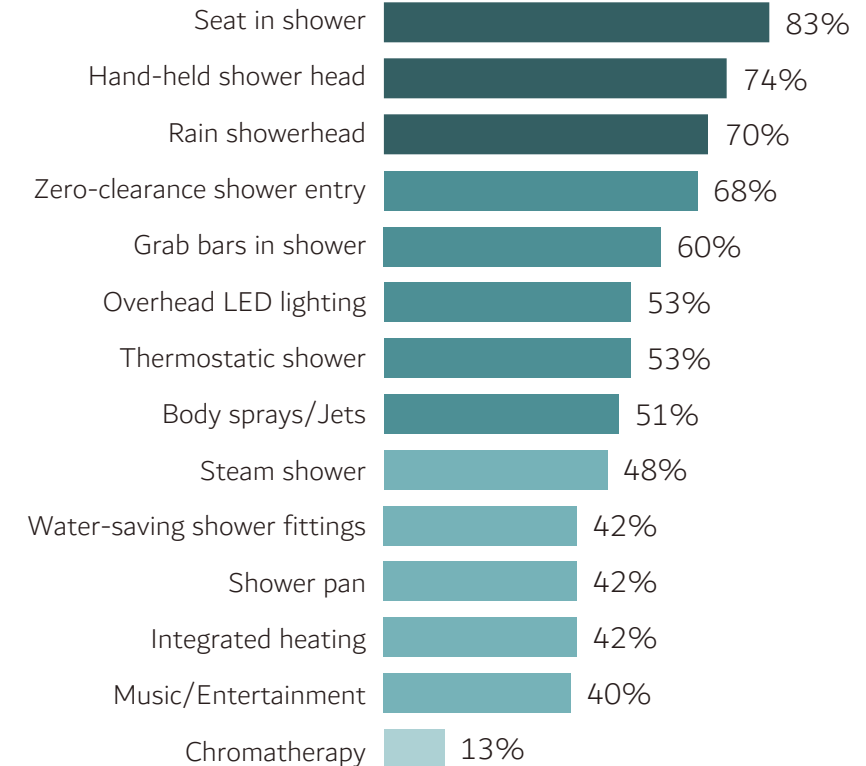
GLASS



DRAIN



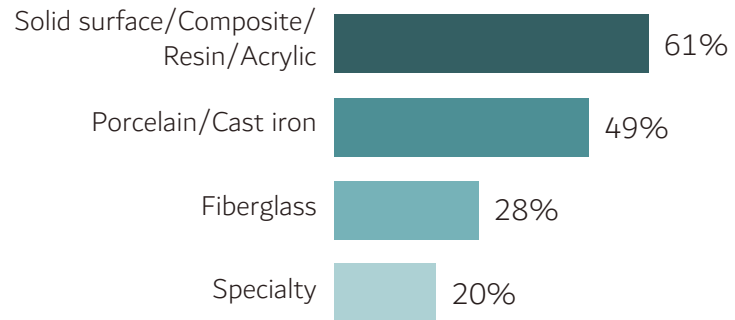
FEATURES



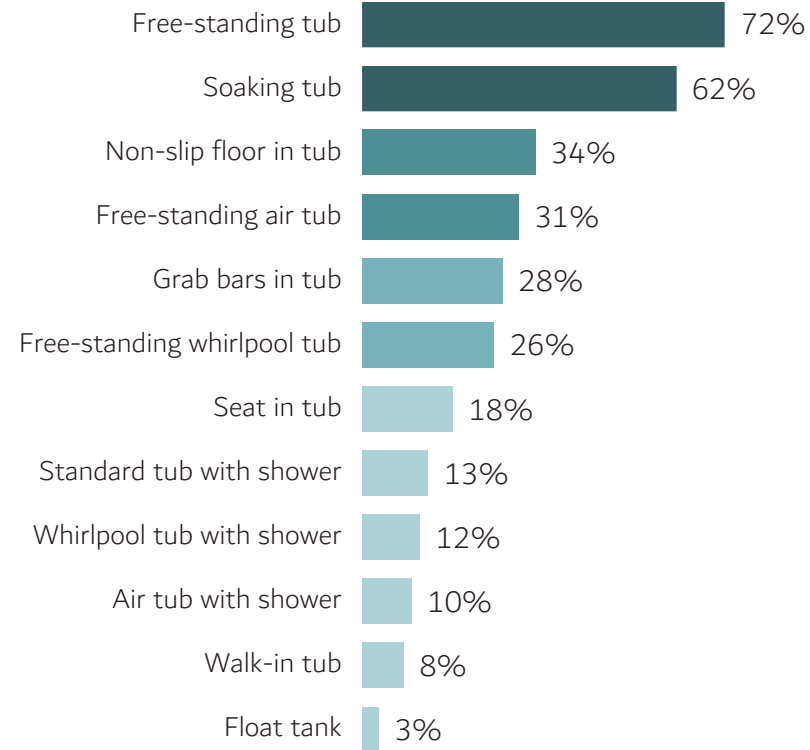
CONTEMPORARY TUB OPTIONS

Free-standing or soaking tubs are frequently specified in contemporary baths.

MATERIAL



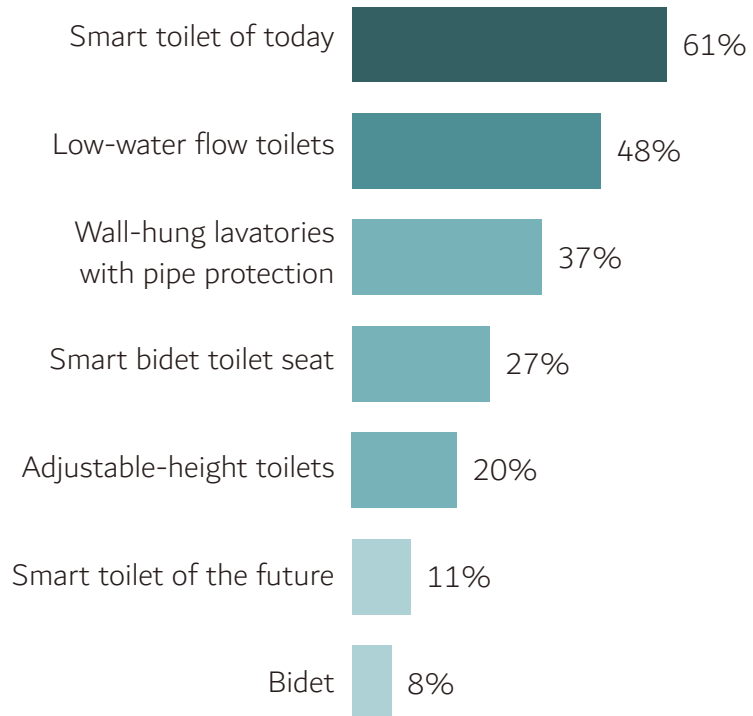
FEATURES



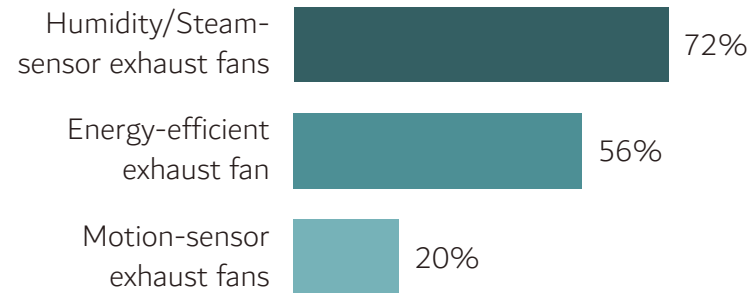
CONTEMPORARY TOILET/VENTING OPTIONS

Smart toilets are most popular in contemporary design.

TOILETS

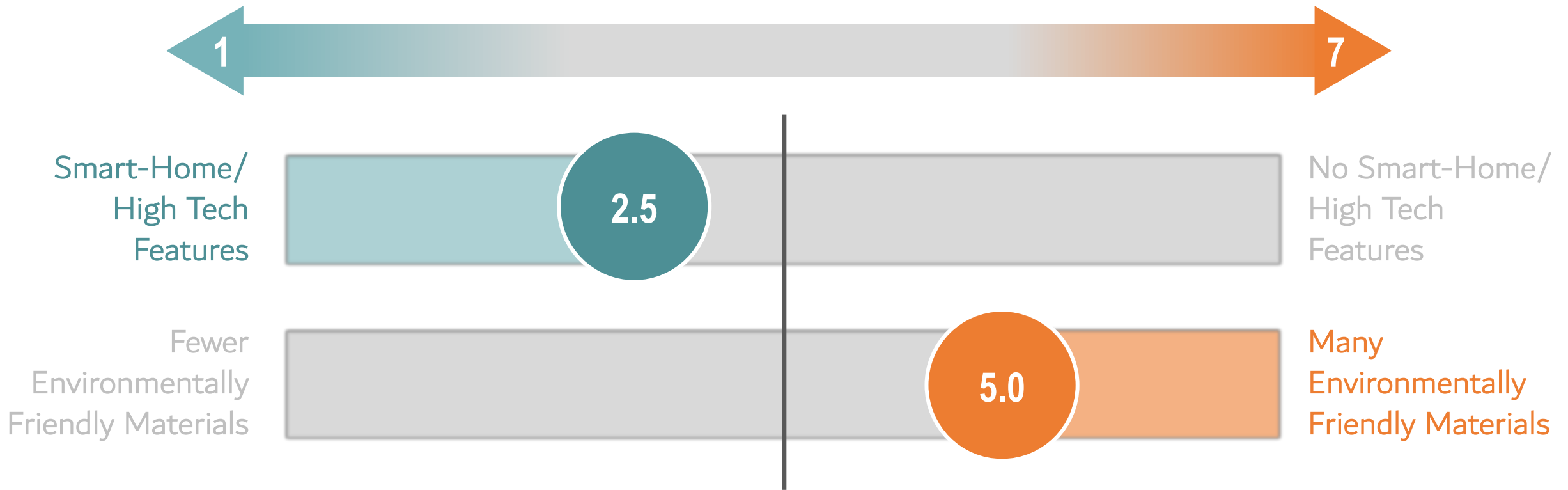


FANS/VENTING



CONTEMPORARY
**SMART HOME &
ECO-FRIENDLY**

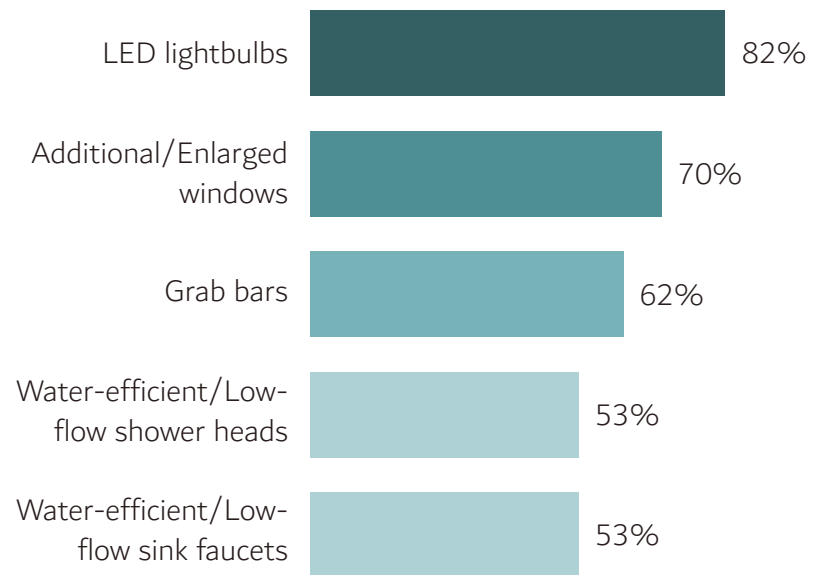
Contemporary baths include smart-home features and use many environmentally friendly materials.



CONTEMPORARY SUSTAINABILITY & SAFETY

Sustainable and safety-focused products are popular in contemporary baths.

SUSTAINABILITY & SAFETY



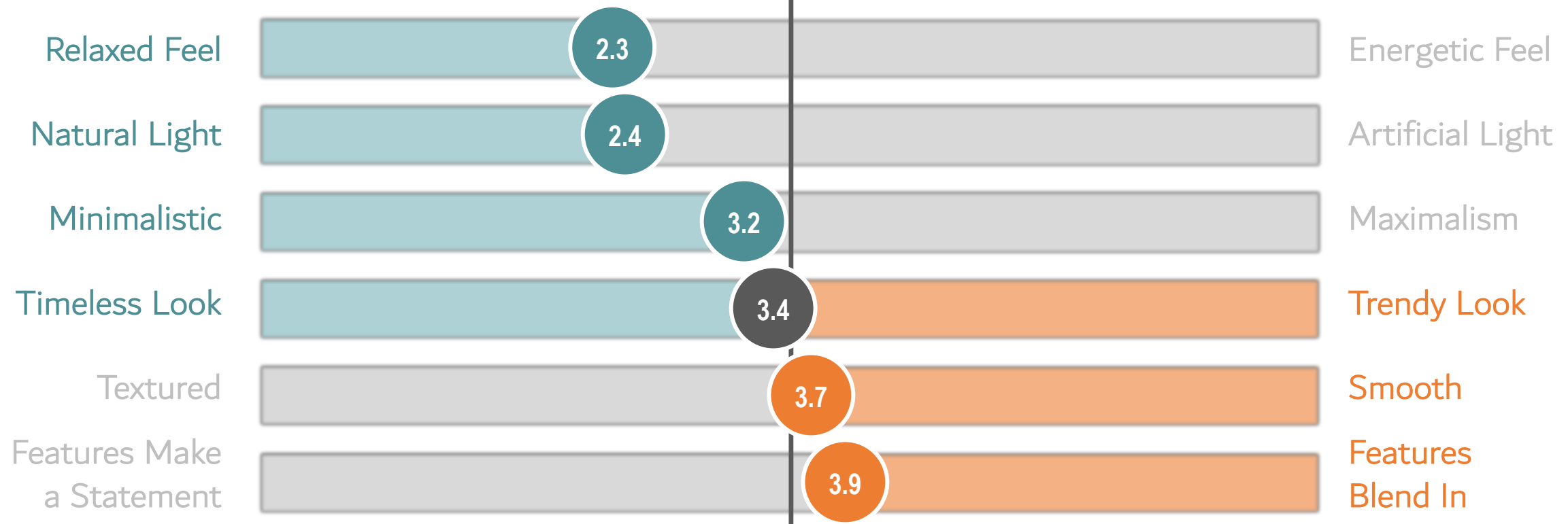
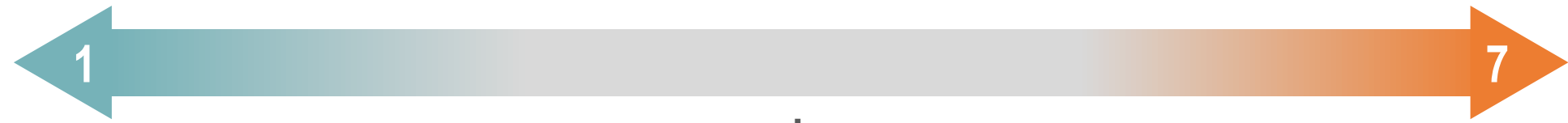


COASTAL

Soothing shades of maritime blue, green and white are typically used to transform a standard bathroom into a coastal retreat. The relaxed feel of this style is often enhanced by free-standing claw-foot tubs, mosaic tile floors, wood wall coverings and glass sinks.



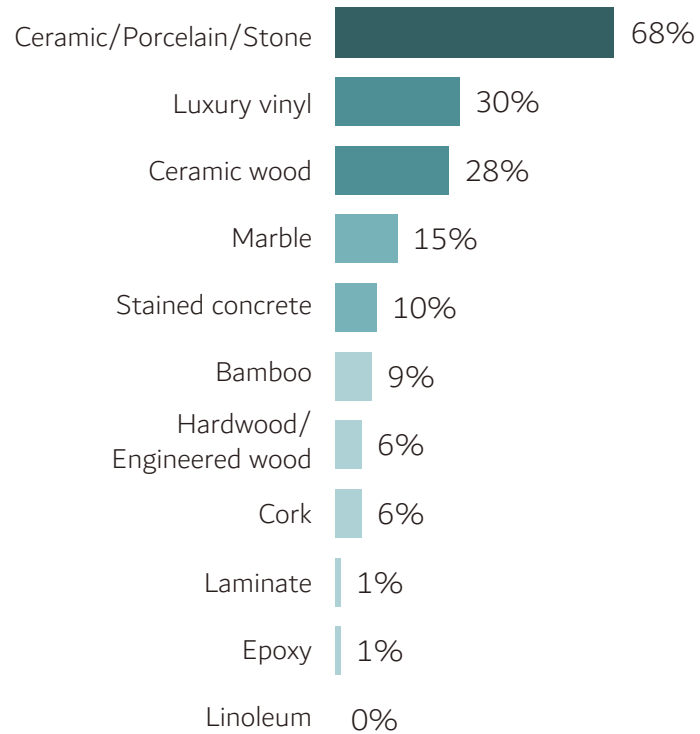
A coastal bath has a relaxed feel, natural light with features that blend in.



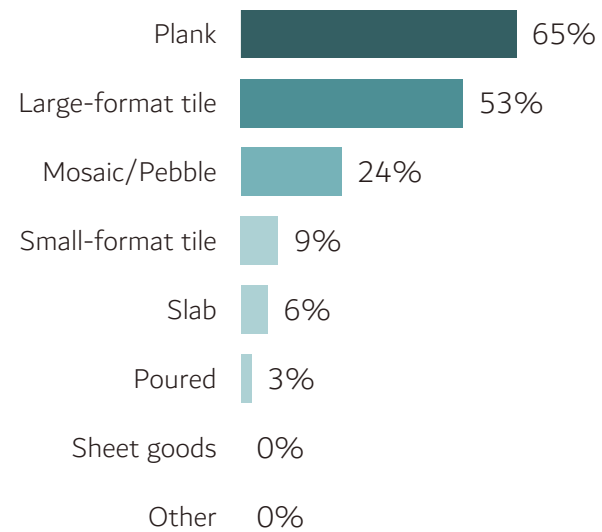


Coastal bath flooring is often plank or large-format tile in ceramic, porcelain or stone, and frequently heated.

MATERIAL



STYLE



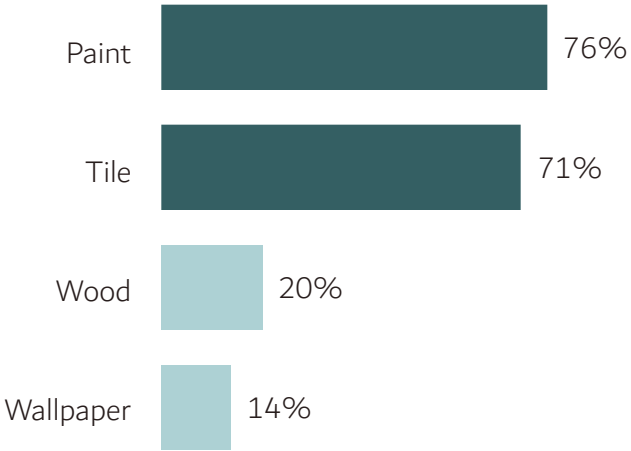
HEATED





Paint and tile are most common for coastal baths, with wood also used occasionally.

WALL COVERINGS



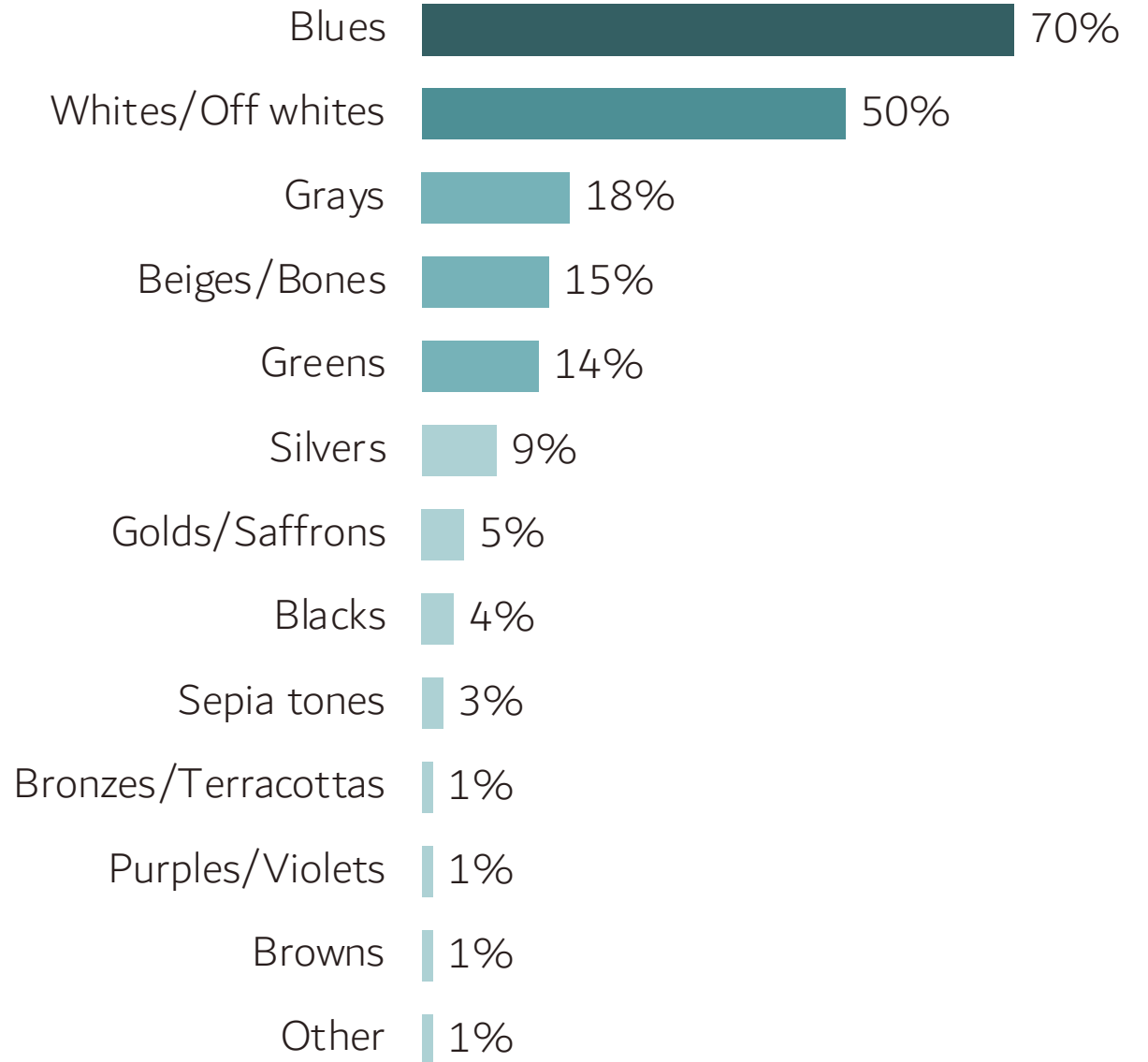


Coastal baths include lighter tones and clean colors.





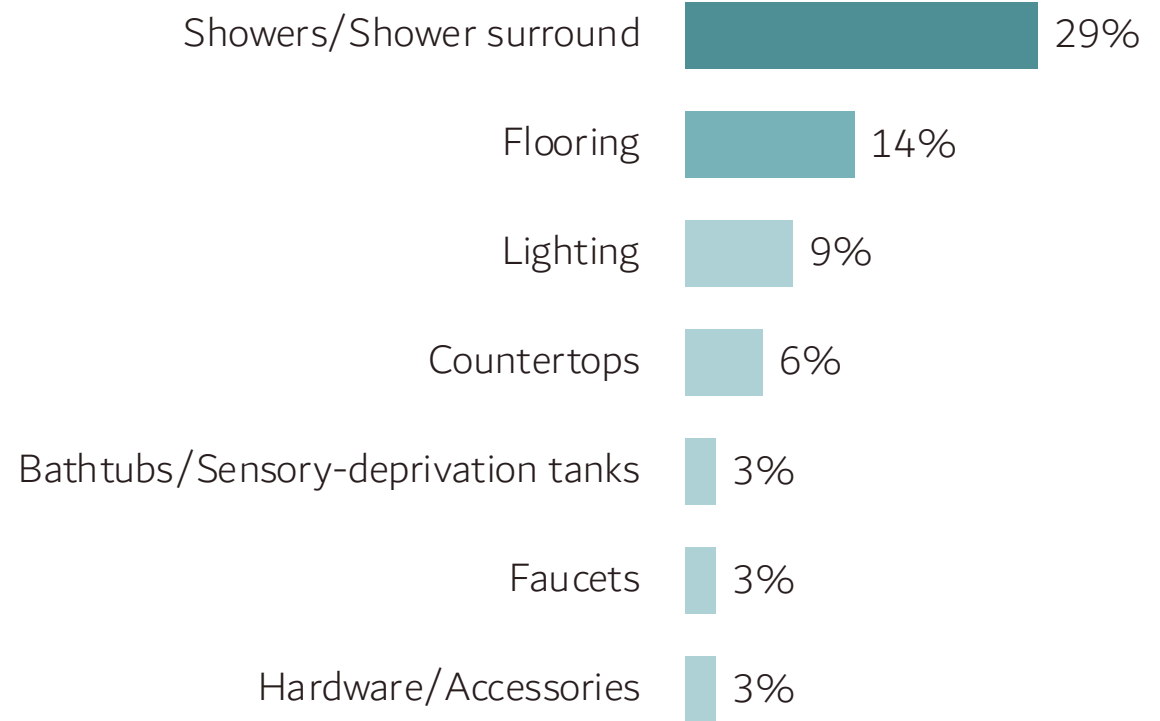
The coastal bath color scheme is dominated by blues and whites.



