



# The Wickes Great Bathroom Report

# A Word From Our Head of Marketing

**This isn't just about sleek fixtures and stylish tiles. It's about recognising the bathroom's emotional significance.**

It's where we begin and end our days, where we find brief moments of calm amidst the chaos. It's where self-care rituals unfold, and we reconnect with ourselves. In fact, a third of homeowners revealed that being able to relax and unwind was the most important purpose of their bathroom – serving as a personal haven and a sanctuary from the everyday.

And now, we're investing in making this space shine. The bathroom is no longer just a functional afterthought – it's a reflection of our personal style, a space that makes a statement for ourselves and our guests. We're even seeing design trends from the past making a comeback!

A huge thank you to everyone who shared their vision for the ideal bathroom, helping us shape The Wickes Great Bathroom Report. Your insights have been invaluable in capturing what truly matters in creating a perfect bathroom space.

You've told us you want bathrooms that inspire and rejuvenate. **And at Wickes, we're dedicated to providing everything you need