COASTAL GREATEST VISUAL IMPACT

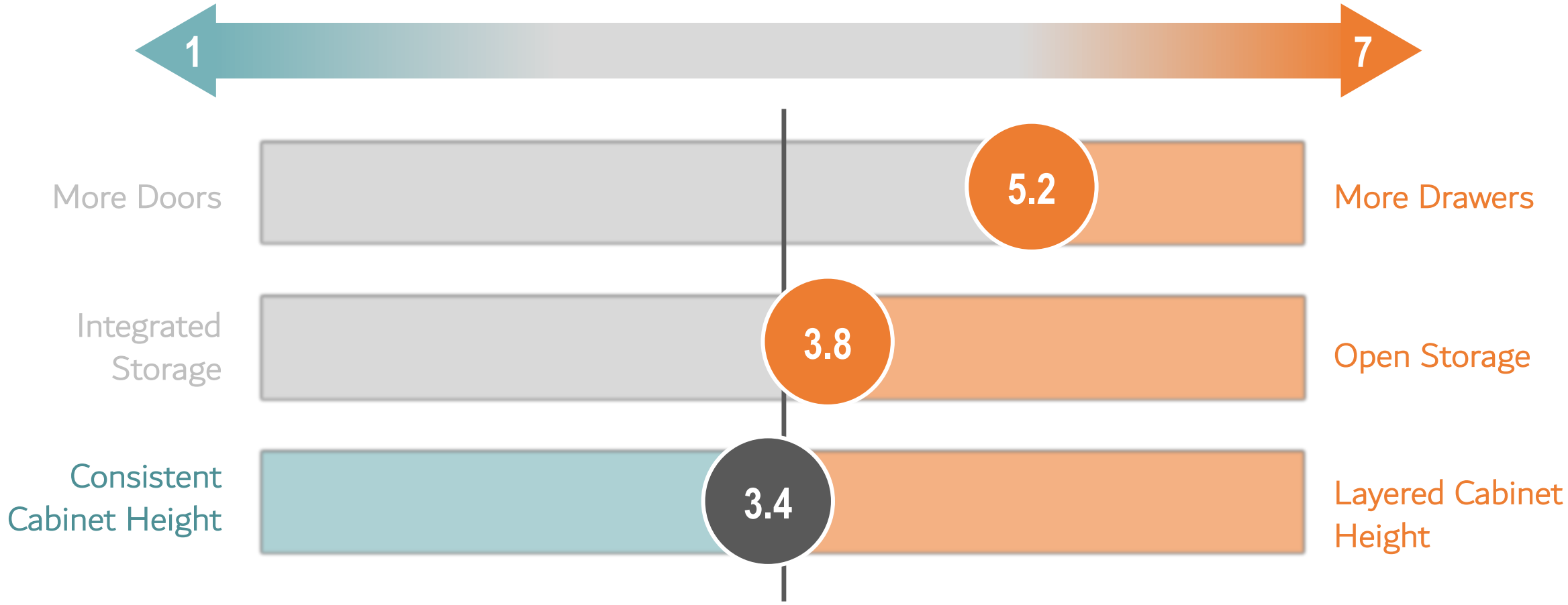
Cabinets, showers and flooring create the most visual impact in the coastal design scheme.

Cabinets
34%



COASTAL CABINET INTEGRATION

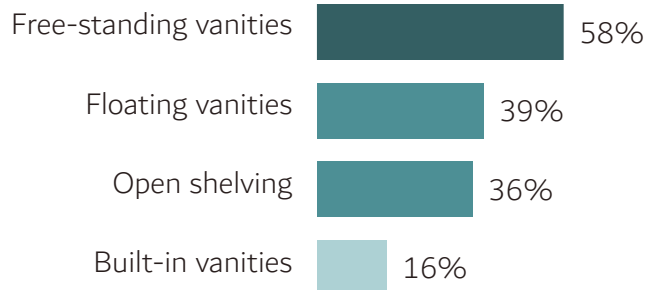
Coastal cabinetry includes more drawers and open storage.



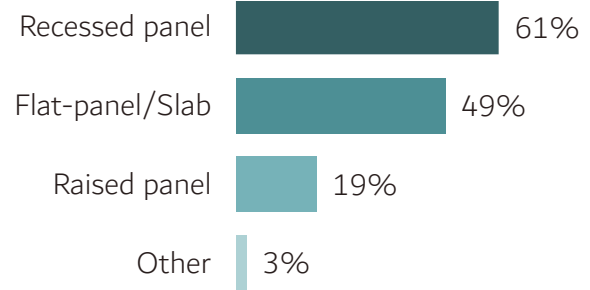


Coastal cabinetry is usually light in tone and can vary with free-standing or floating vanities and open shelving.

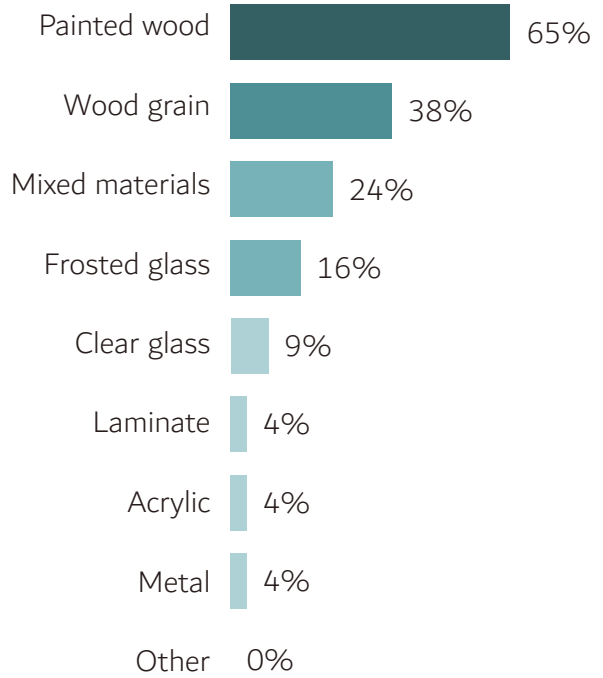
STYLE



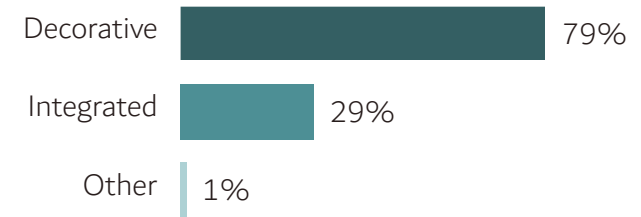
DOOR STYLE



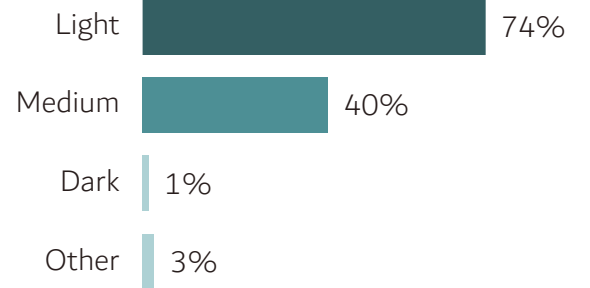
FACING APPEARANCE



HARDWARE



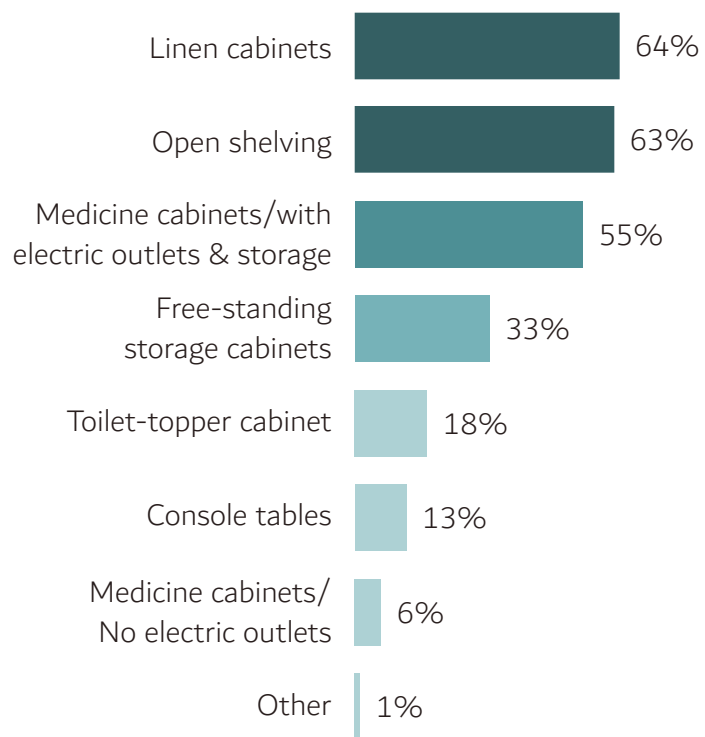
TONE/COLOR



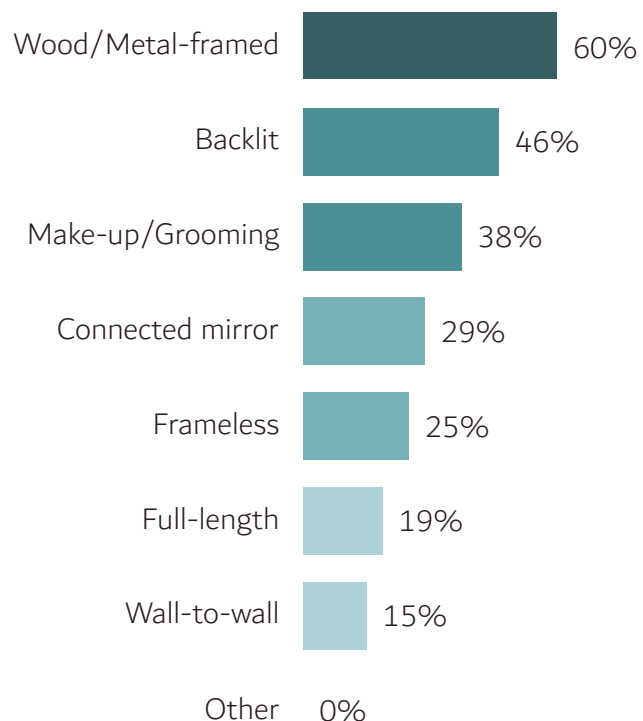
COASTAL STORAGE/ MIRRORS

Most common storage solutions for coastal baths are linen cabinets and open shelving.

STORAGE



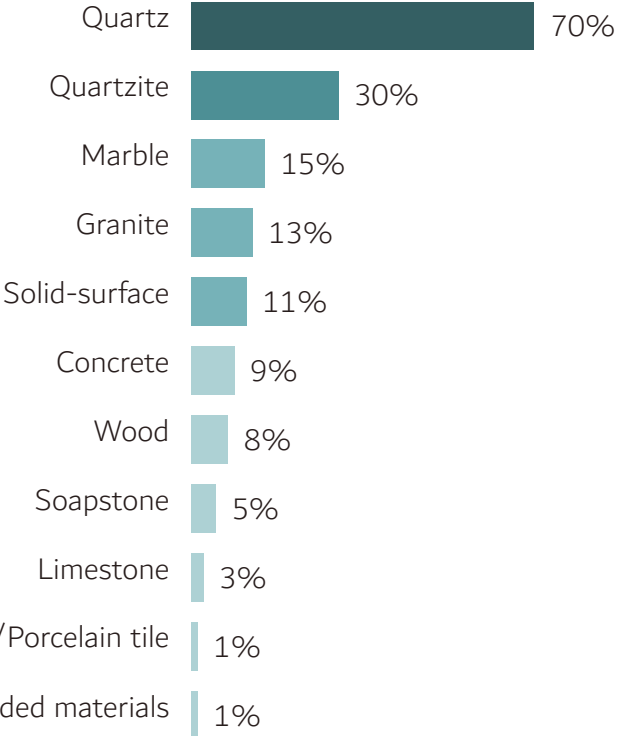
MIRRORS



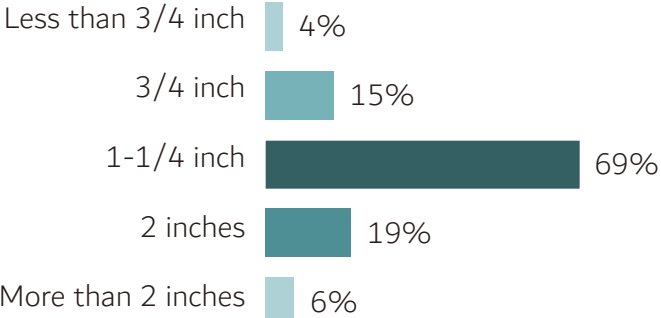


Coastal countertops are typically lighter or medium tones in quartz or quartzite.

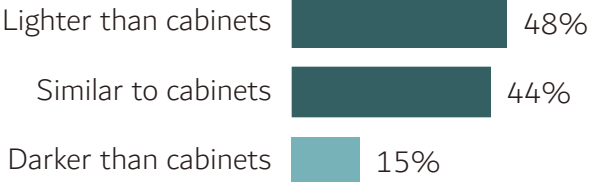
MATERIAL



THICKNESS



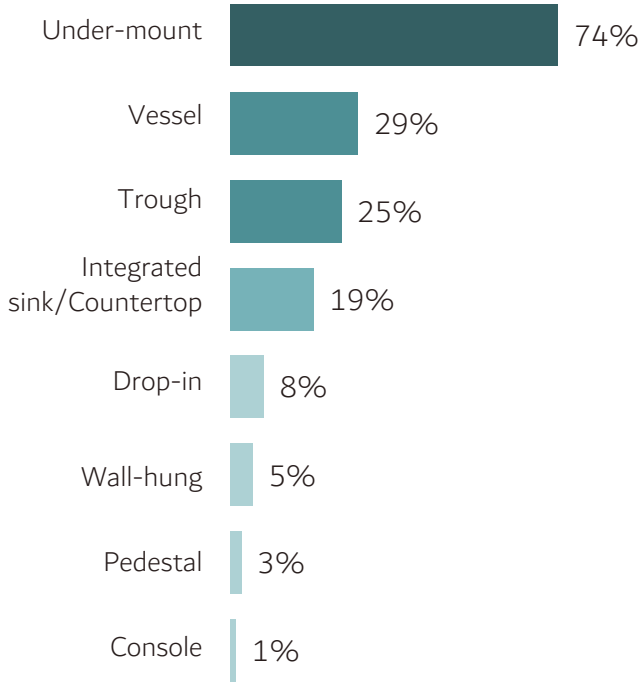
COLOR



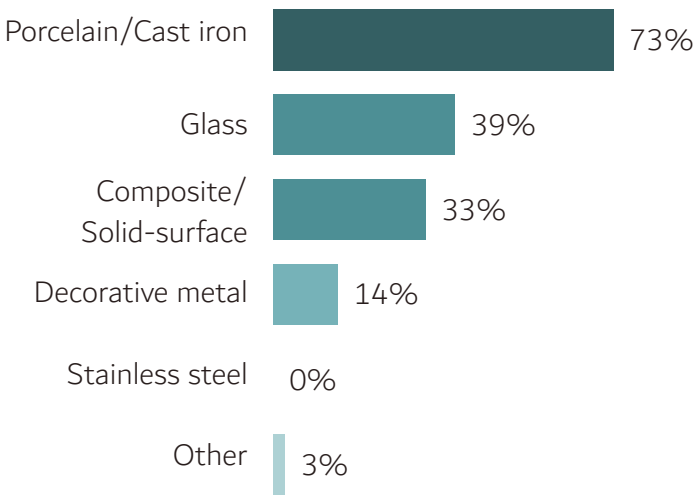


Sinks are white or pastels, can be porcelain or glass, and are most often in under-mount or vessel configurations.

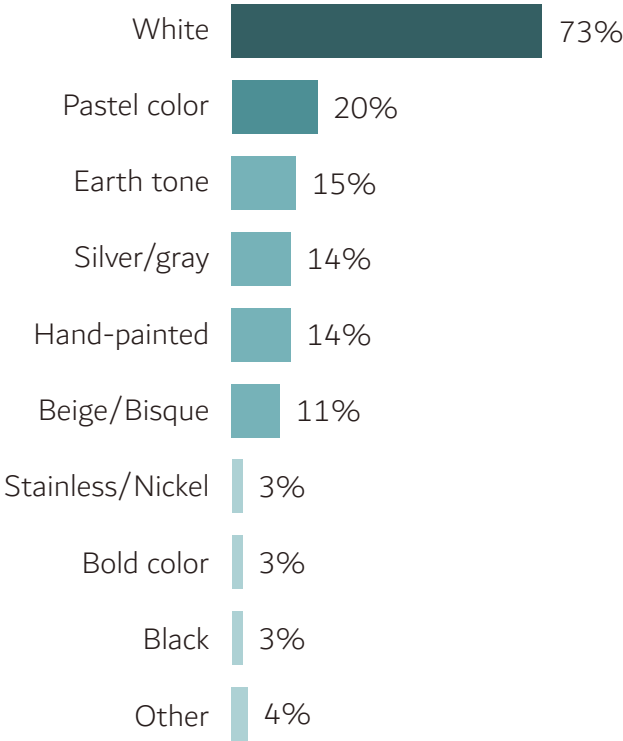
CONFIGURATION



MATERIAL

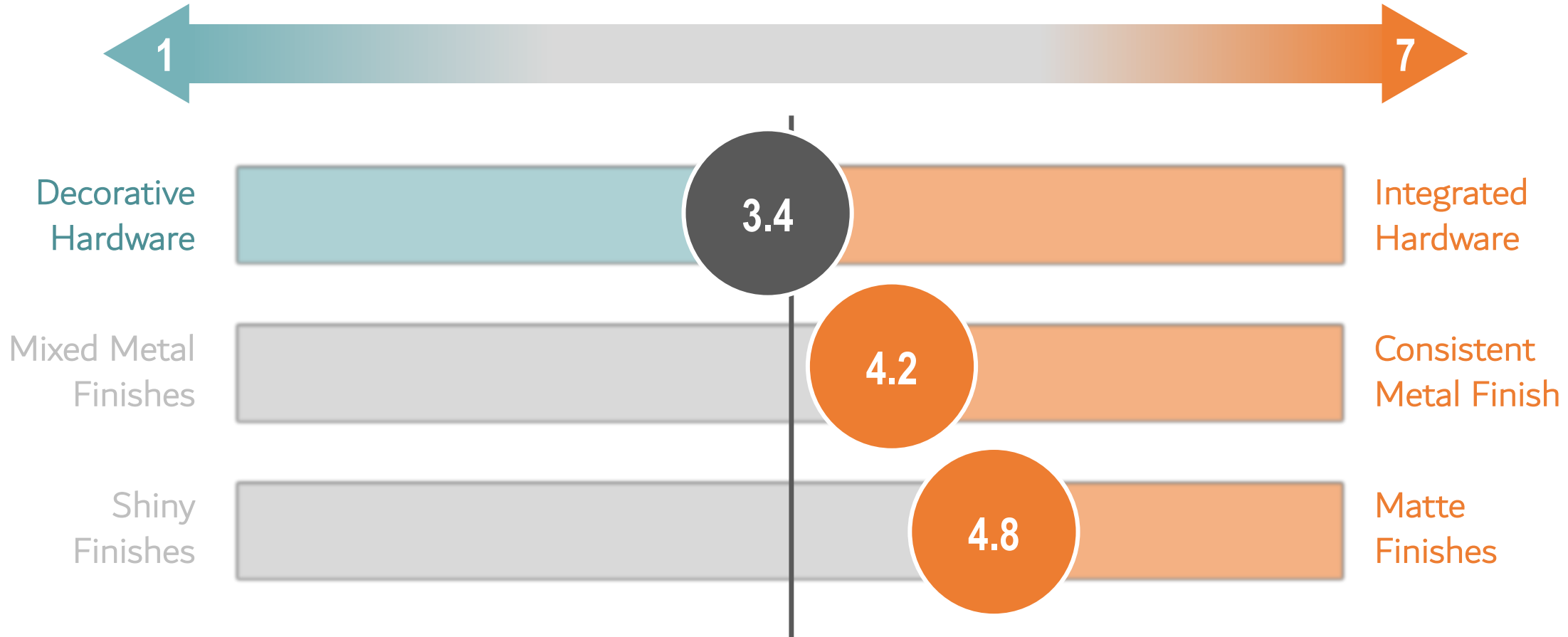


COLOR





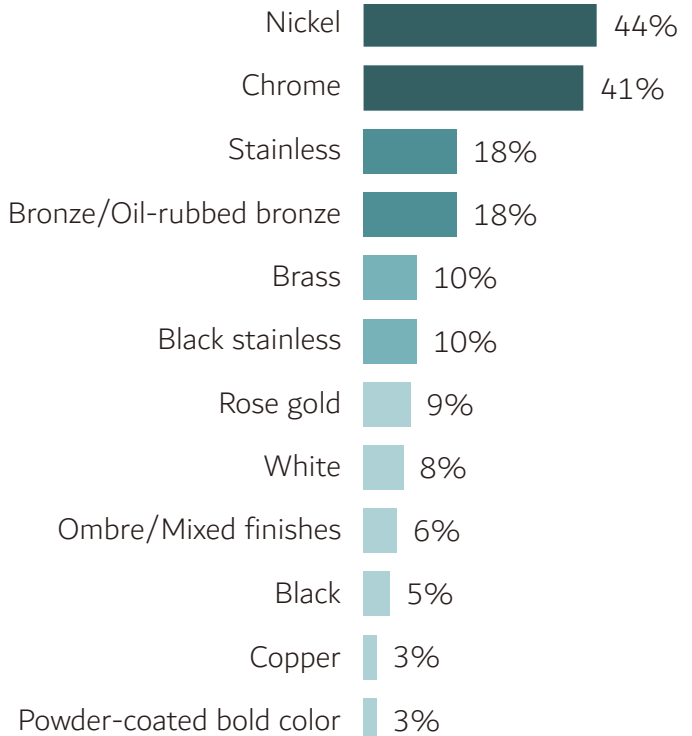
Consistent, matte metal finishes are common in coastal bathrooms.



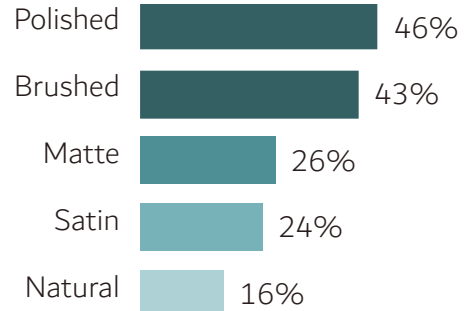


Faucets are nickel or chrome with either polished or brushed finishes in coastal design.

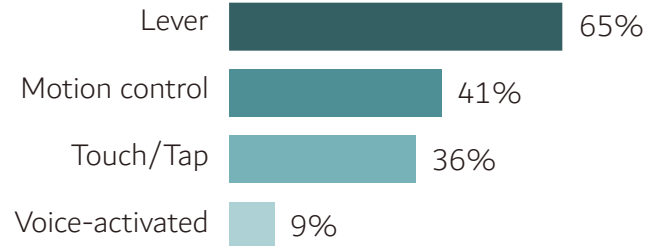
COLOR



FINISH



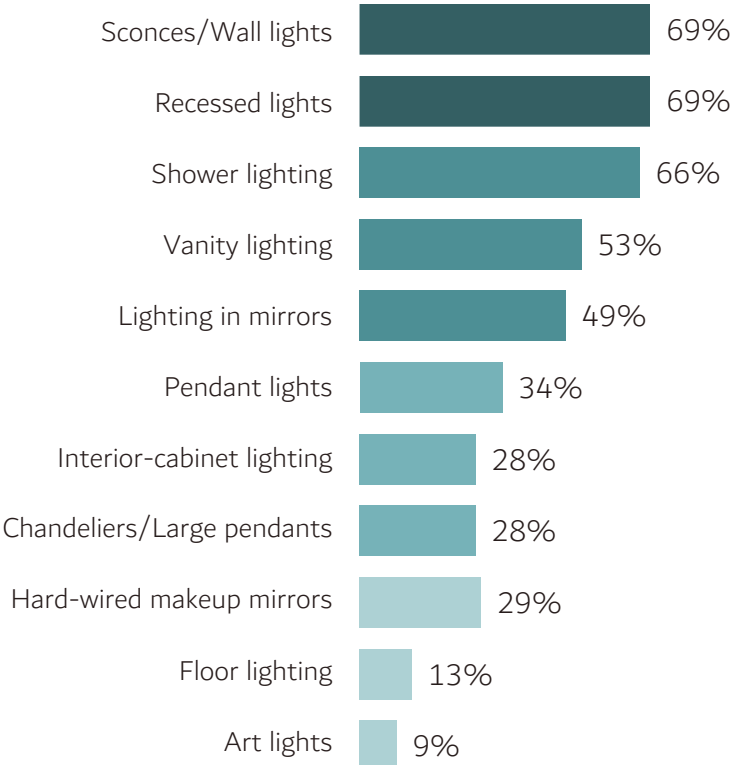
FEATURES



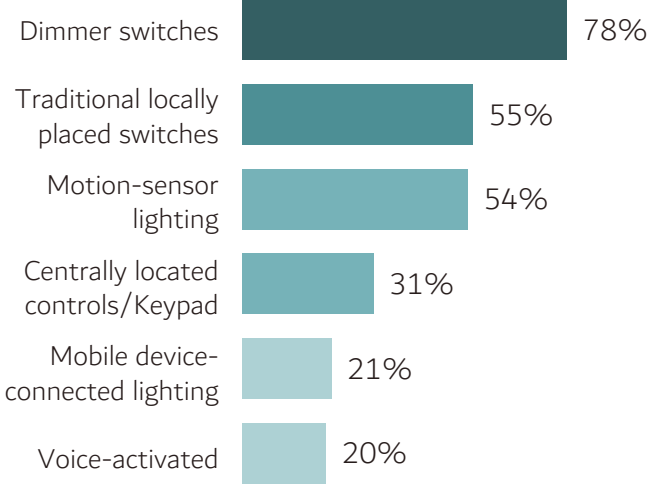


Multiple light sources with dimmers, traditional switches and motion sensors are most common in coastal baths.

TYPE/LOCATION



CONTROLS





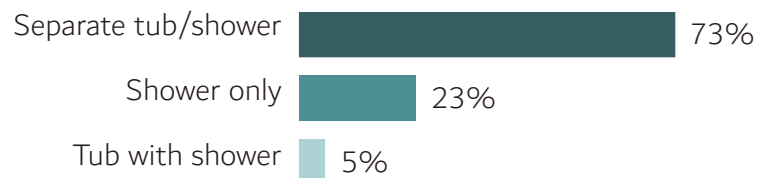
Coastal baths typically feature seamless tile design and some use of panel shower systems.



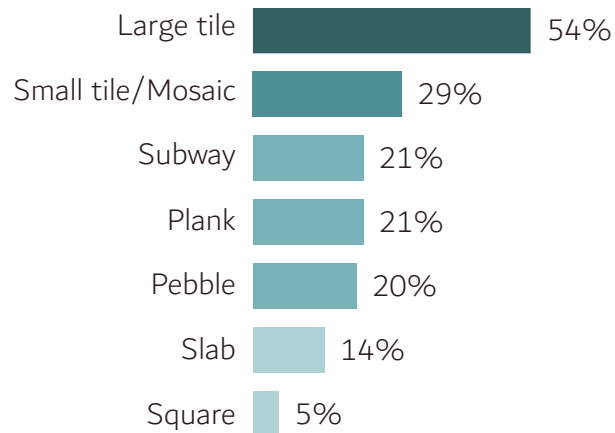
COASTAL BATHTUB/ SHOWER

Coastal bathroom shower surrounds can include large tile, small tile/mosaic or even pebble designs.

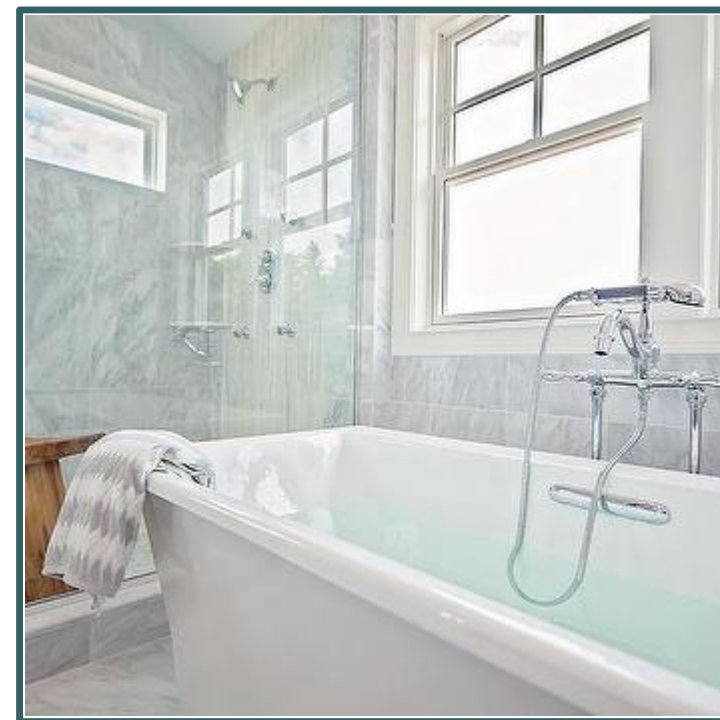
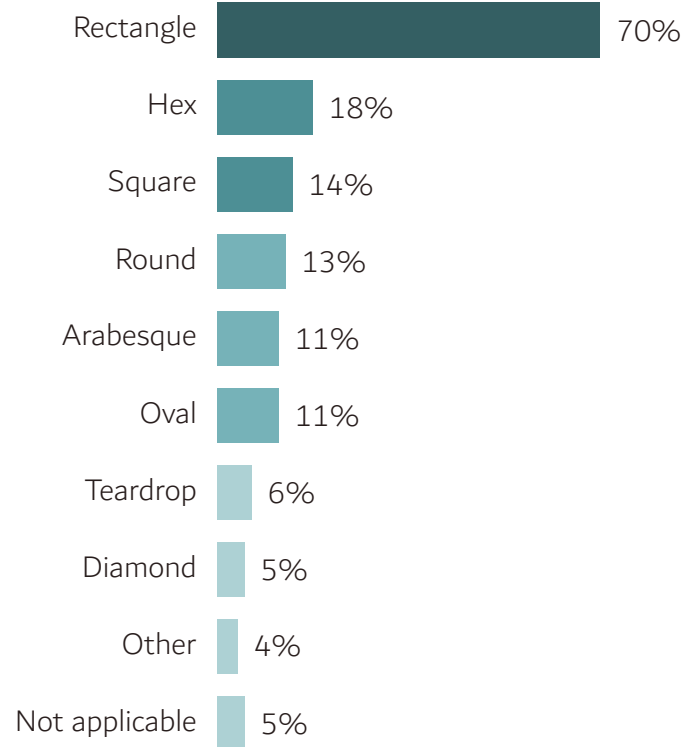
CONFIGURATION



SURROUND



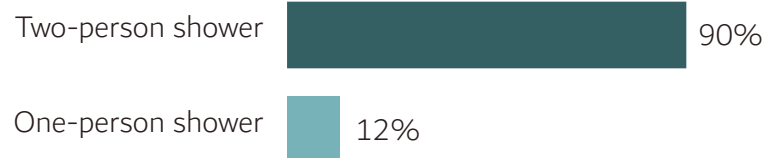
TILE SHAPE



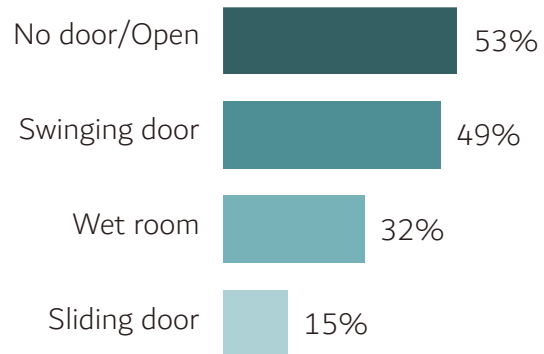
COASTAL SHOWER OPTIONS

Top choices for coastal showers include clear glass, linear drains and many shower features.

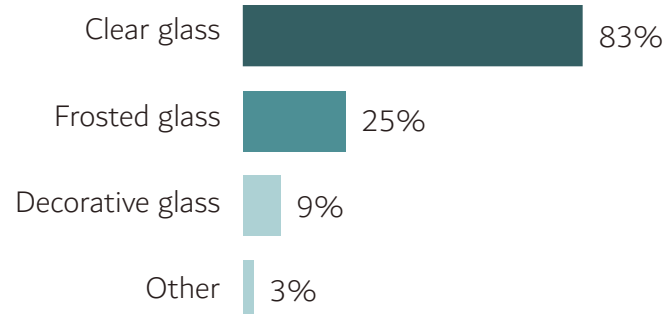
SIZE



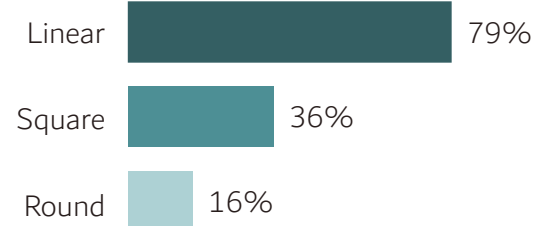
DOOR CONFIGURATION



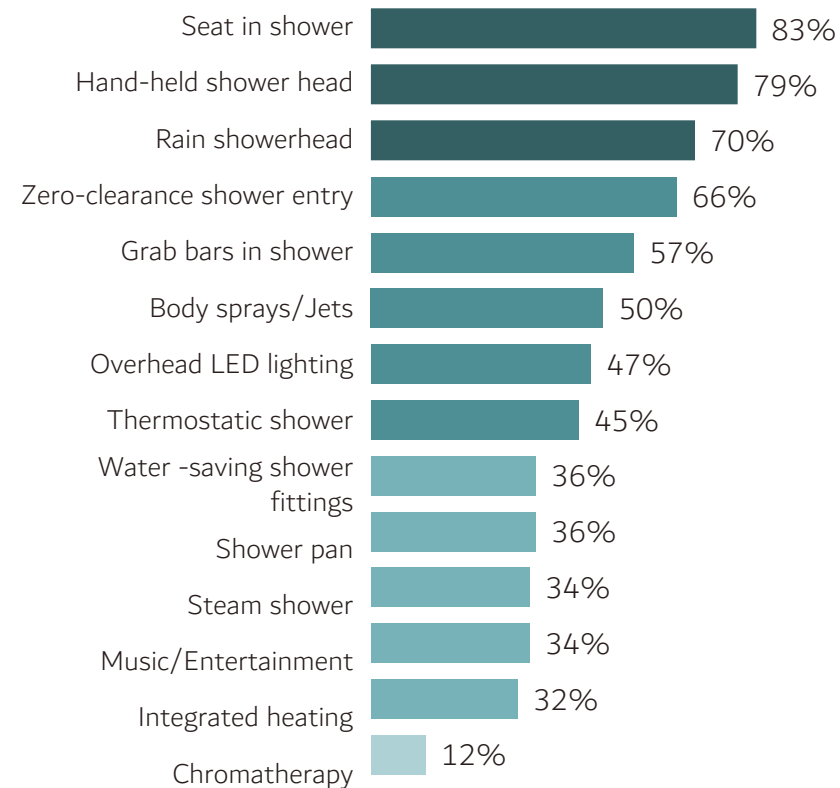
GLASS



DRAIN



FEATURES

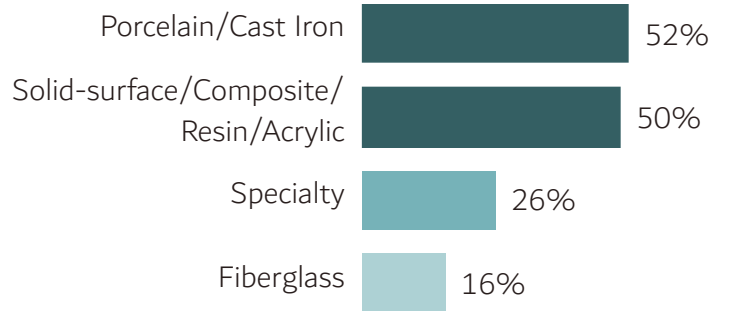




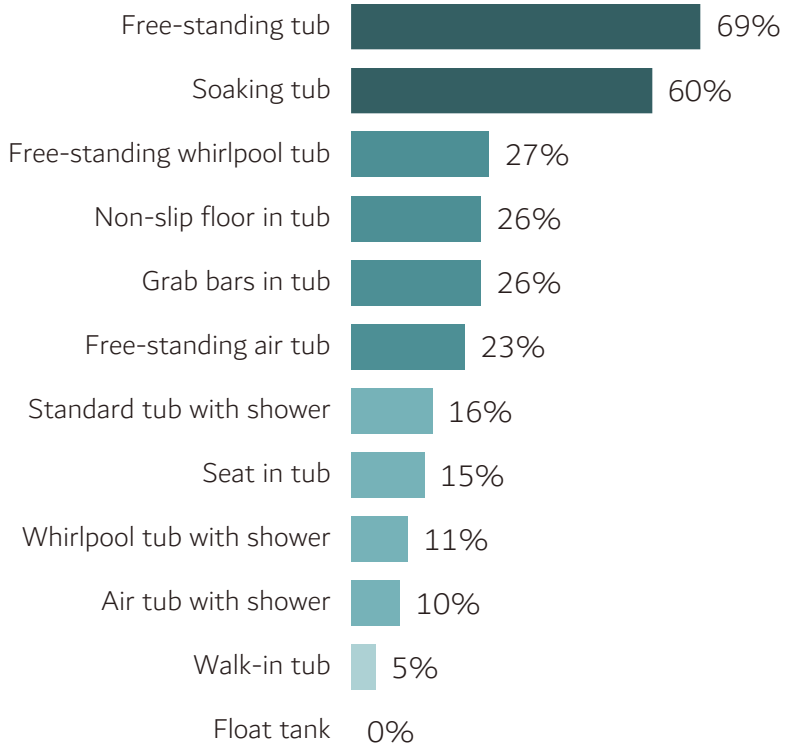
COASTAL TUB OPTIONS

Coastal baths frequently include a free-standing or soaking tub.

MATERIAL



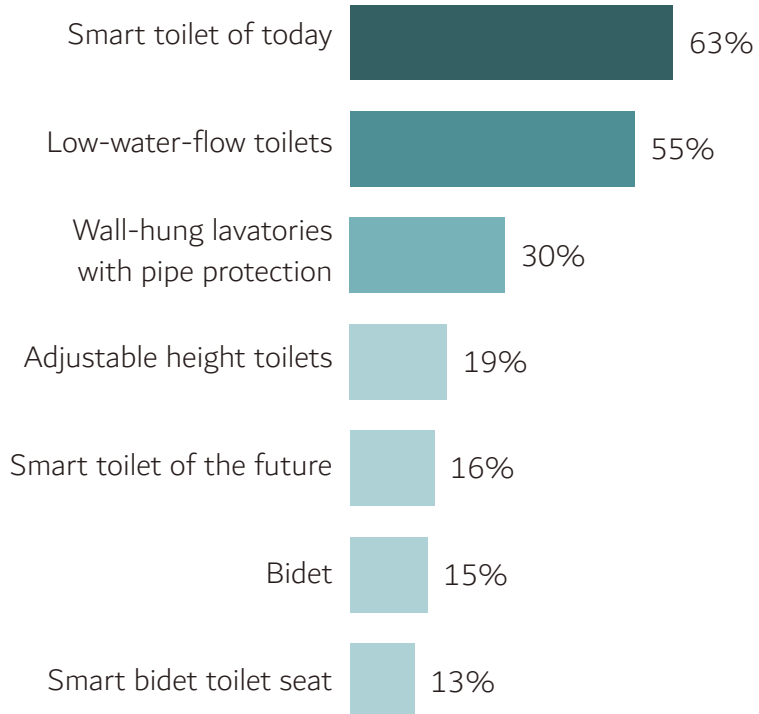
FEATURES



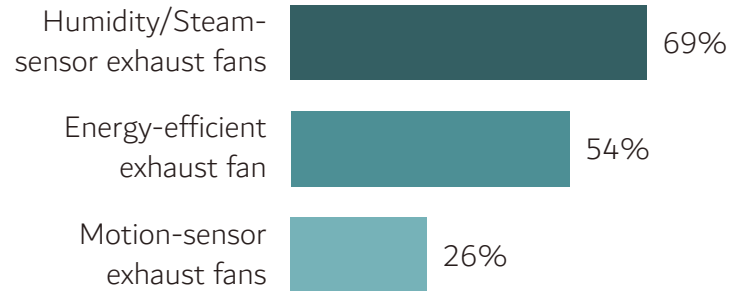
COASTAL TOILET/VENTING OPTIONS

Coastal bathrooms often include a smart toilet or low-water-flow toilet.

TOILETS

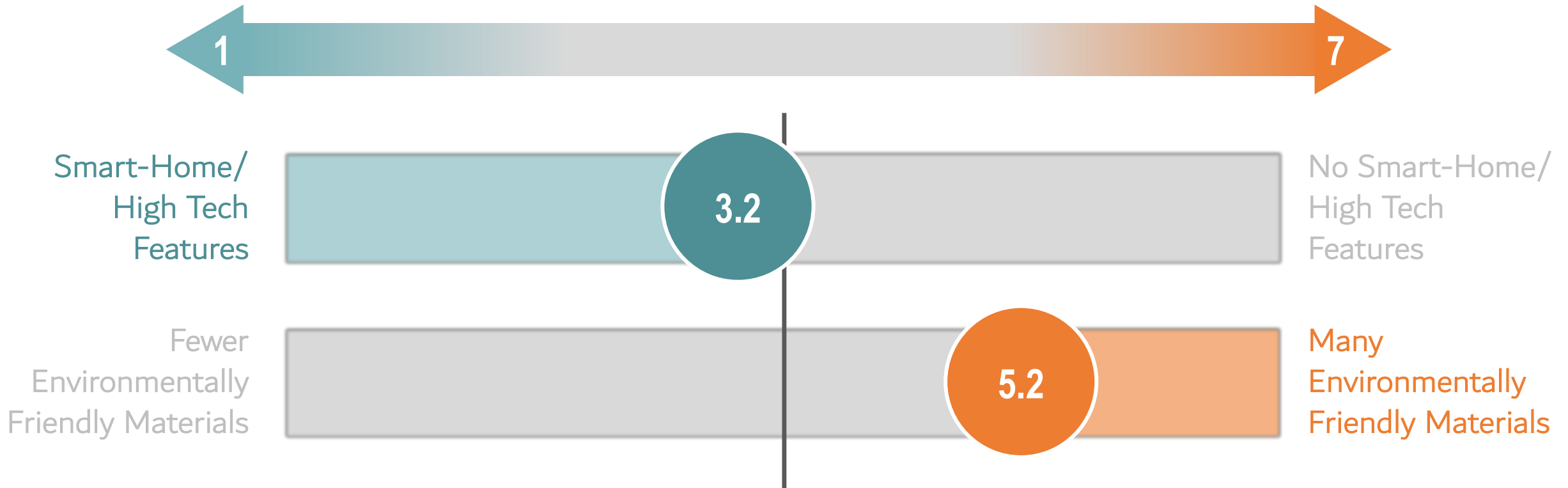


FANS/VENTING



COASTAL SMART HOME & ECO-FRIENDLY

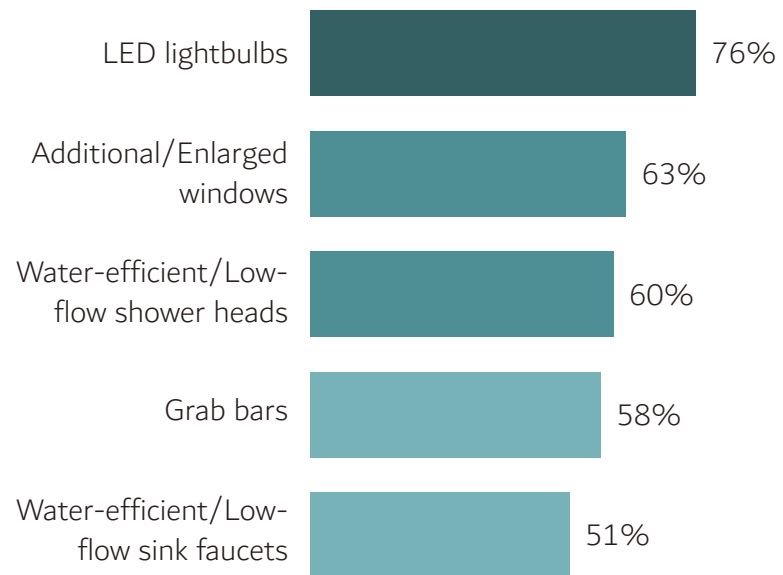
Coastal bathrooms include many environmentally friendly materials and some smart-home features.



COASTAL SUSTAINABILITY & SAFETY

Coastal bathrooms frequently include products focused on sustainability and safety.

SUSTAINABILITY & SAFETY



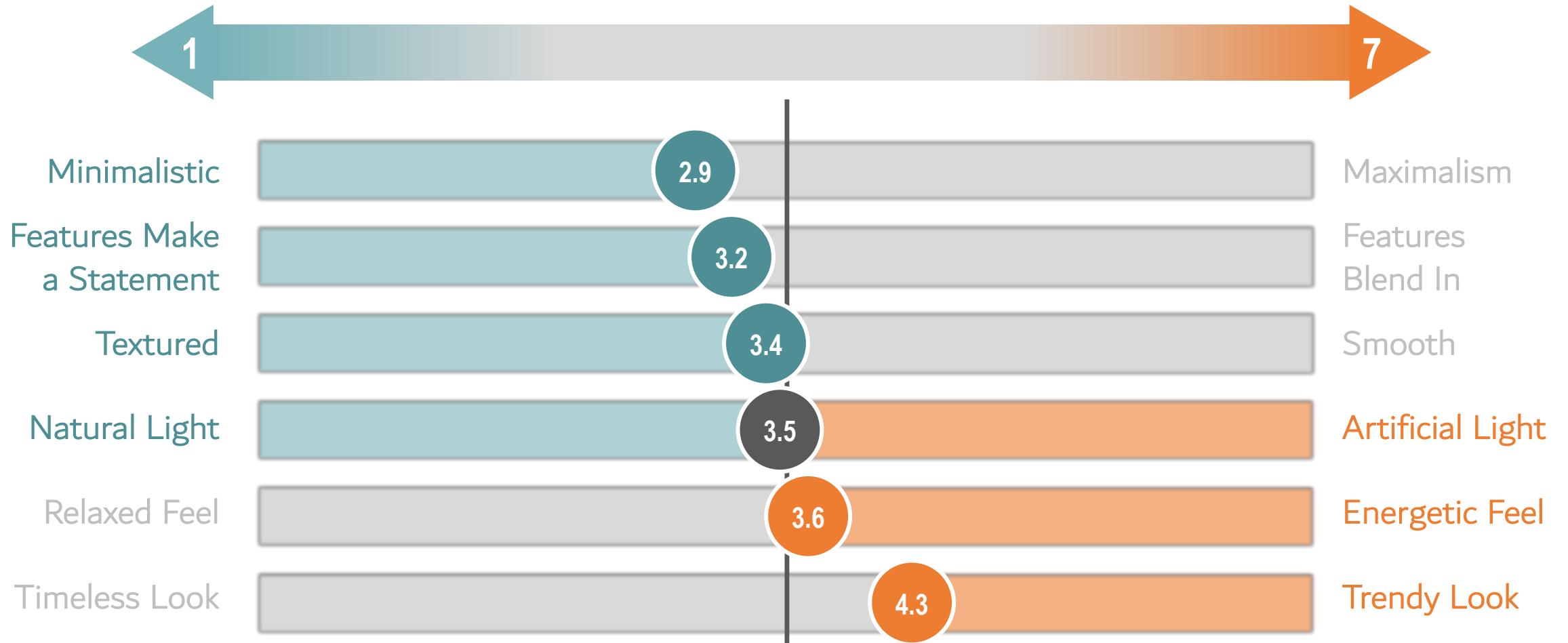


INDUSTRIAL

Simplicity, durability and function are the key attributes of industrial style bathrooms. Taking their cue from old manufacturing factories and warehouses, this bathroom style is more trendy than timeless with its dark tones, concrete surfaces, metals cabinetry and open shelving.



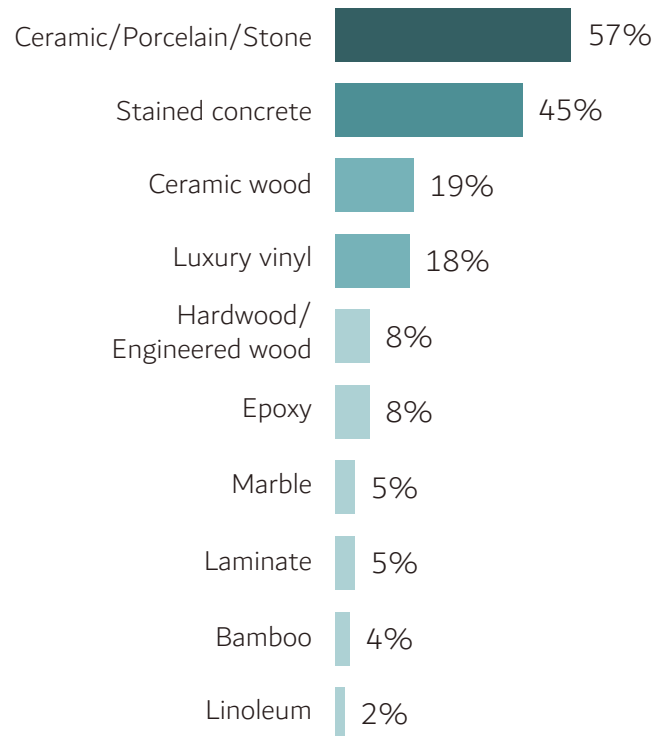
Industrial bathrooms are more minimalistic, trendy and energetic with features that make a statement.



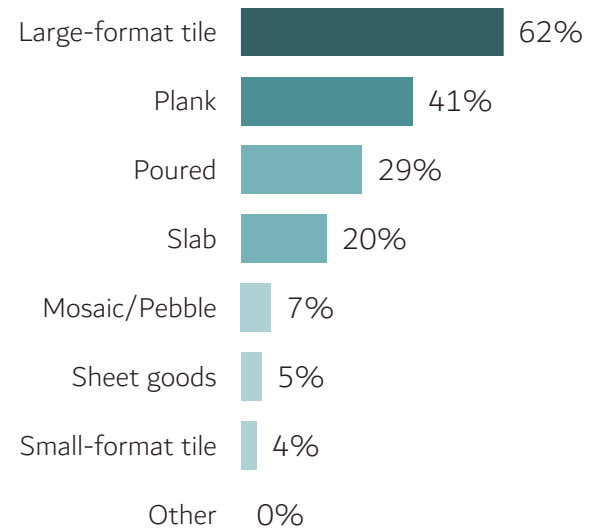


Industrial-design flooring can be large-format tile, plank or stained concrete, and are typically heated.

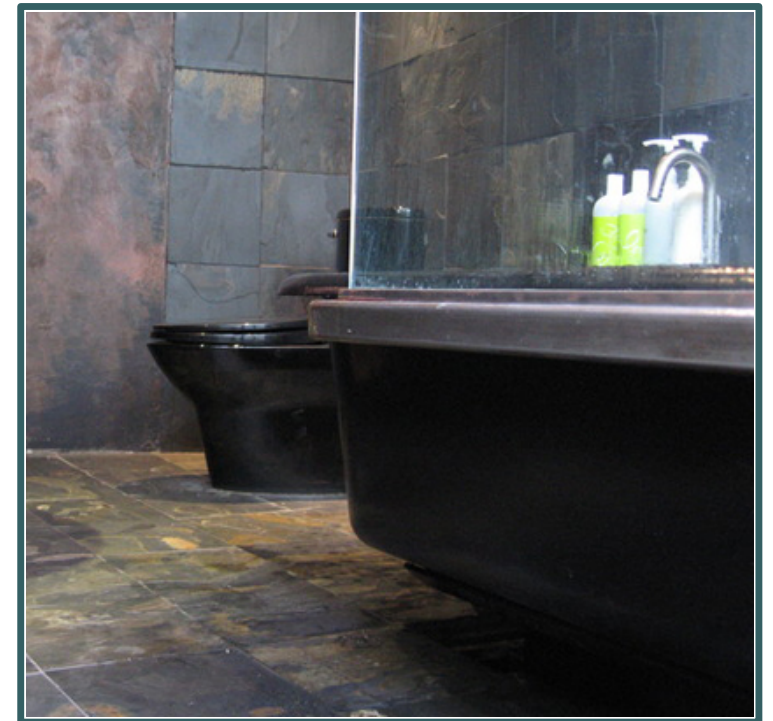
MATERIAL



STYLE



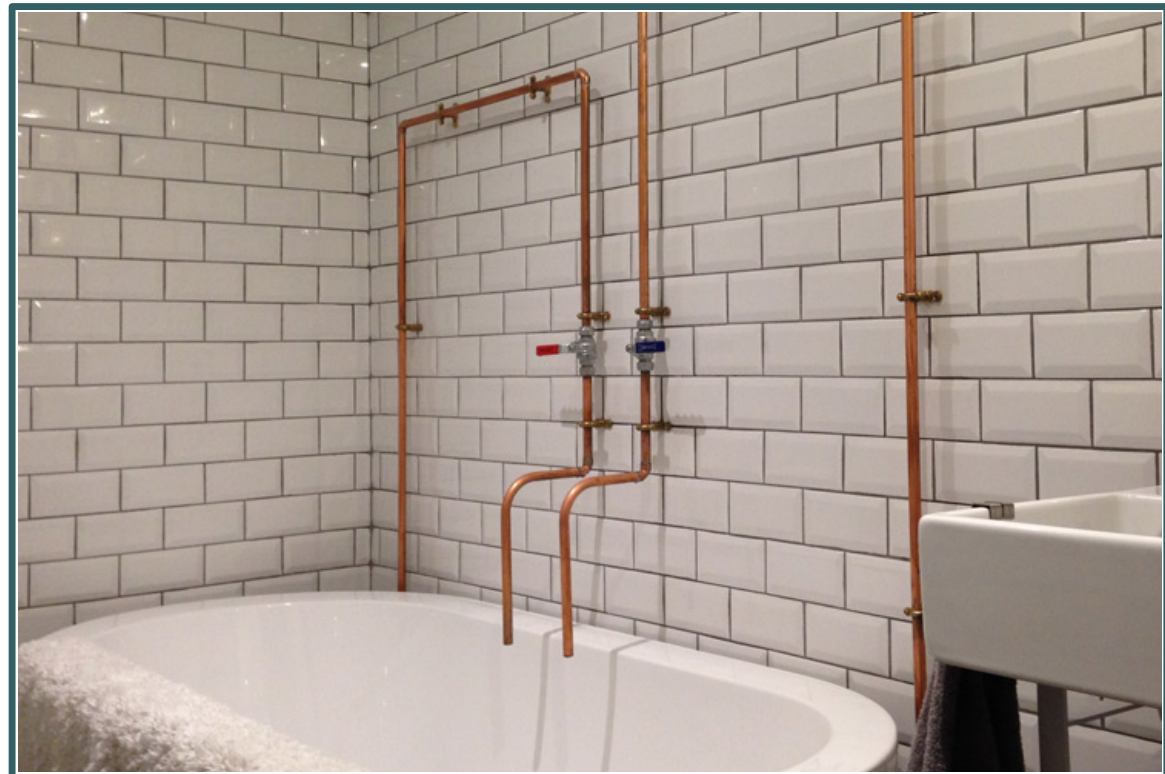
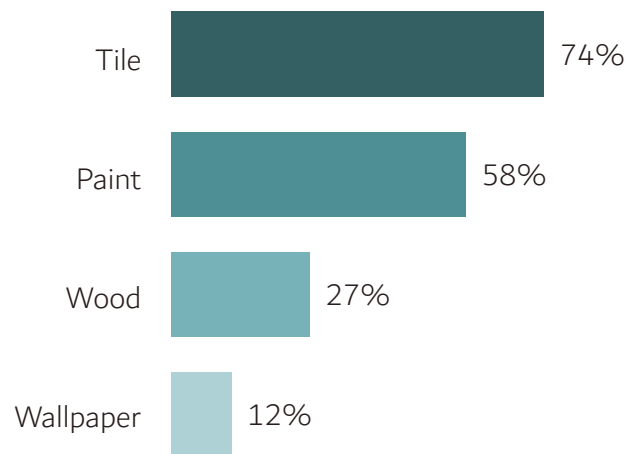
HEATED



INDUSTRIAL WALL COVERINGS

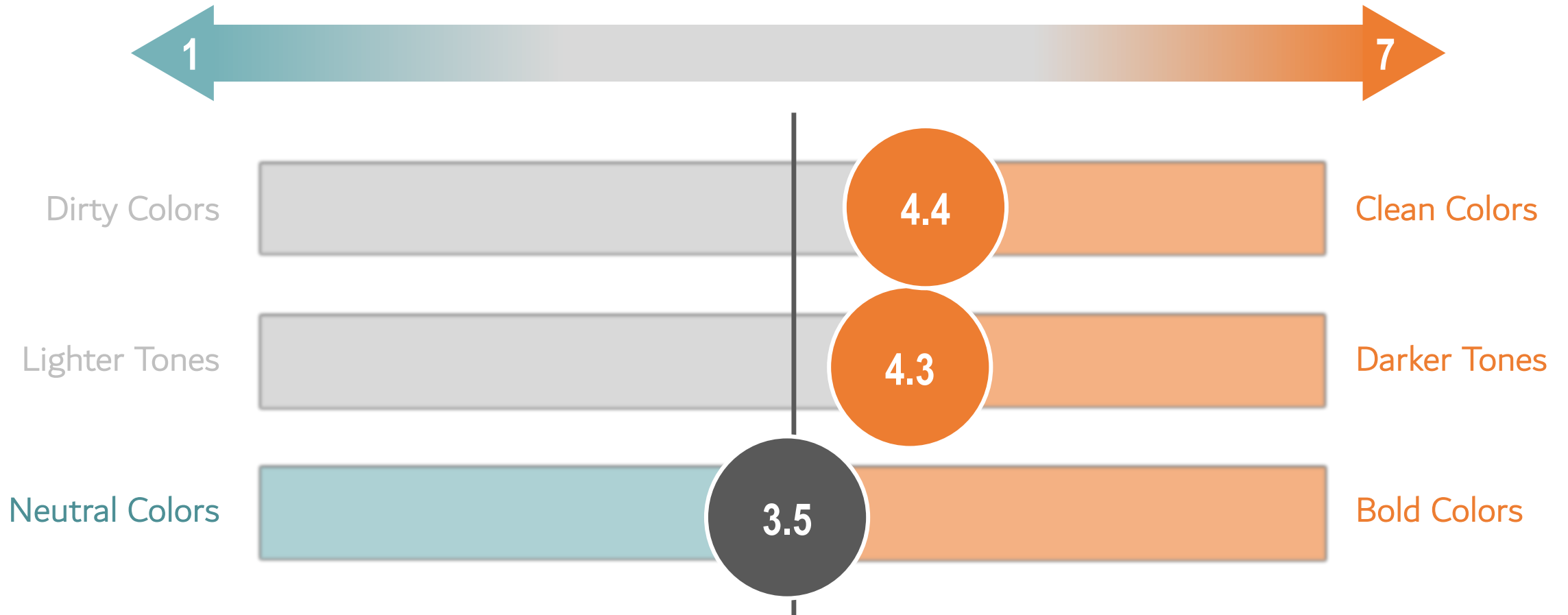
Tile walls are most popular in industrial design, followed by paint.

WALL COVERINGS



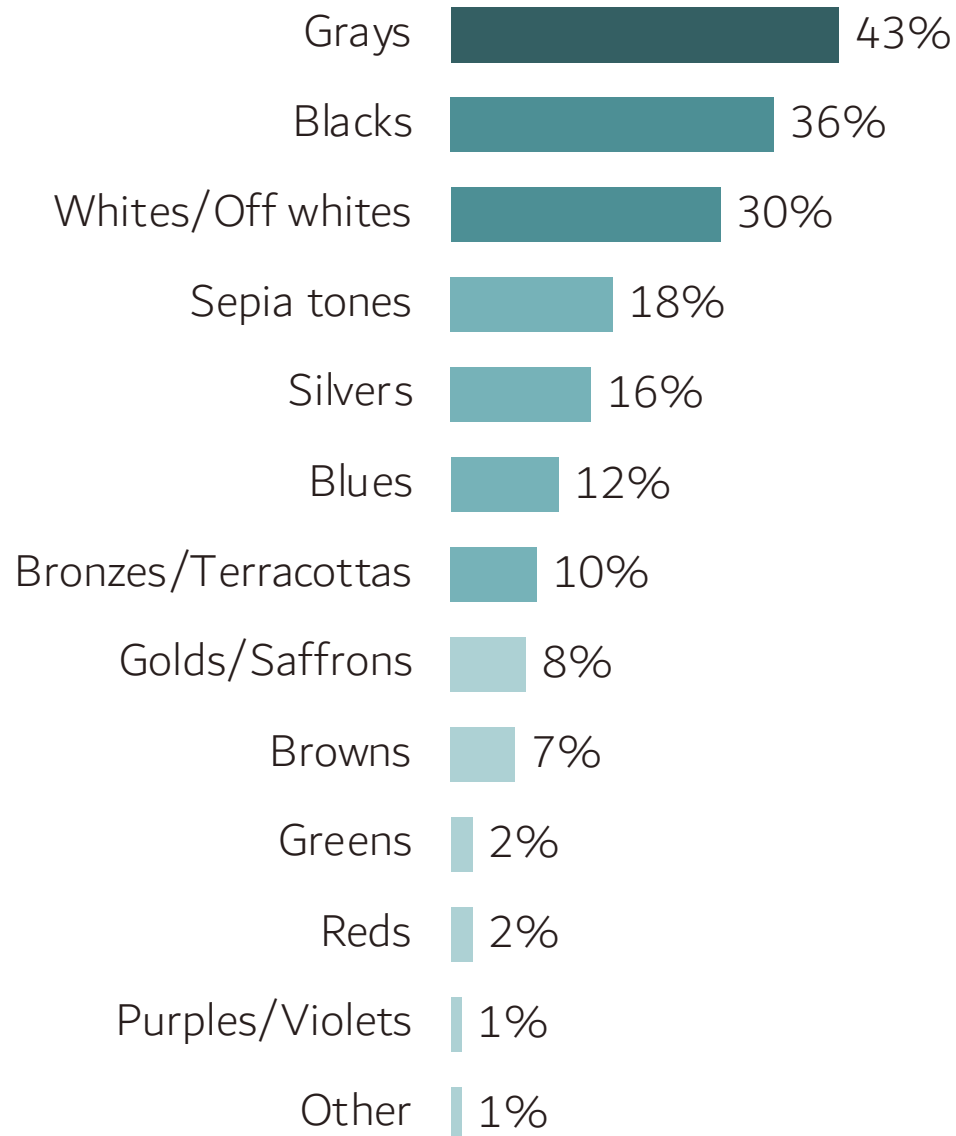


Darker tones are often used in industrial-design bathrooms.



INDUSTRIAL COLOR SCHEMES

Grays and blacks are just as popular as white tones for the industrial look.

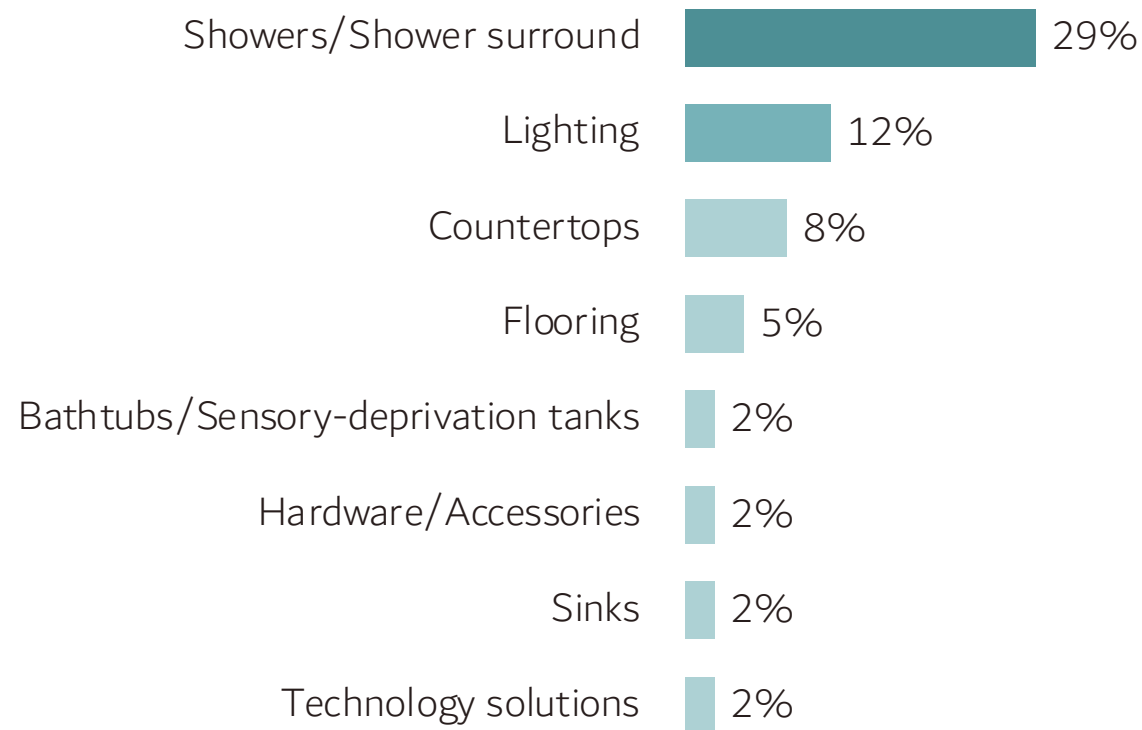


INDUSTRIAL

GREATEST VISUAL IMPACT

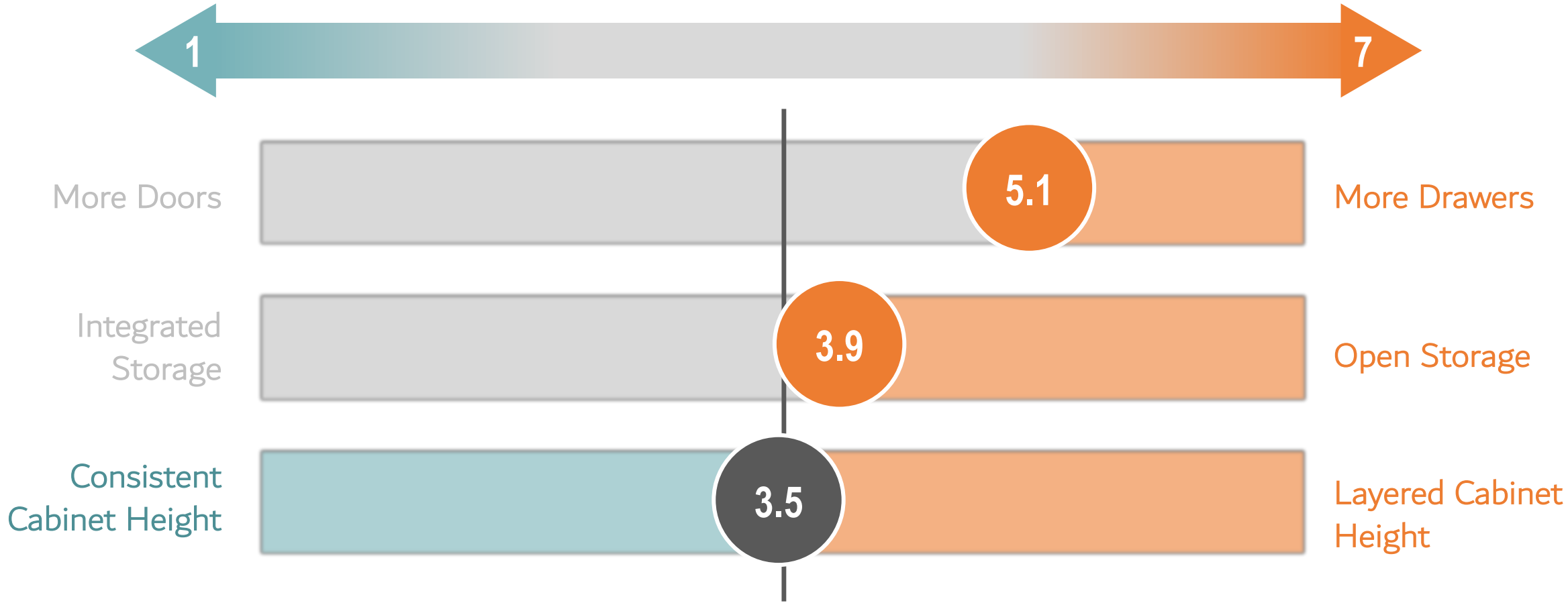
Cabinets, showers, lighting and countertops all make a statement for baths in an industrial design.

Cabinets
35%



INDUSTRIAL CABINET INTEGRATION

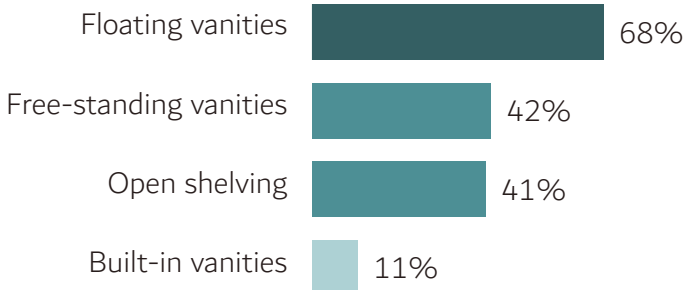
Industrial-look cabinetry has more drawers and open storage.



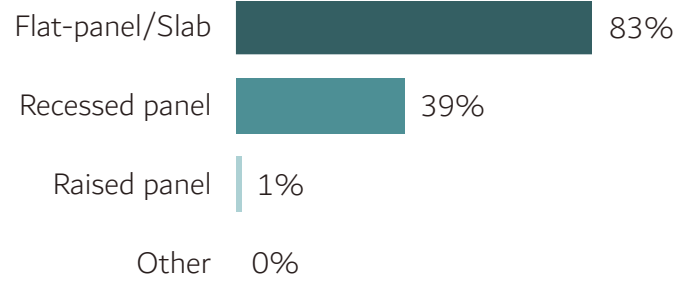


Industrial design often features floating vanities with metal, mixed or wood grain materials. Flat-panel doors are typically rendered in medium or dark tones.

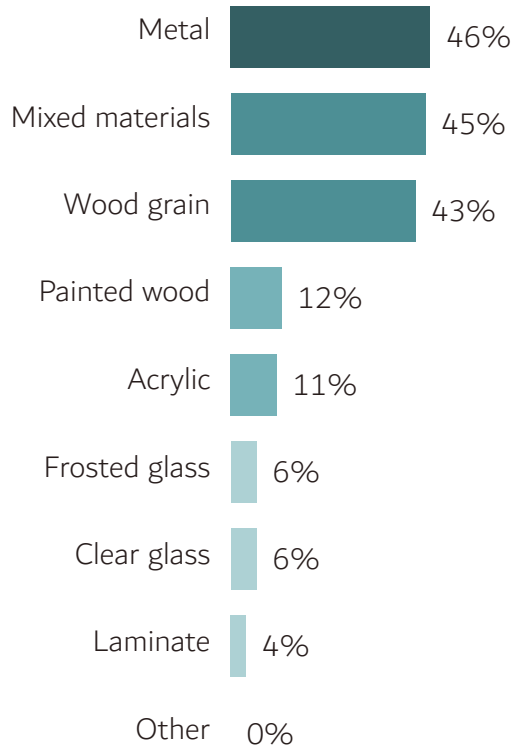
STYLE



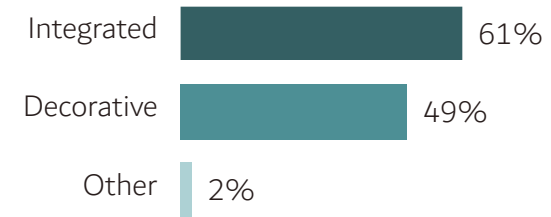
DOOR STYLE



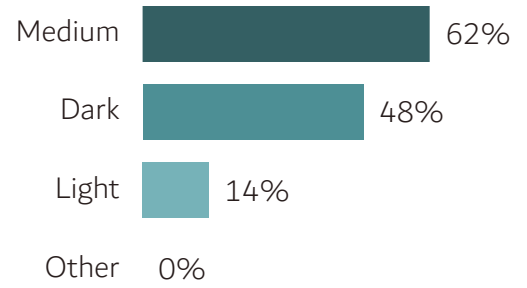
FACING APPEARANCE



HARDWARE



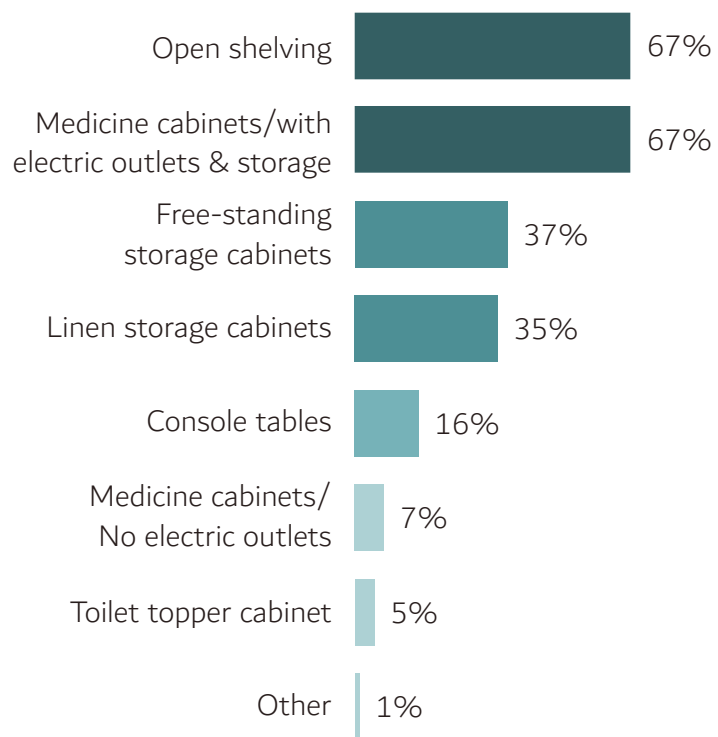
TONE/COLOR



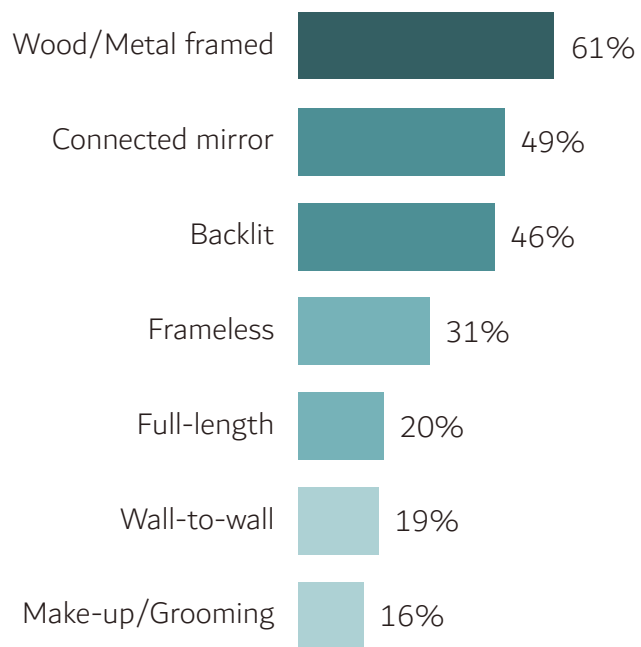
INDUSTRIAL STORAGE/ MIRRORS

Open shelving and medicine cabinets are popular for Industrial storage

STORAGE



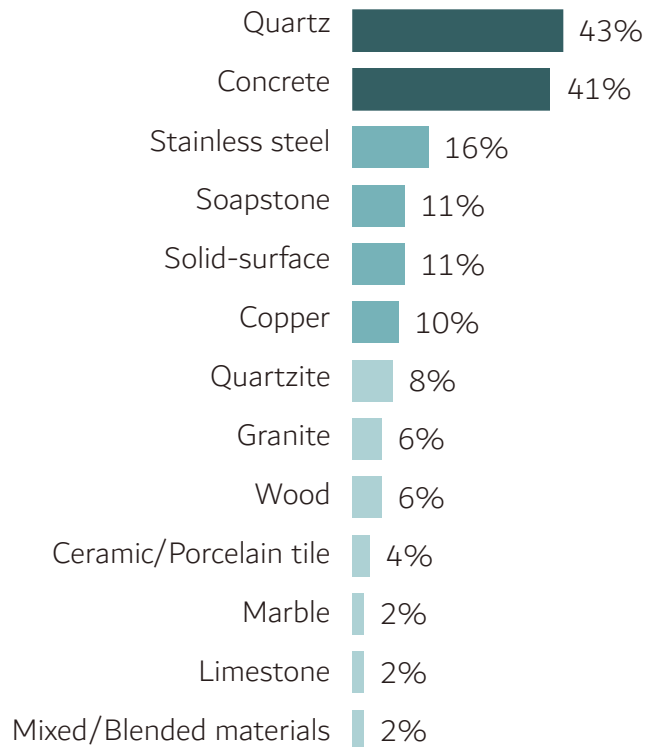
MIRRORS



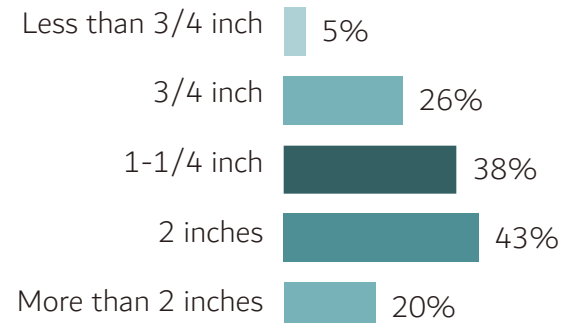
INDUSTRIAL COUNTERTOPS

Thicker countertops in quartz, concrete, stainless steel or soapstone are popular in industrial design.

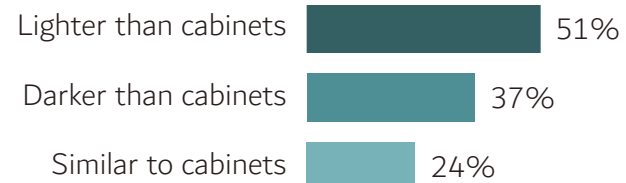
MATERIAL



THICKNESS



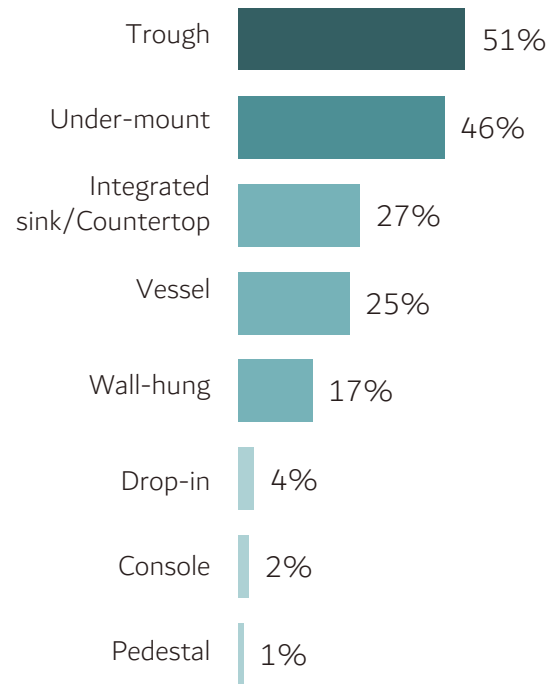
COLOR



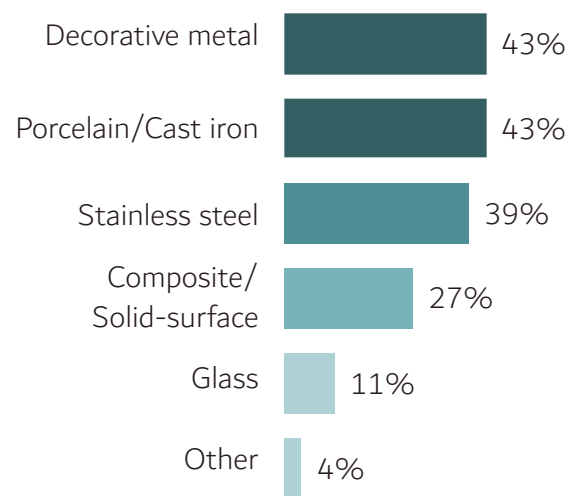


Industrial sinks are most often trough, under-mount or integrated with countertops. Materials can be decorative metal, porcelain or stainless steel.

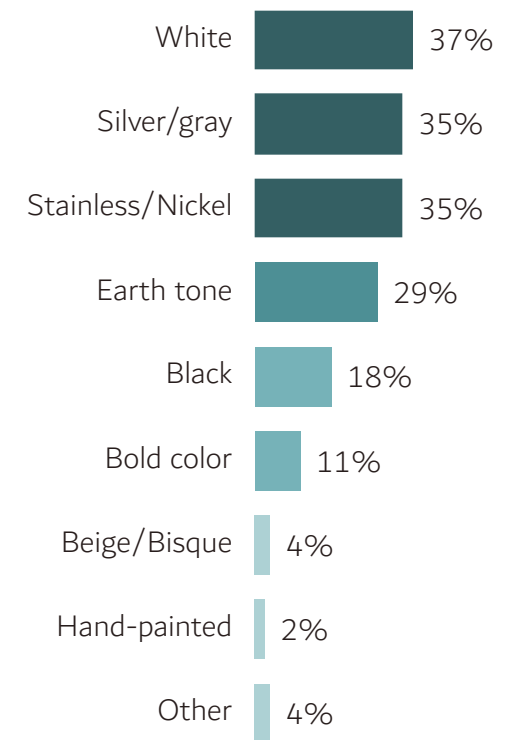
CONFIGURATION



MATERIAL

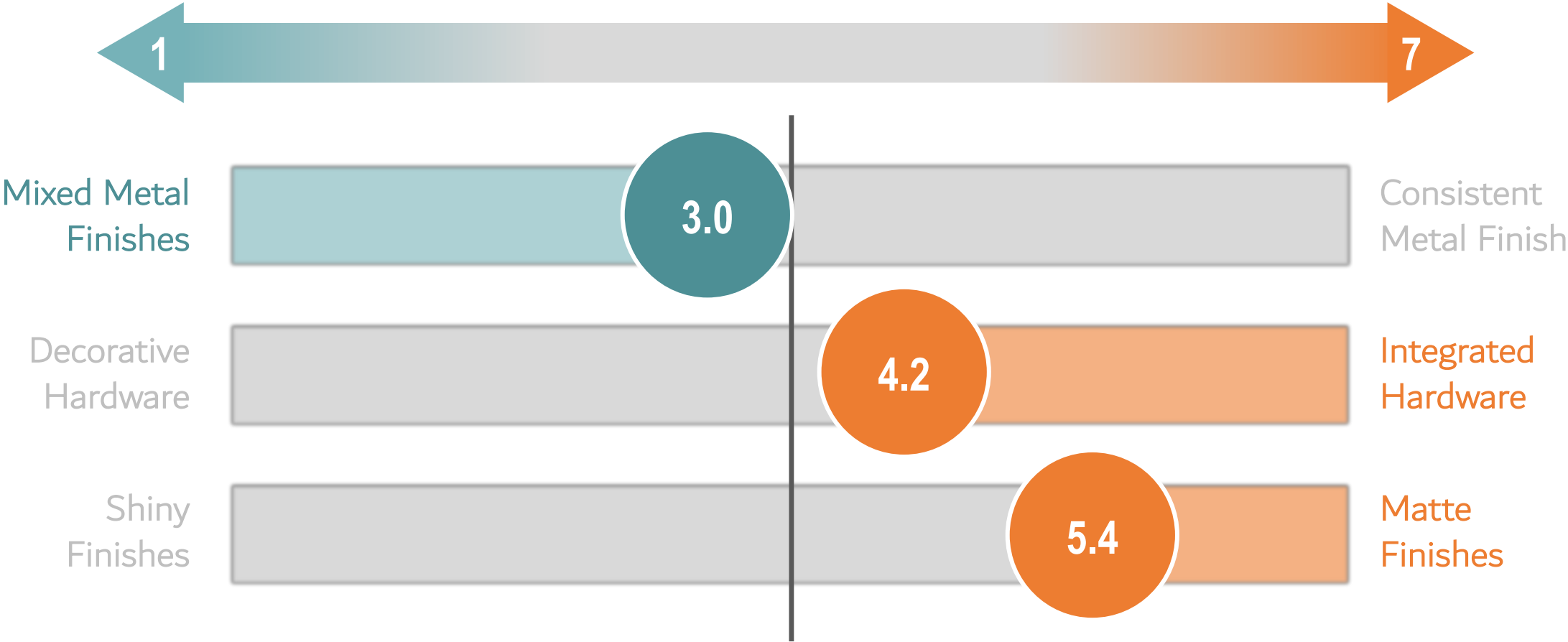


COLOR



INDUSTRIAL FINISHES & HARDWARE

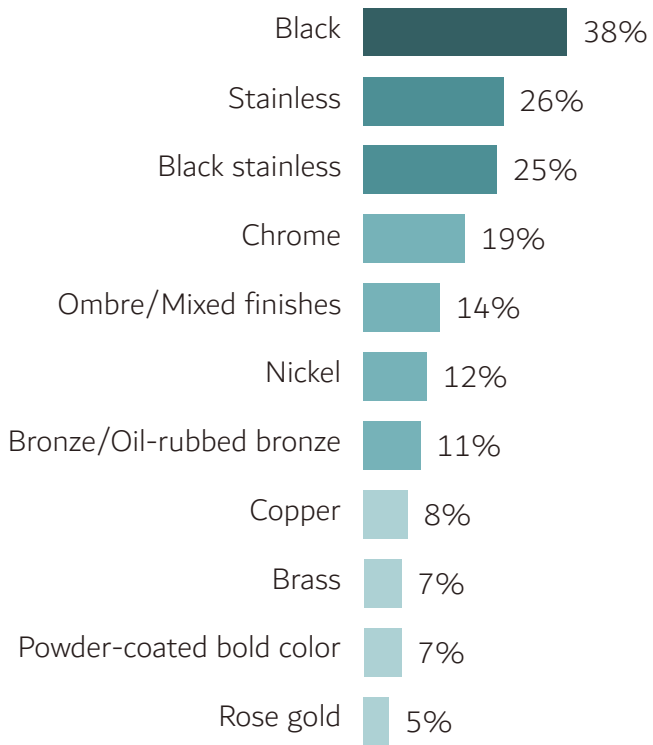
Hardware has mixed metal finishes, some integrated hardware and matte finishes.



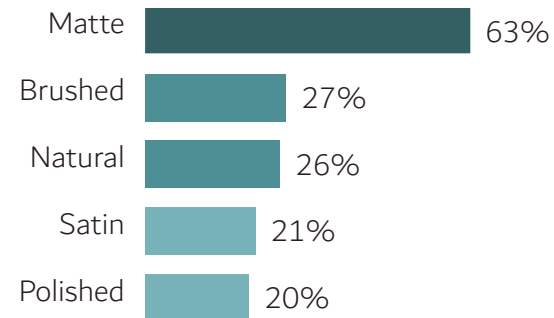


Faucets are typically black, stainless or black stainless, often with matte finishes and motion or smart controls.

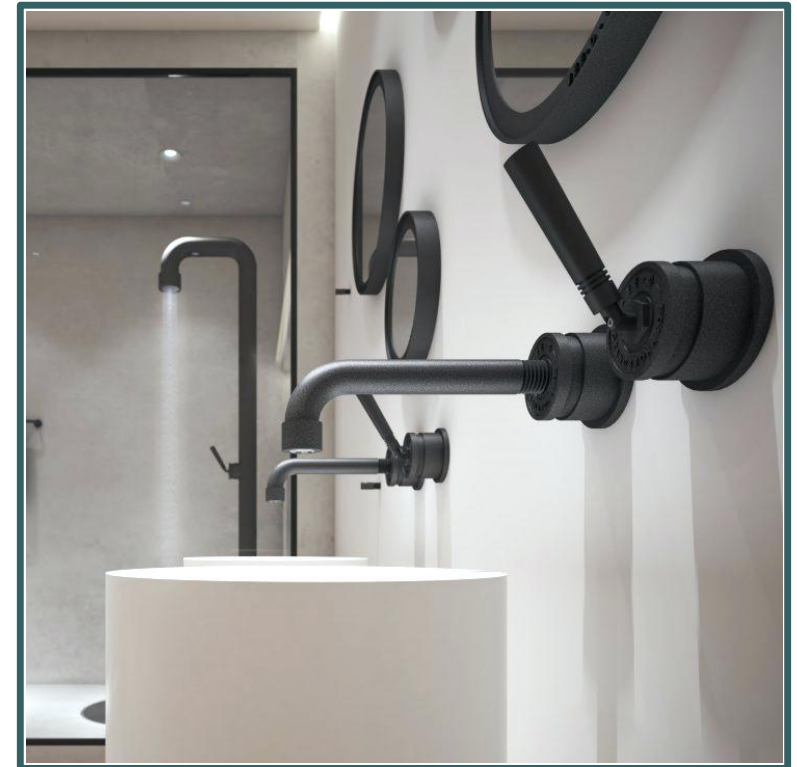
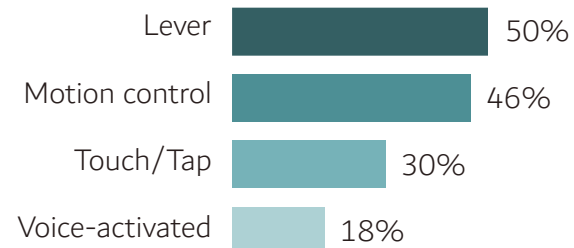
COLOR



FINISH



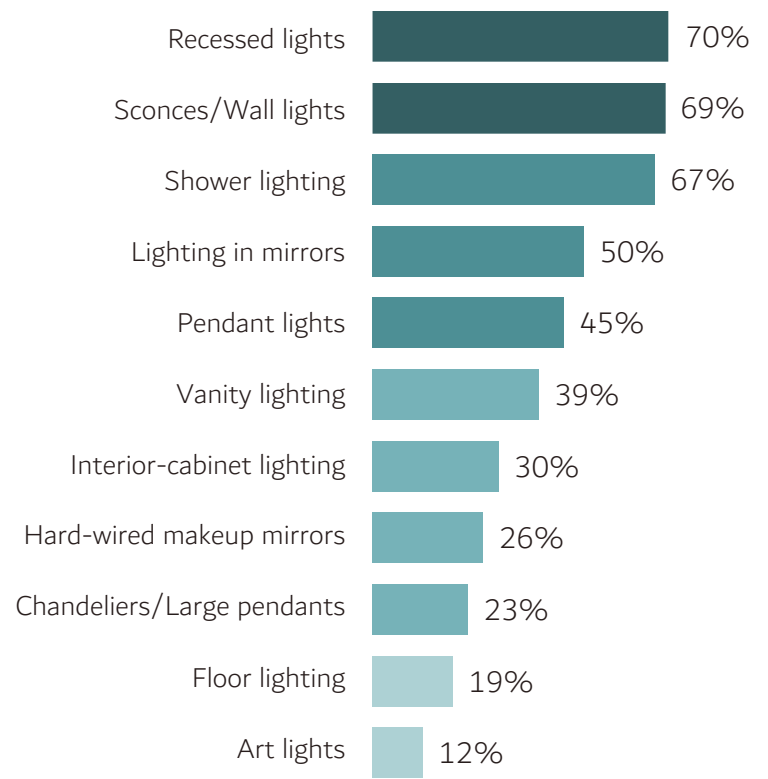
FEATURES



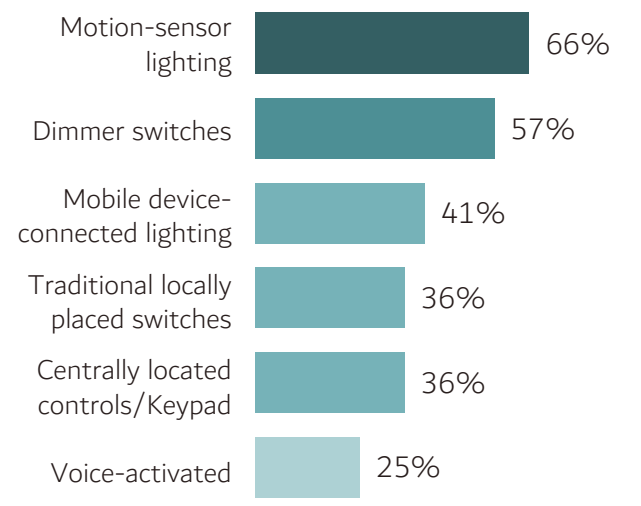


Industrial-style lighting includes multiple sources with smart controls.

TYPE/LOCATION

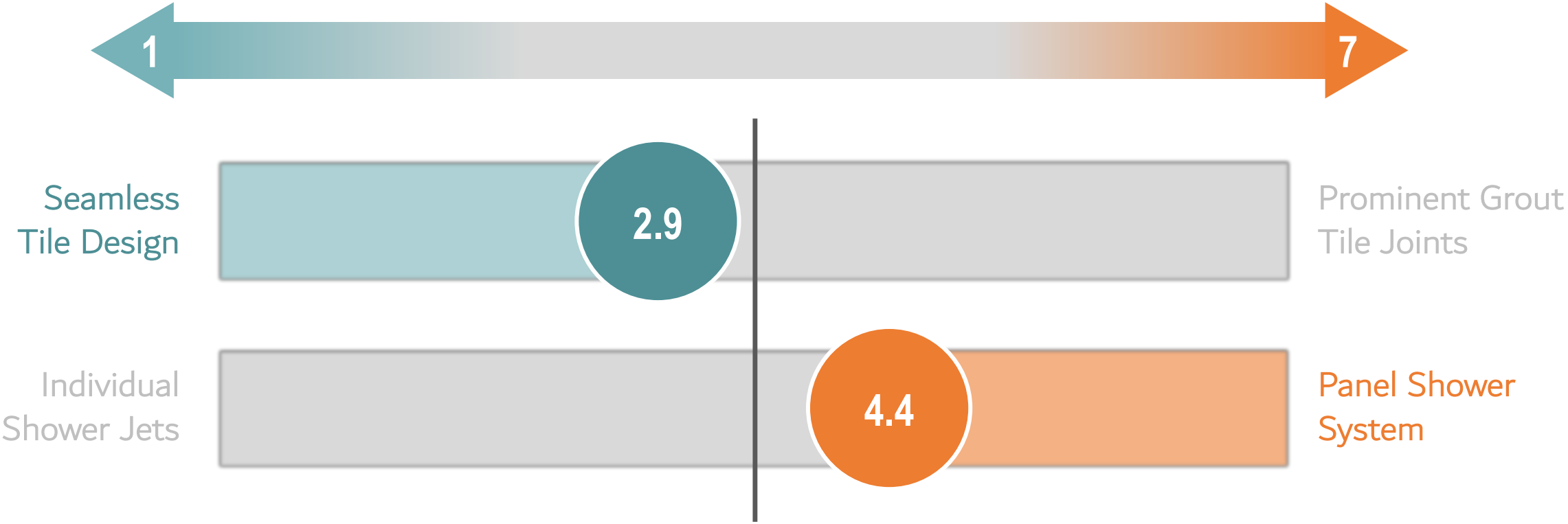


CONTROLS





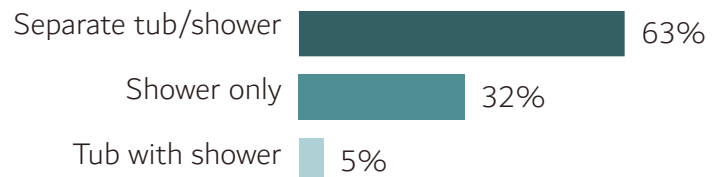
Showers in industrial schemes often include seamless tile designs and panel shower systems.



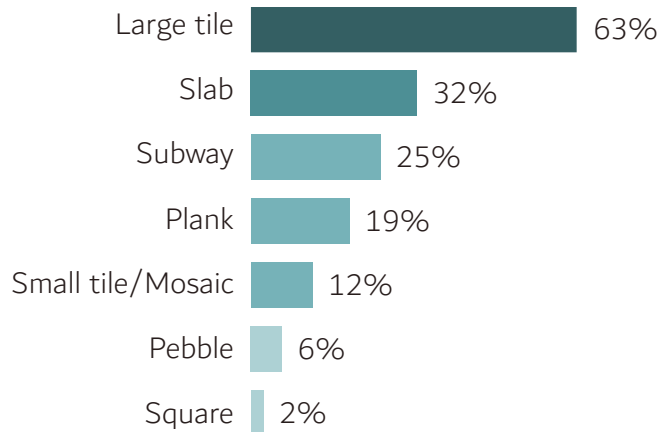
INDUSTRIAL BATHTUB/ SHOWER

Large tiles are popular for industrial bathrooms, most often in rectangular shapes, followed by hexes and squares.

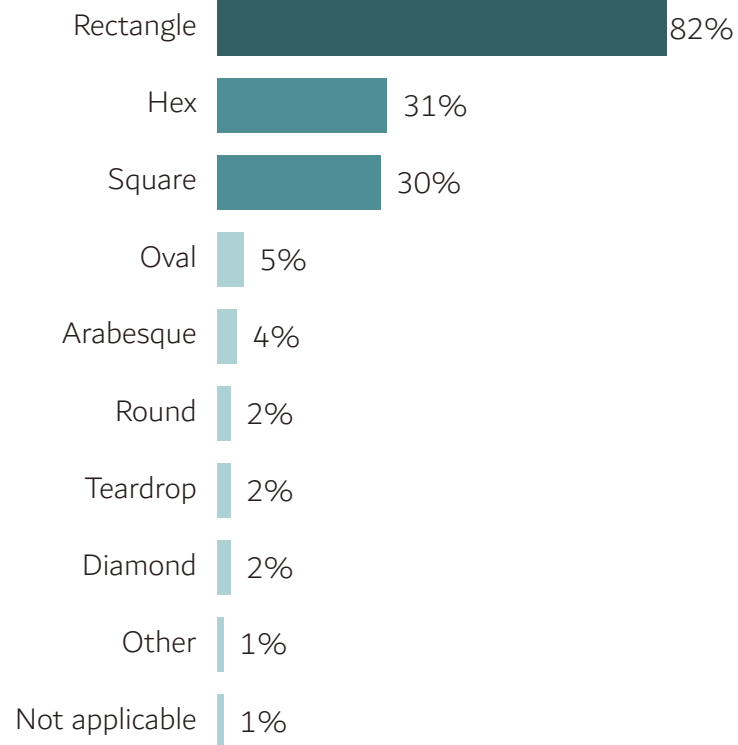
CONFIGURATION



SURROUND



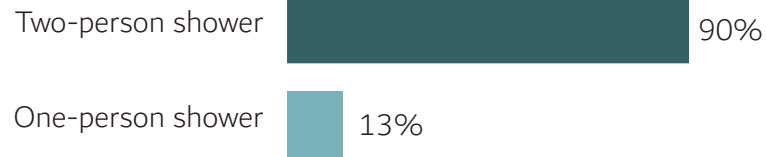
TILE SHAPE



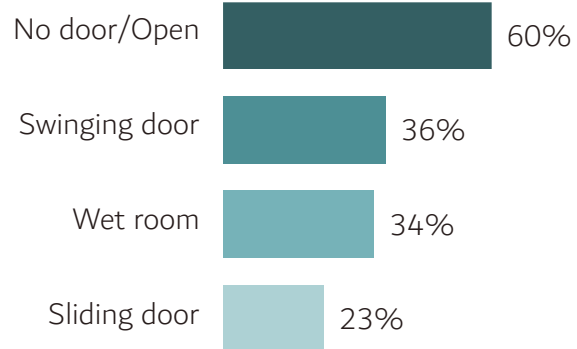
INDUSTRIAL SHOWER OPTIONS

Industrial-style showers often have no doors, clear glass with linear or square drains, zero-clearance entry and many shower features.

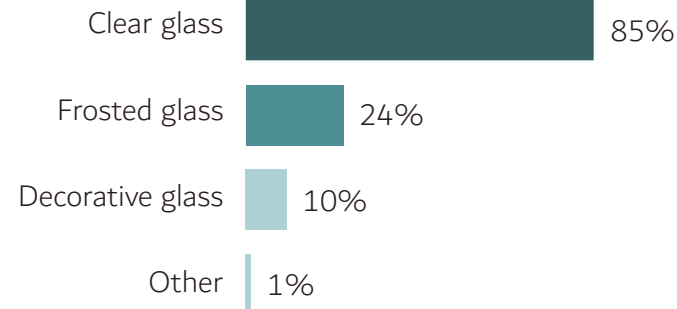
SIZE



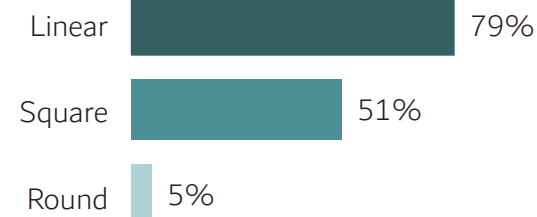
DOOR CONFIGURATION



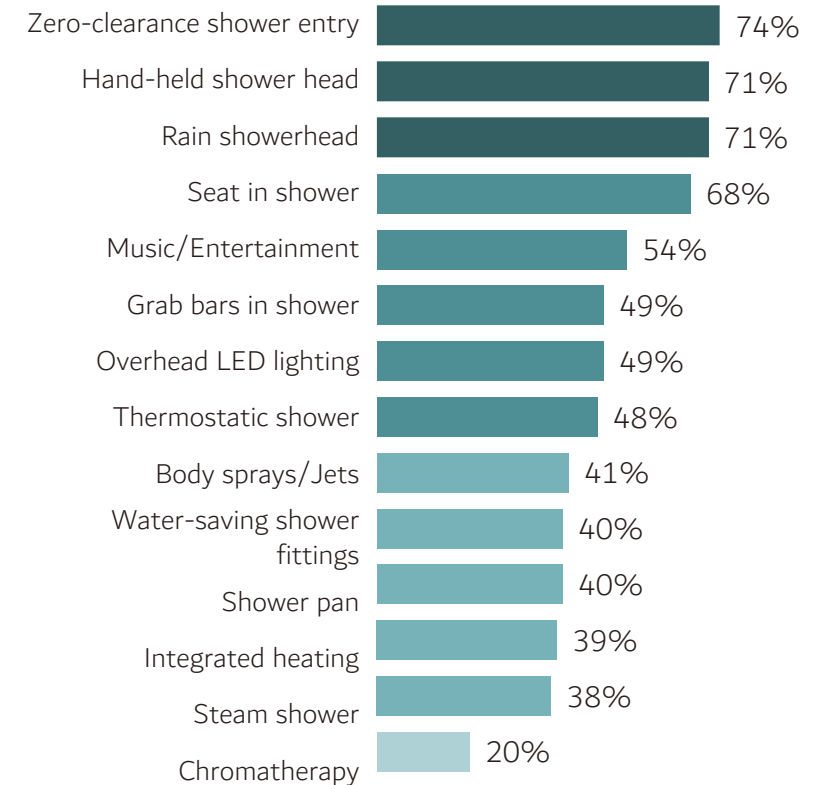
GLASS



DRAIN



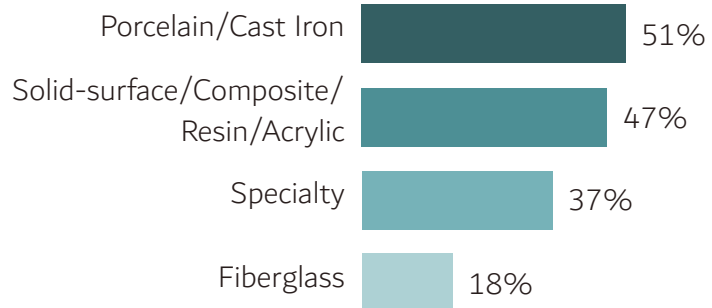
FEATURES



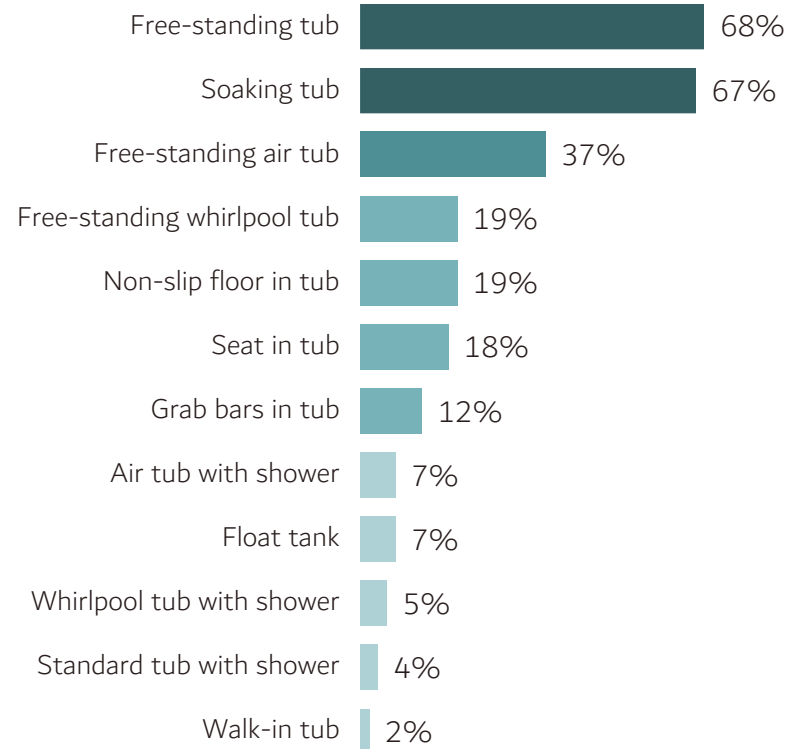
INDUSTRIAL TUB OPTIONS

Industrial-design tubs can be free-standing, soaking or free-standing air tubs.

MATERIAL



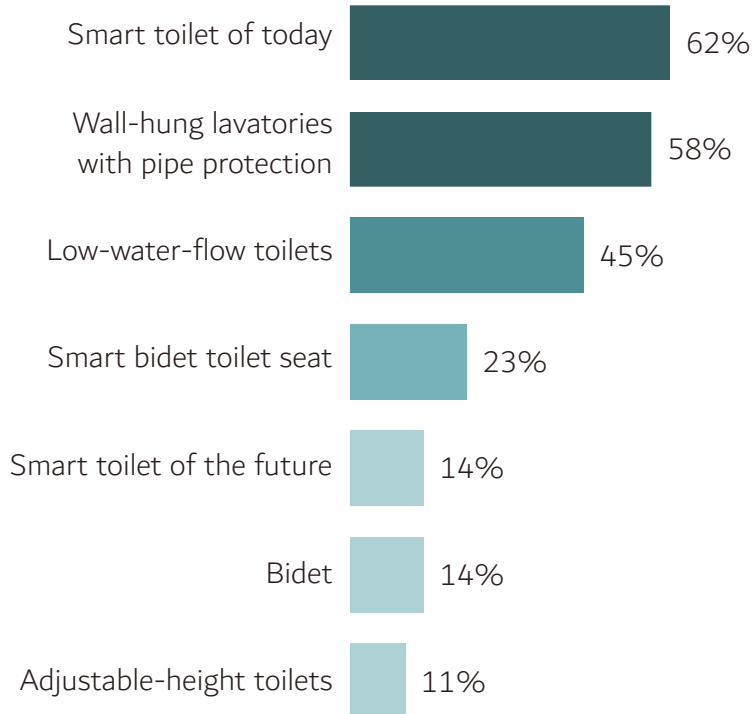
FEATURES



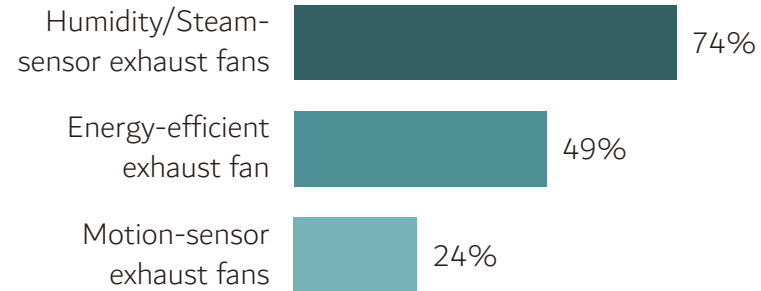
INDUSTRIAL TOILET/VENTING OPTIONS

Toilets in industrial design schemes often include smart fixtures, wall-hung lavatories or have low-water-flow features.

TOILETS

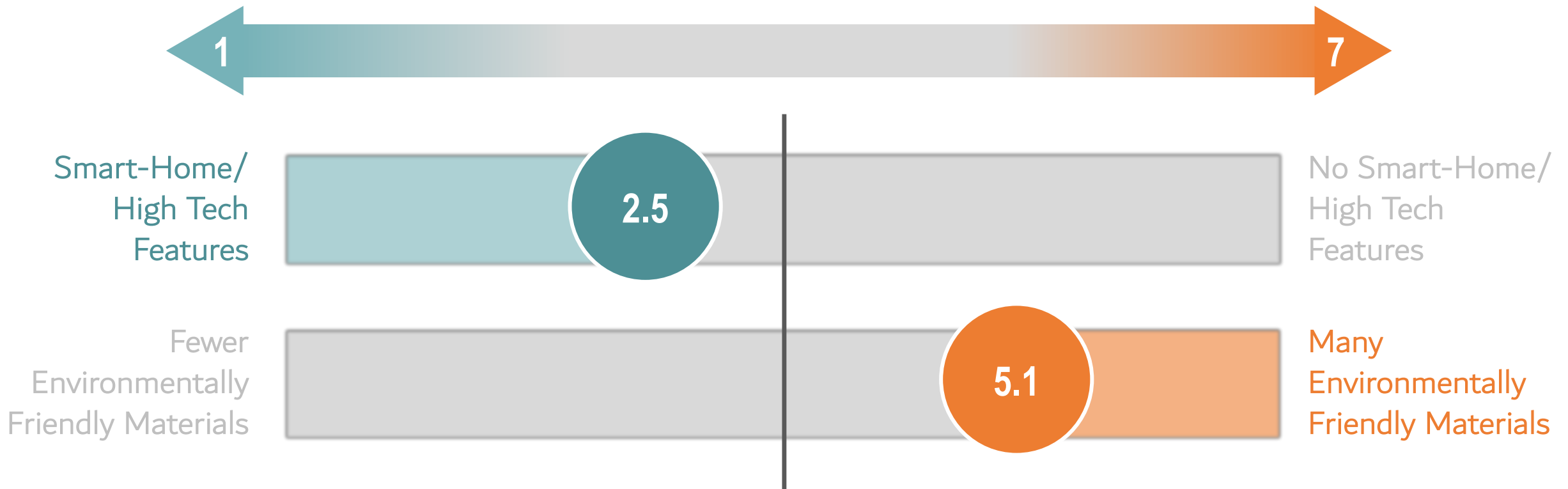


FANS/VENTING



INDUSTRIAL SMART HOME & ECO-FRIENDLY

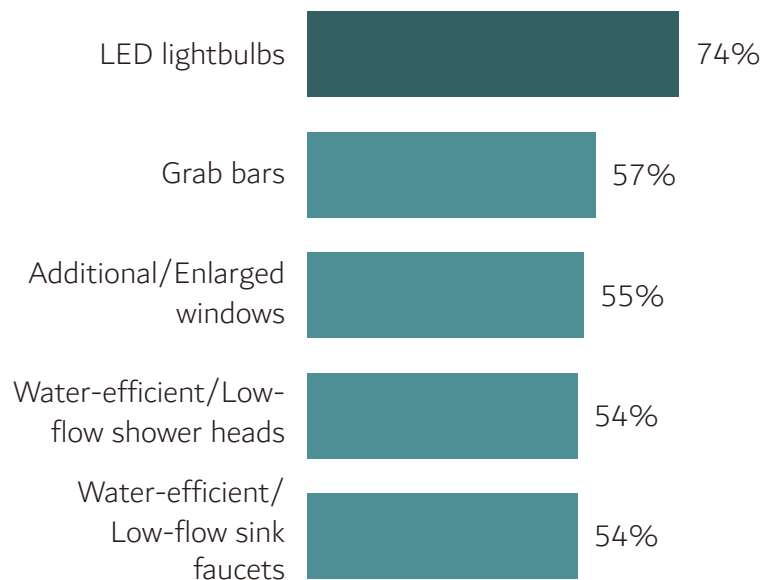
Industrial design includes smart-home features and many environmentally friendly materials.



INDUSTRIAL SUSTAINABILITY & SAFETY

Industrial bath design includes sustainable features and safety elements like grab bars.

SUSTAINABILITY & SAFETY



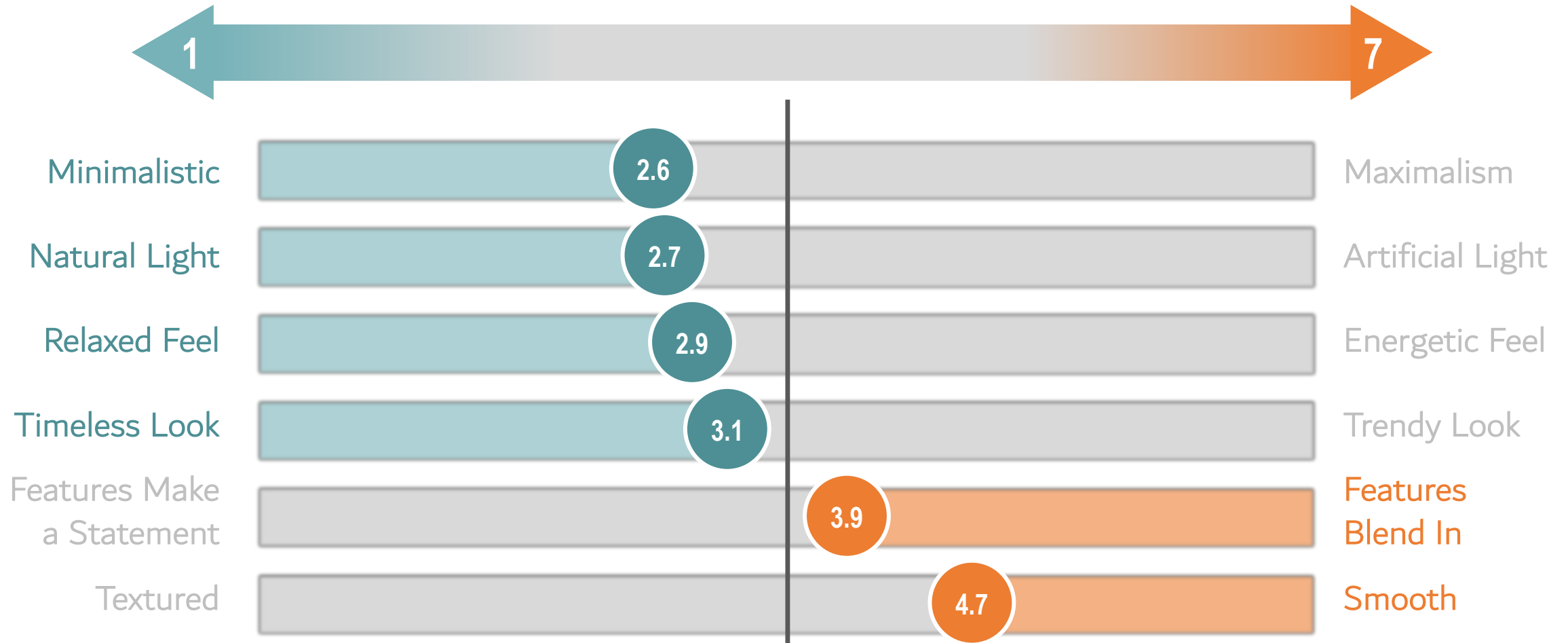


MID-CENTURY

Mid-century style bathrooms are characterized by clean lines and sleek, minimalistic design. Cabinets, which make the greatest visual impact in the mid-century bathroom, tend to be sleek and minimal with doors that are flush with the rest of the cabinet. Other elements which add visual interest to this style are gray/black color schemes, marble countertops, integrated sinks, and large format tile designs in the shower.



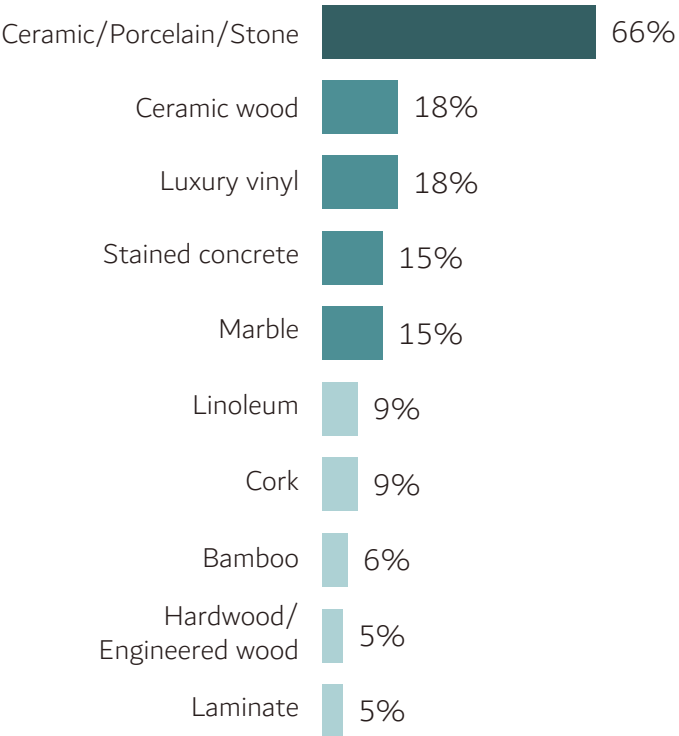
The mid-century look is minimalistic with a relaxed feel and timeless look, including smooth features that blend in.



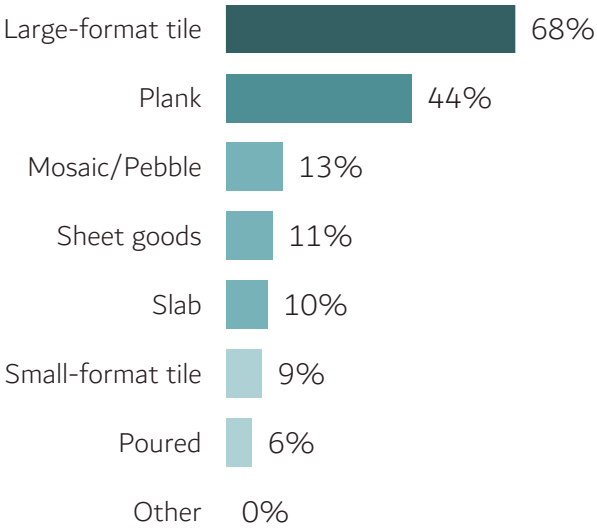


Mid-century bath flooring is often large-format tile or plank style, often with a heating feature.

MATERIAL



STYLE



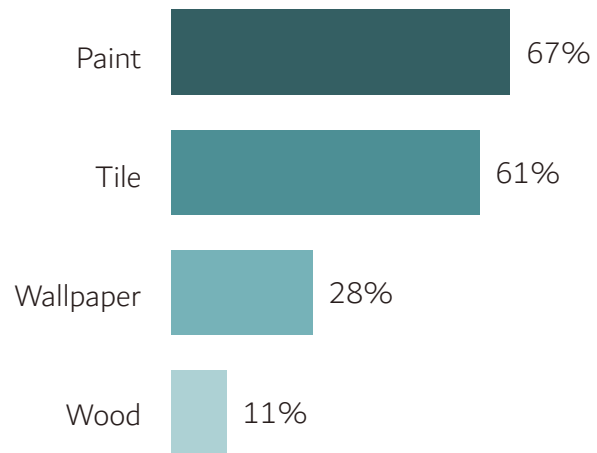
HEATED



MID-CENTURY WALL COVERINGS

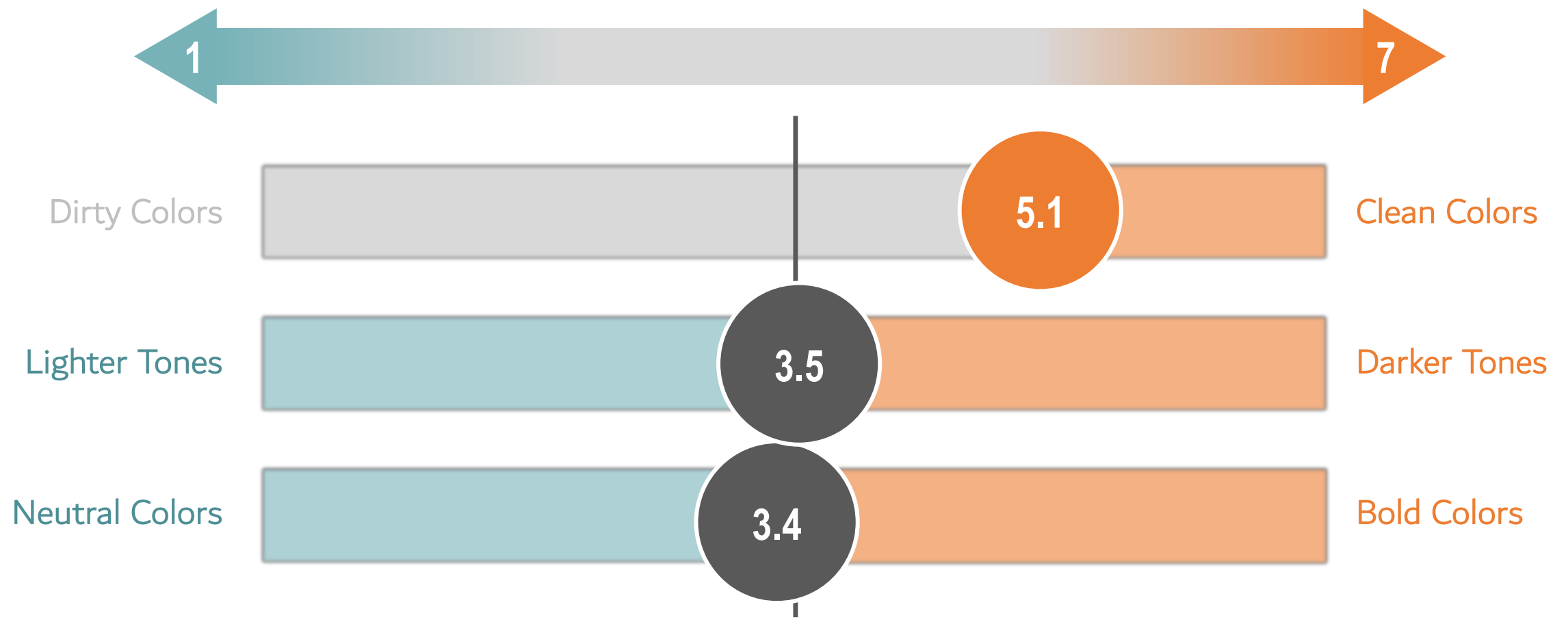
Mid-century wall covering typically includes paint or tile, and occasionally wallpaper.

WALL COVERINGS



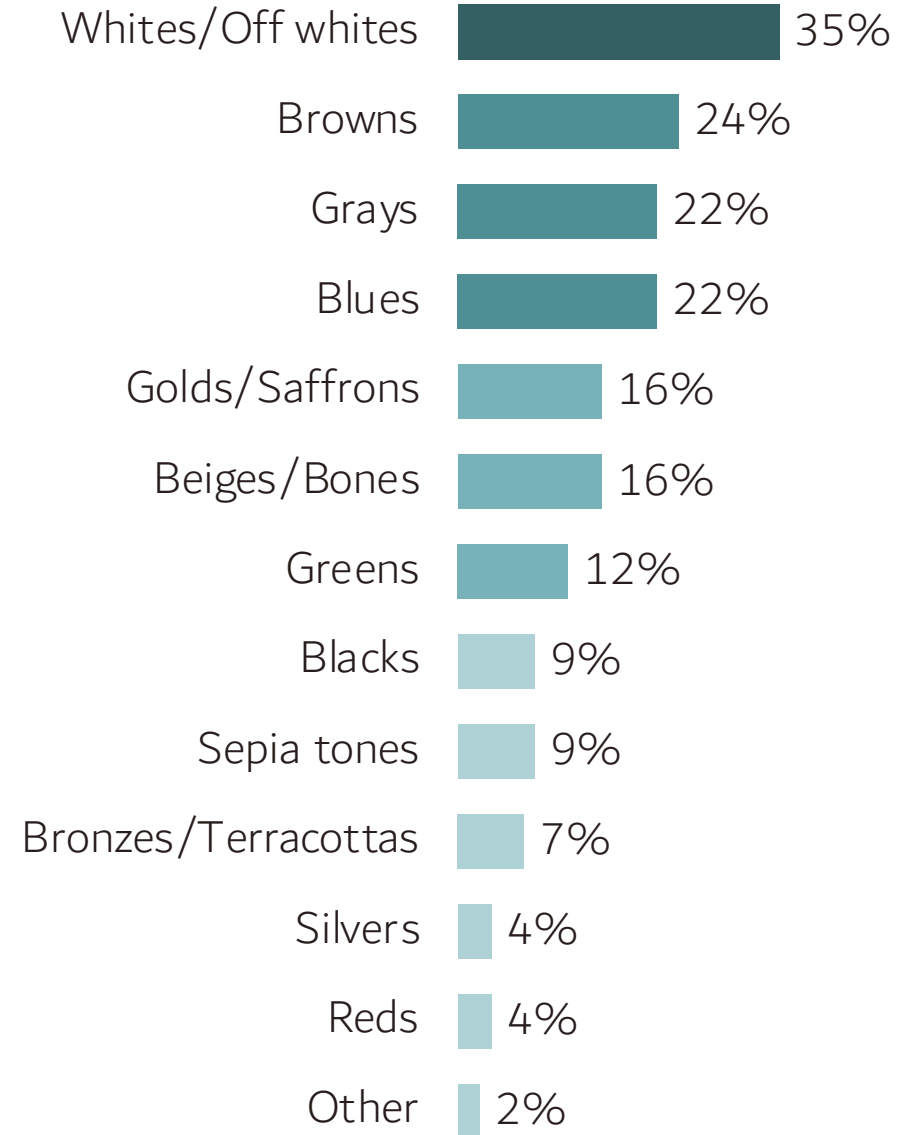


Mid-century colors are generally clean with a mix of light and dark tones and roughly equal use of bold and neutral colors.



MID-CENTURY COLOR SCHEMES

Mid-century color schemes include white combined various other colors, especially browns, grays and blues.

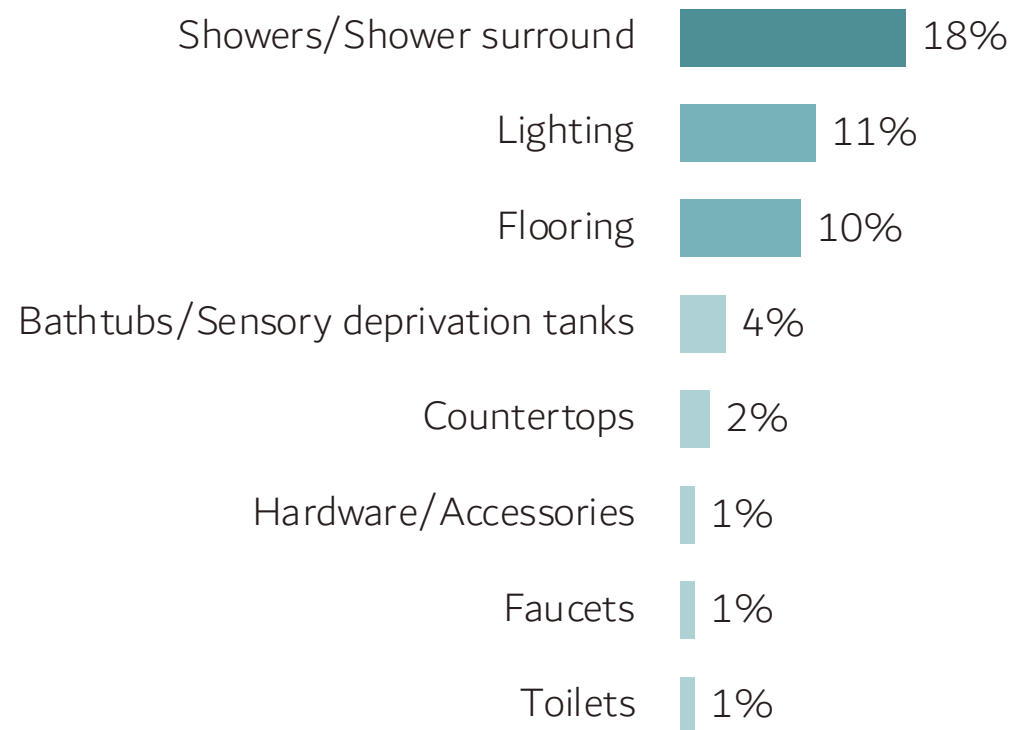


MID-CENTURY

GREATEST VISUAL IMPACT

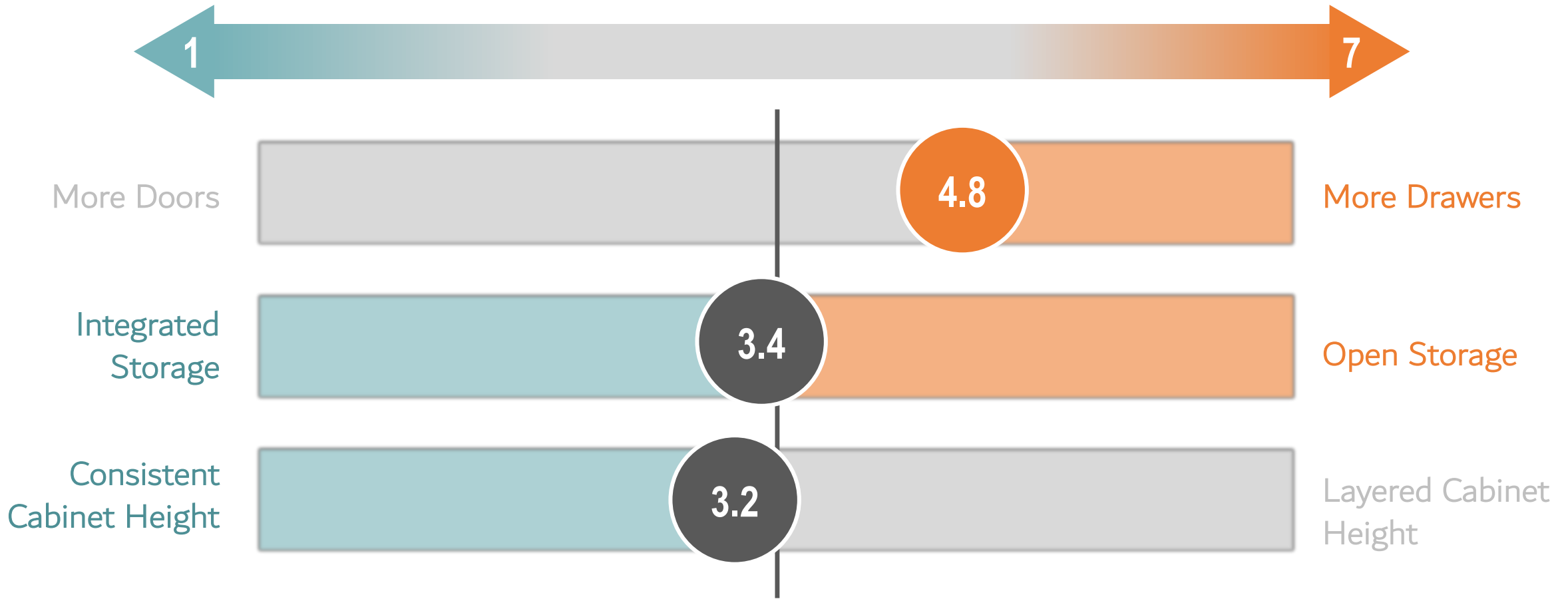
Cabinets make the greatest visual impact in the mid-century bathroom, followed by showers, lighting, and flooring.

Cabinets
51%





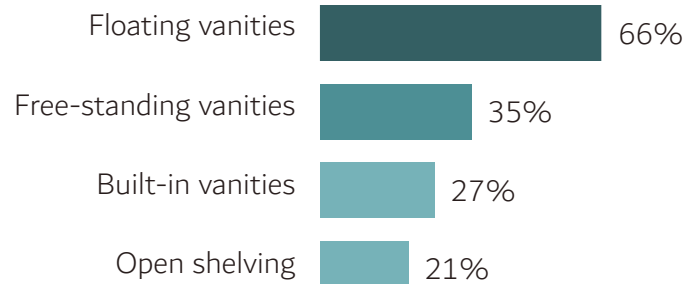
Mid-century cabinetry typically includes more drawers and a mix of integrated and open storage, and varying cabinet heights.



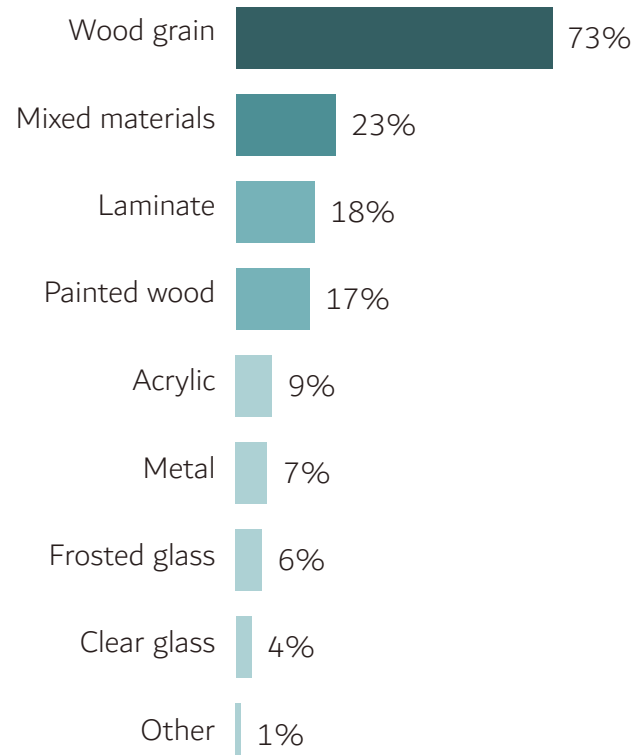


Floating vanities in medium wood grains with flat-panel doors are most popular for mid-century bathroom cabinetry.

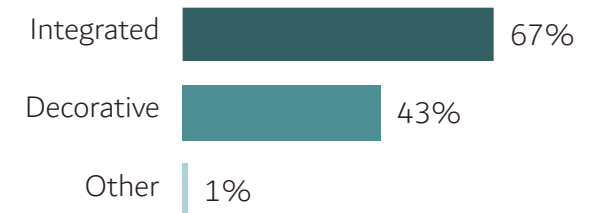
STYLE



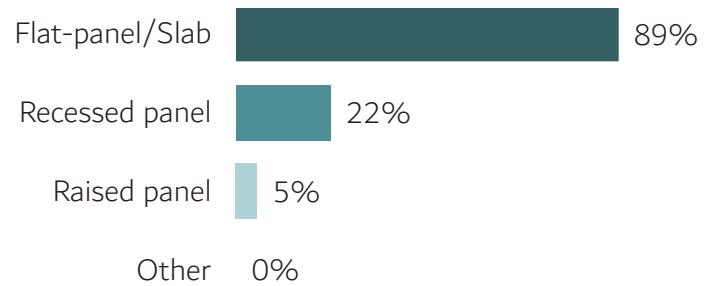
FACING APPEARANCE



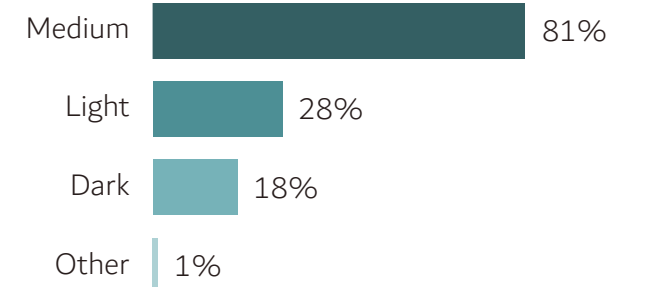
HARDWARE



DOOR STYLE



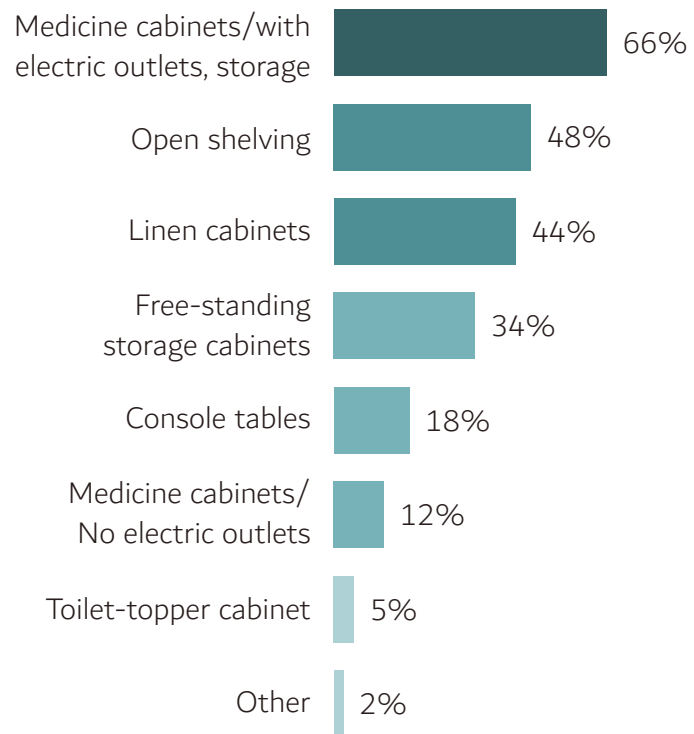
TONE/COLOR



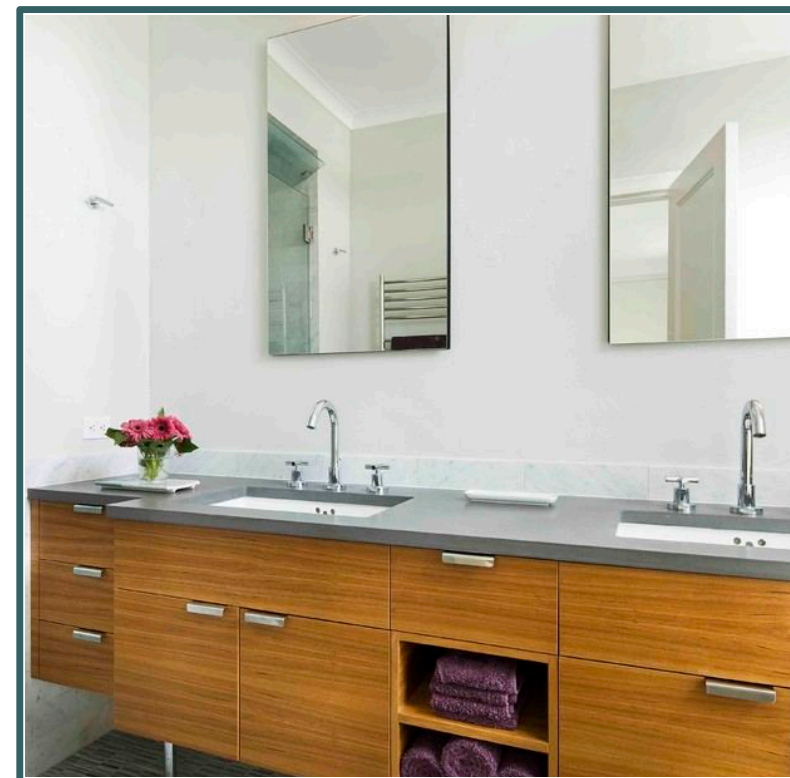
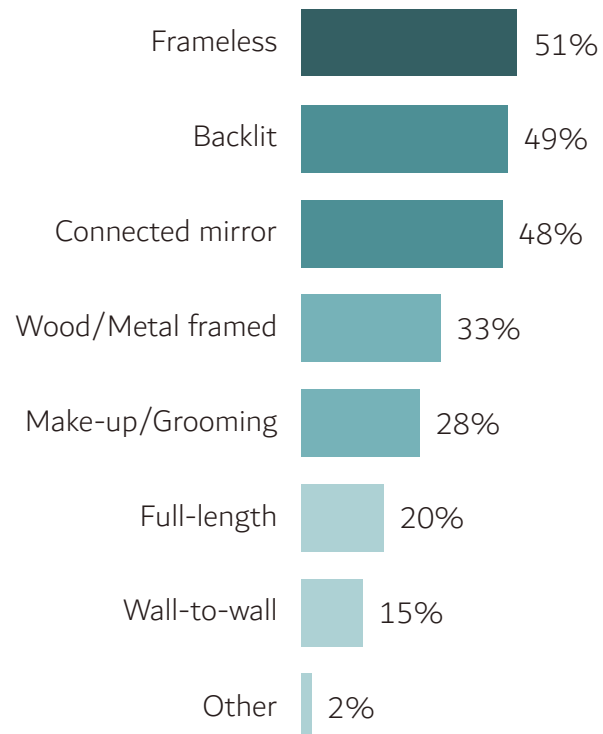
MID-CENTURY STORAGE/ MIRRORS

Medicine cabinets, open shelving and linen cabinets are popular storage options for mid-century bathrooms.

STORAGE



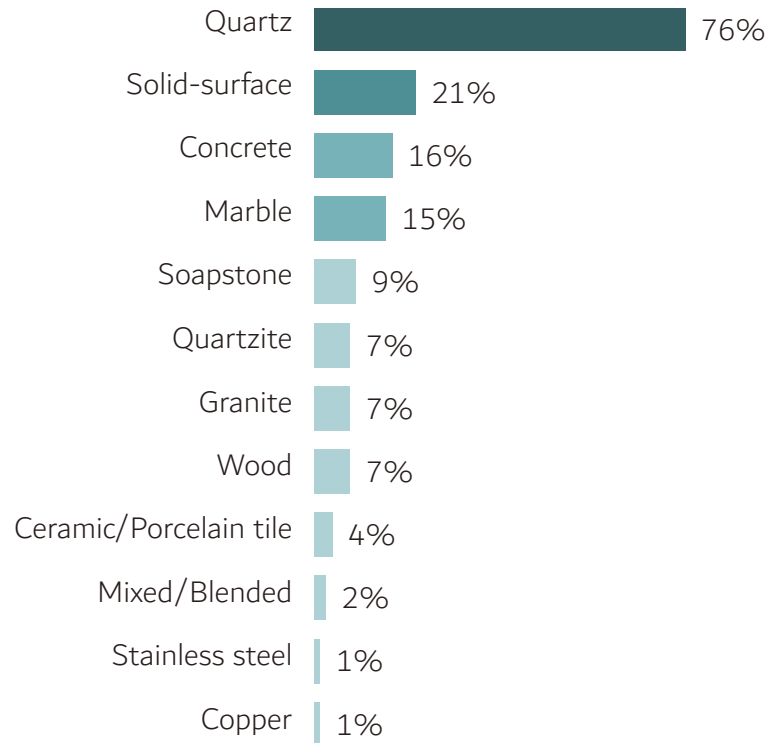
MIRRORS



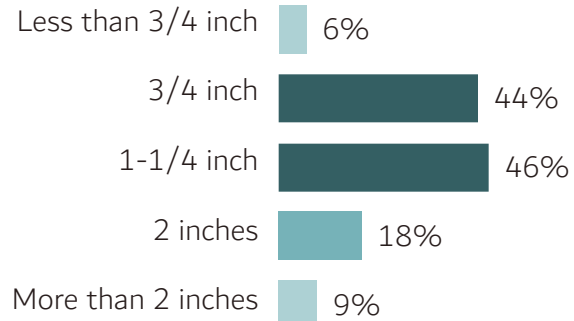


Light-colored quartz countertops are most popular in mid-century design.

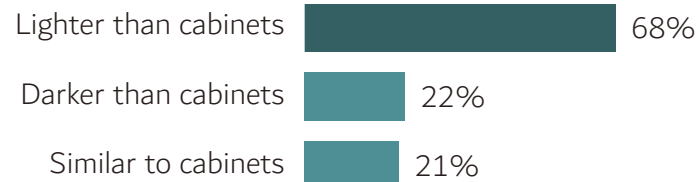
MATERIAL



THICKNESS



COLOR

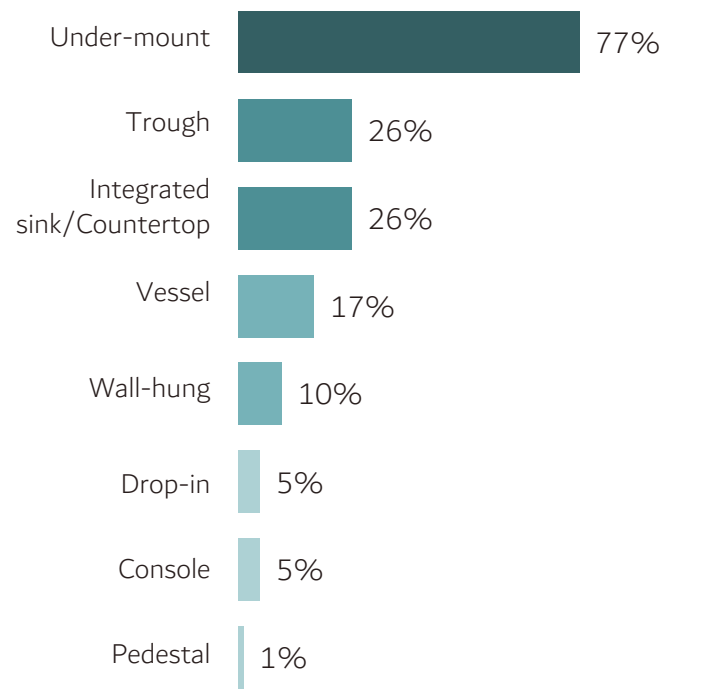




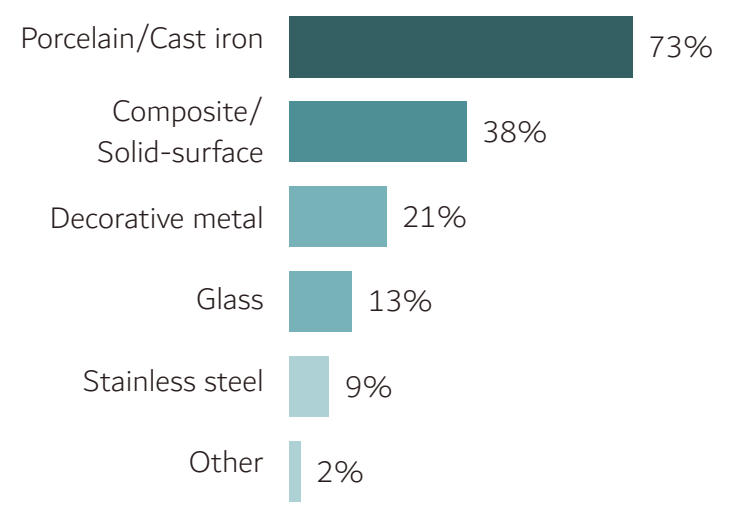
MID-CENTURY SINKS

Mid-century sinks are often under-mount, white and made of porcelain or composite materials.

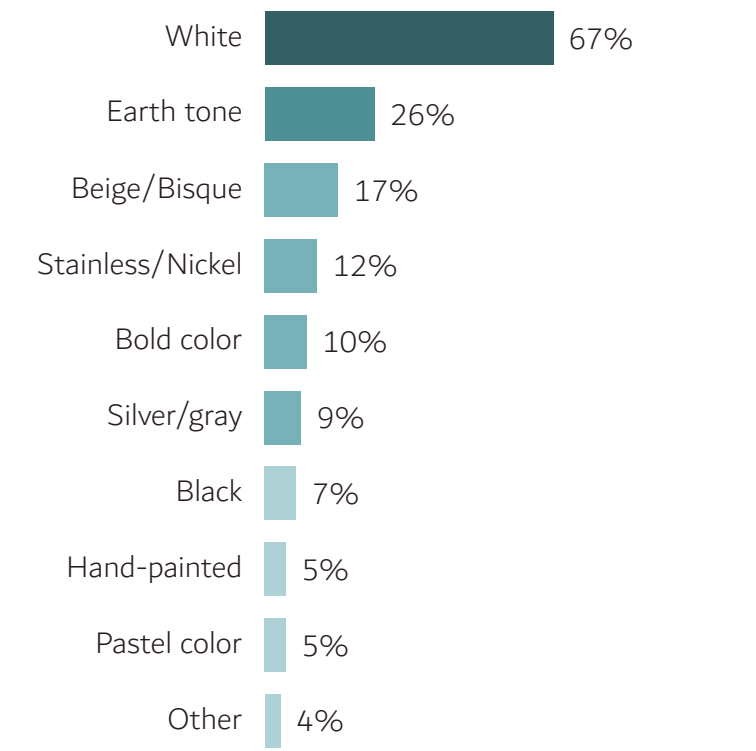
CONFIGURATION



MATERIAL



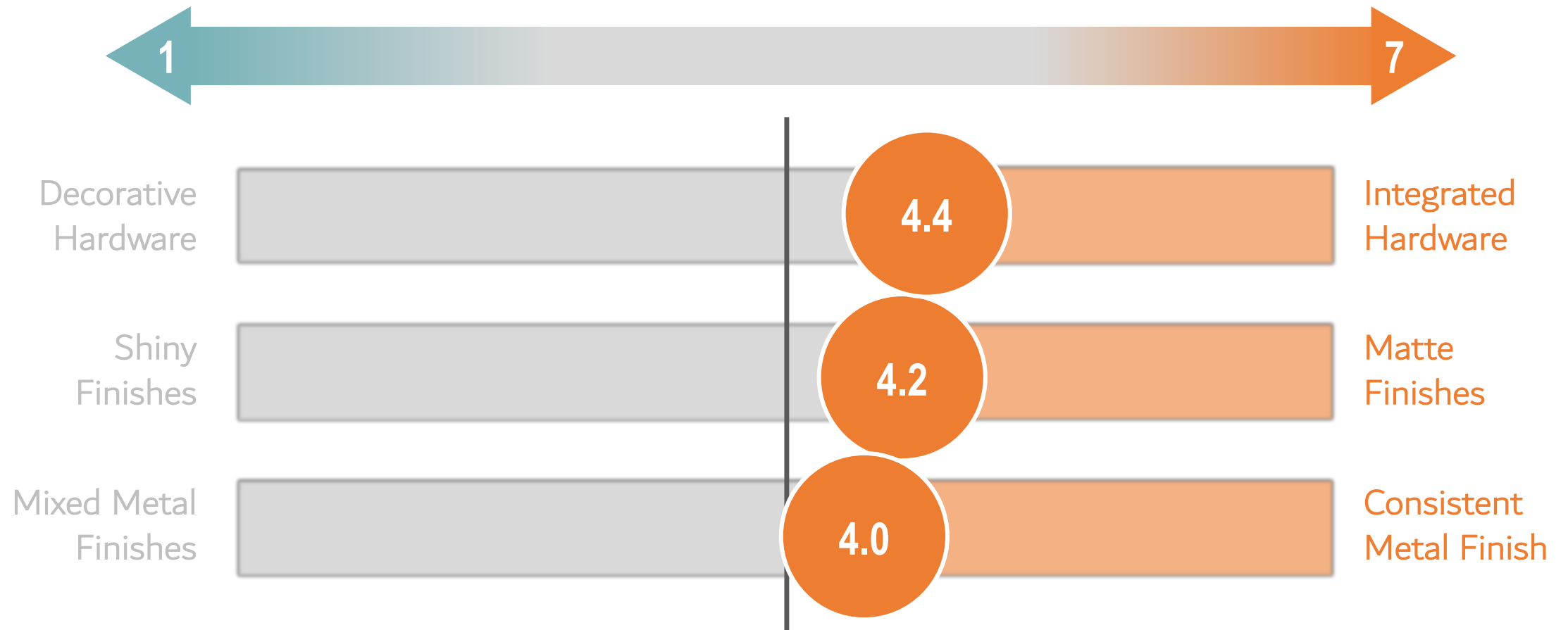
COLOR



MID-CENTURY FINISHES & HARDWARE



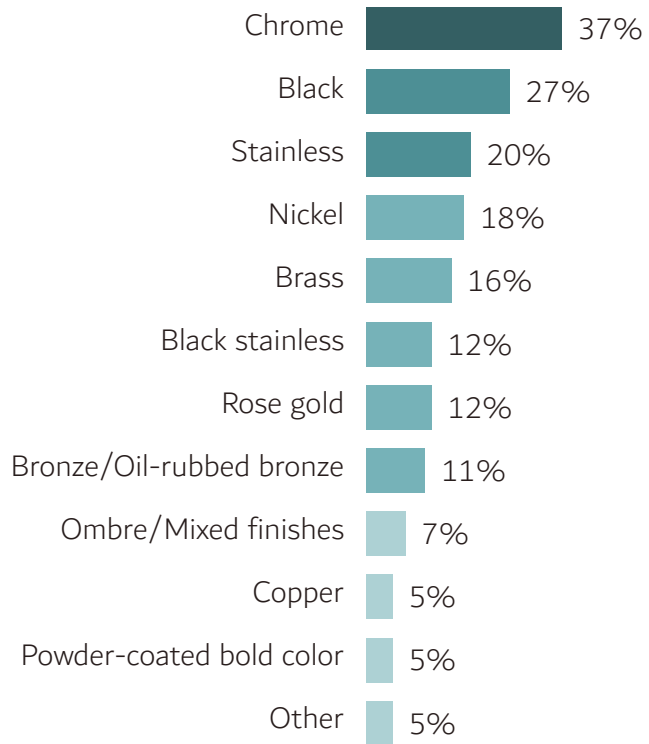
Mid-century design often features integrated hardware and uses consistent matte, metal finishes.



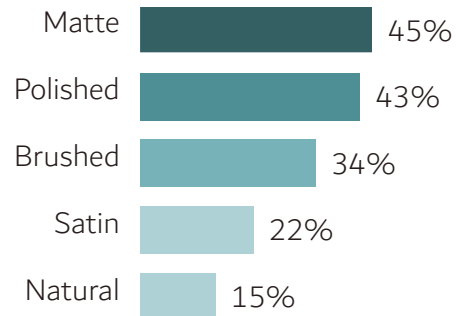


Lever faucets in chrome, black or stainless are all popular for mid-century bathrooms.

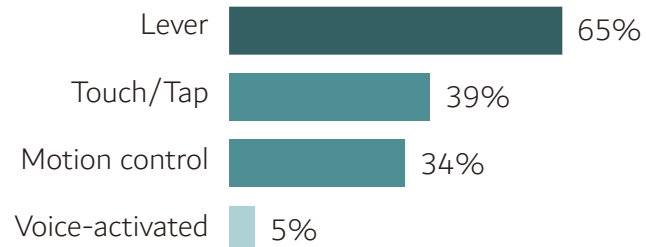
COLOR



FINISH



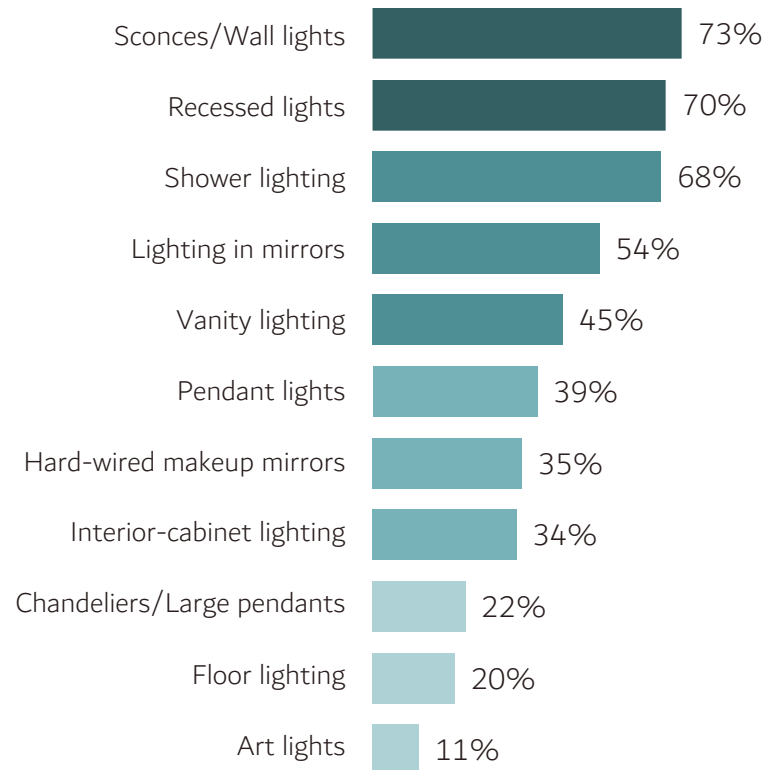
FEATURES



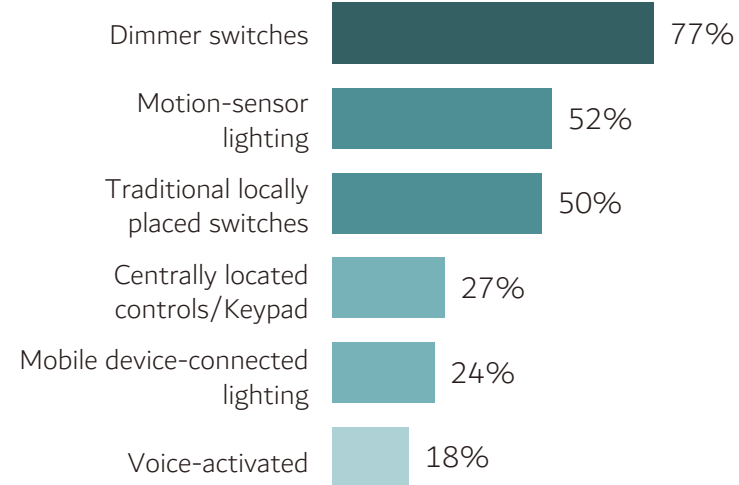


Mid-century lighting schemes include multiple sources with dimmer and traditional switches and some motion sensors.

TYPE/LOCATION

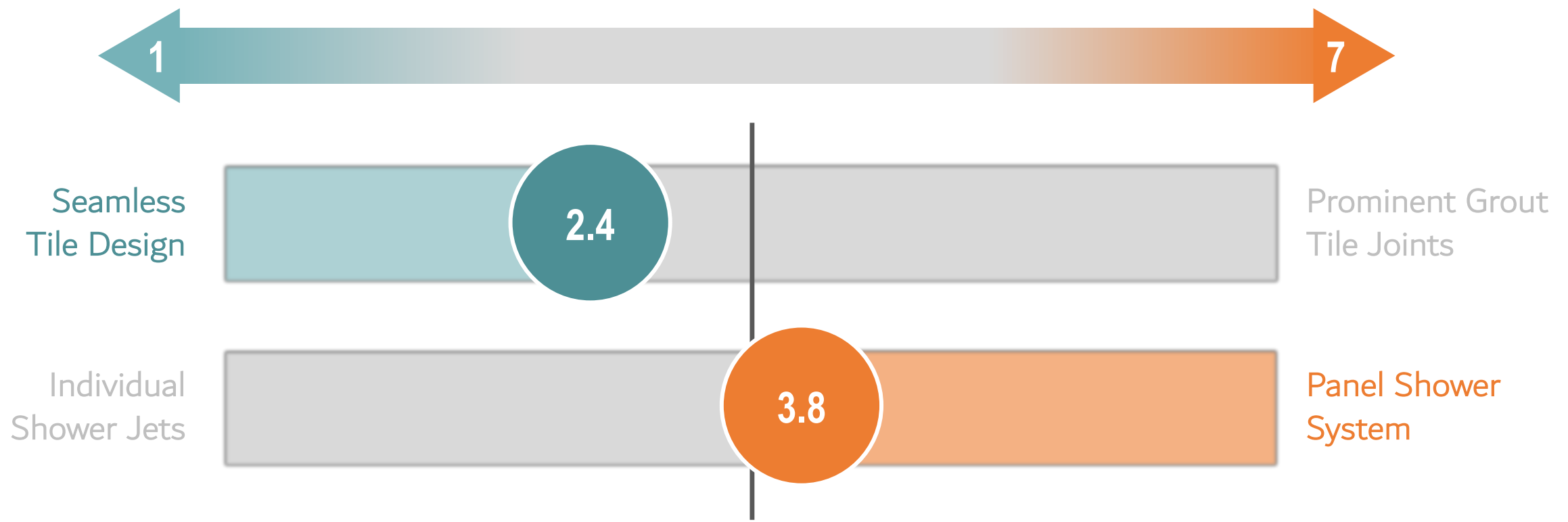


CONTROLS





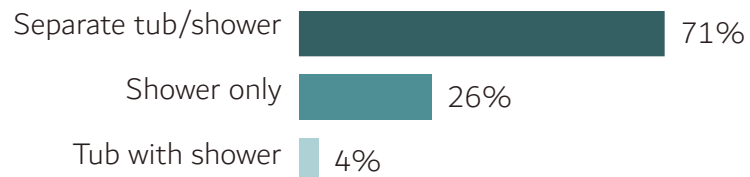
Mid-century bathrooms have seamless tile designs and some use of panel shower systems.



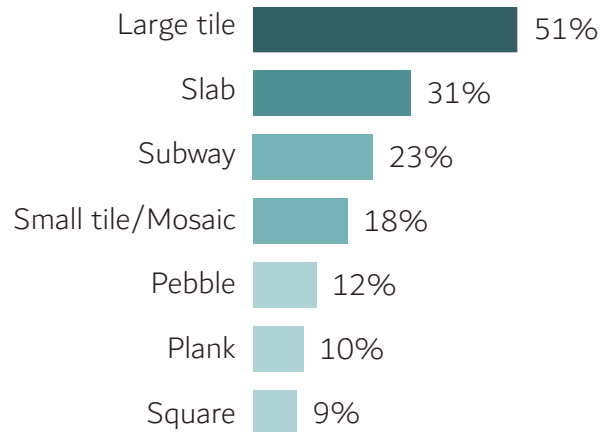
MID-CENTURY BATHTUB/ SHOWER

Tiles shapes vary in a mid-century bathroom. Rectangles are most popular, followed by hex, square, arabesque and round tiles.

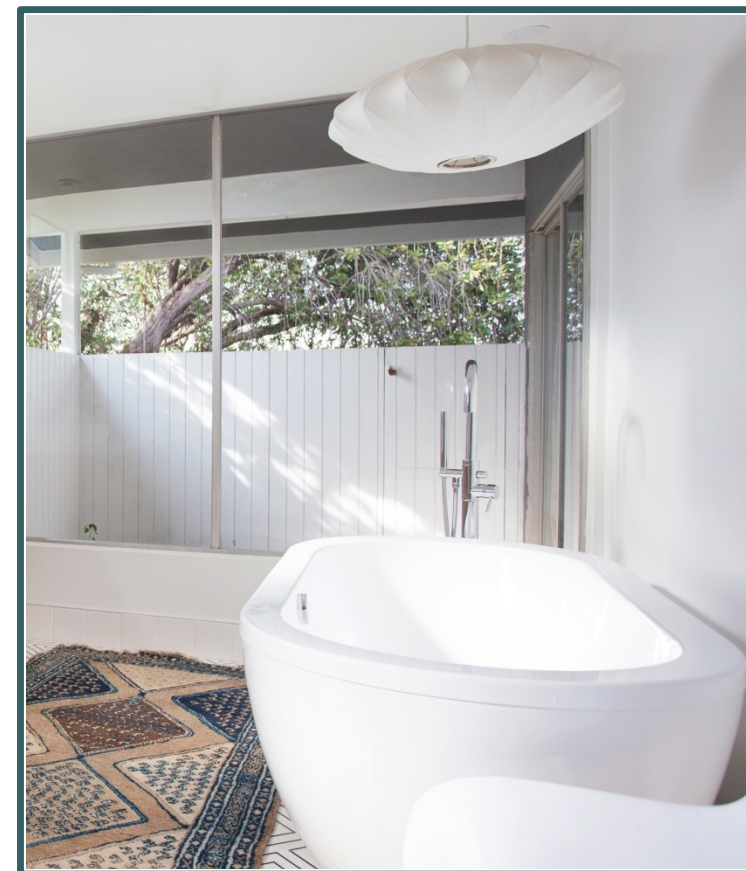
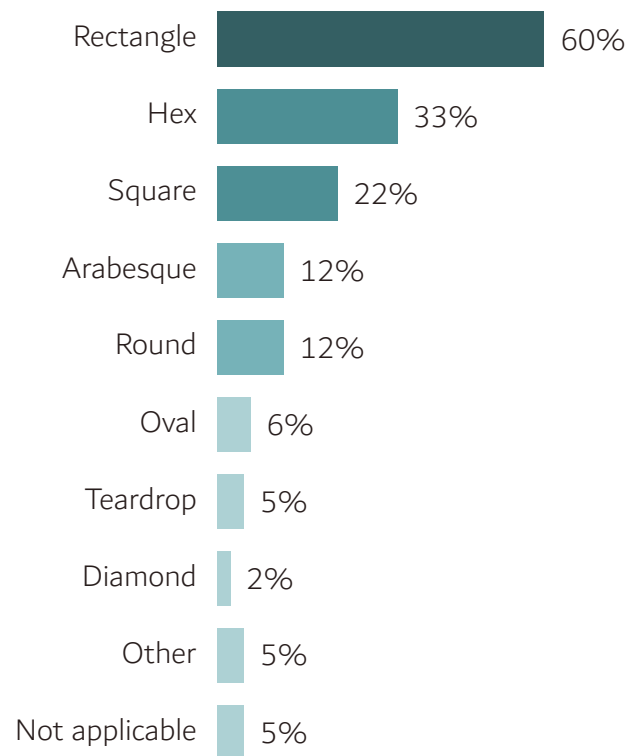
CONFIGURATION



SURROUND



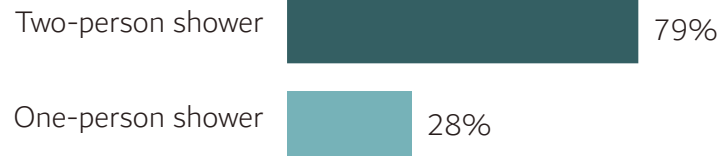
TILE SHAPE



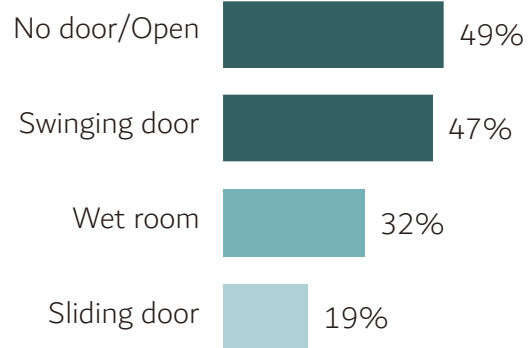
MID-CENTURY SHOWER OPTIONS

Two-person showers with clear glass, linear drains and many shower features are most popular in mid-century styling.

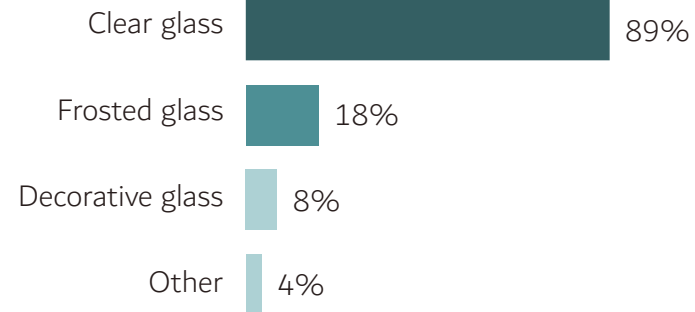
SIZE



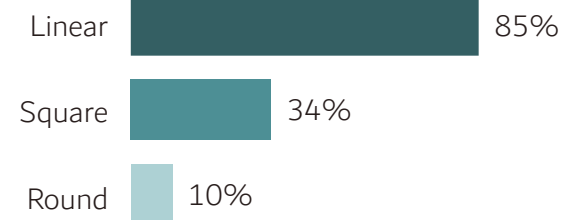
DOOR CONFIGURATION



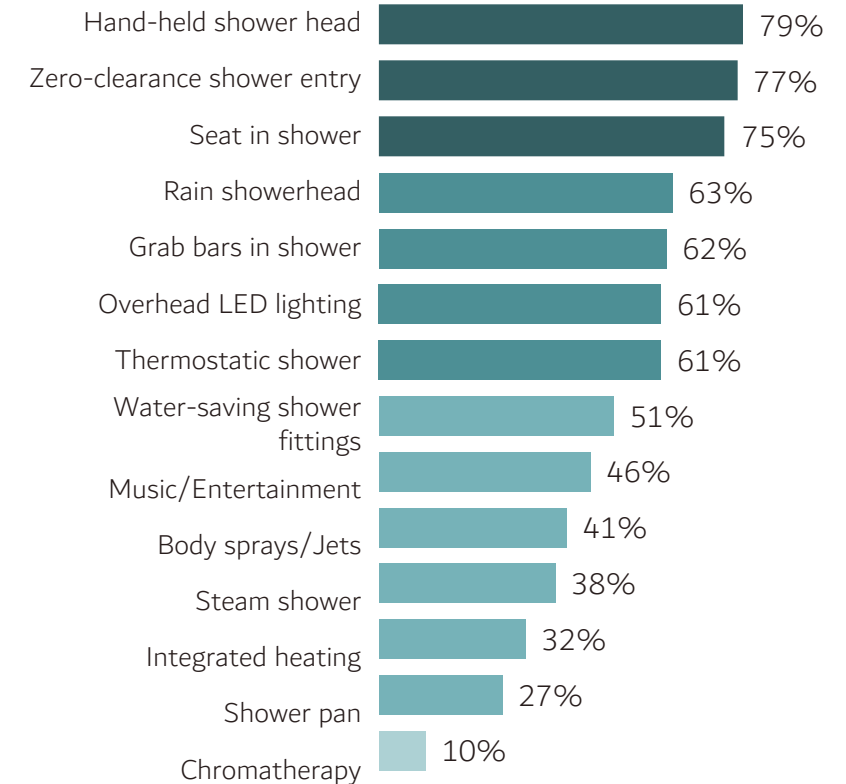
GLASS



DRAIN



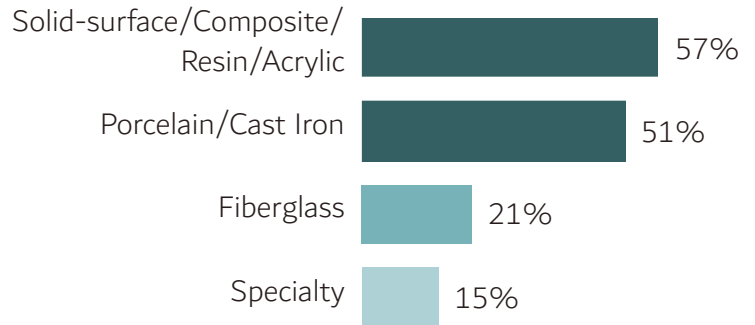
FEATURES



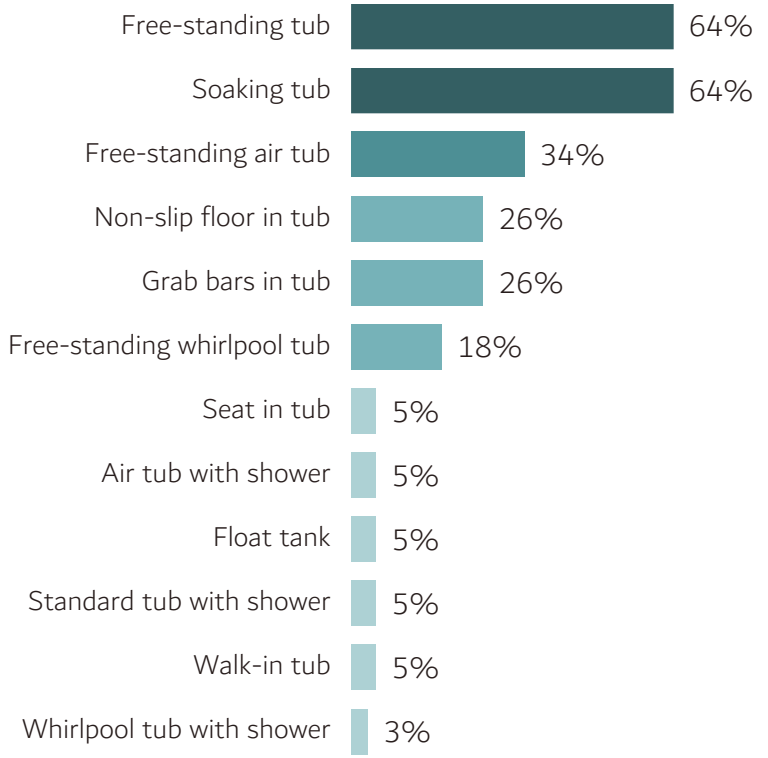


Free-standing and soaking tubs are frequently specified in mid-century bathrooms.

MATERIAL



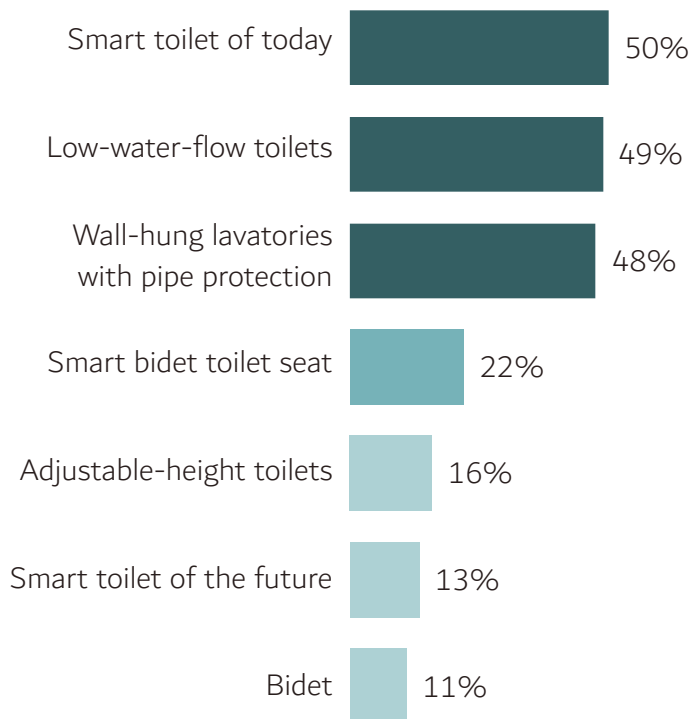
FEATURES



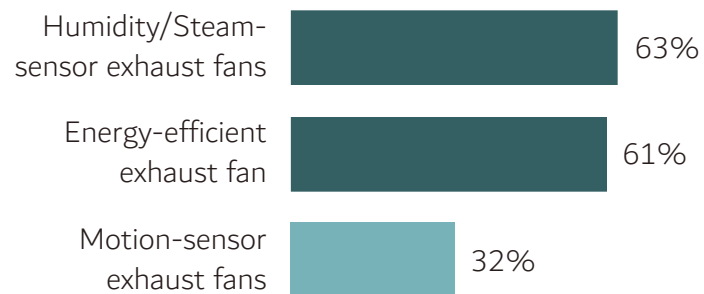
MID-CENTURY TOILET/VENTING OPTIONS

Toilets can be smart toilets, low-water-flow or wall-hung lavatories.

TOILETS



FANS/VENTING



MID-CENTURY SMART HOME & ECO-FRIENDLY

Mid-century bathrooms include some smart features and many environmentally friendly materials.



Smart-Home/
High Tech
Features



No Smart-Home/
High Tech
Features

Fewer
Environmentally
Friendly Materials

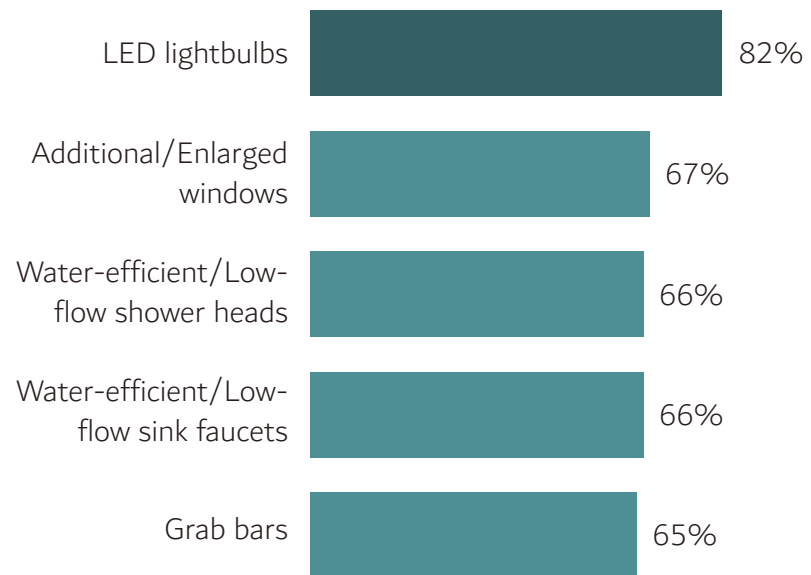


Many
Environmentally
Friendly Materials

MID-CENTURY SUSTAINABILITY & SAFETY

Mid-century bathrooms can include a number of sustainable products and safety features.

SUSTAINABILITY & SAFETY



ACKNOWLEDGMENTS

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WasteLAB Project Specialist, Kohler Co.
- **Tyler Swartzmiller**
Senior Designer, Kitchen Kraft Inc.

THANK YOU!



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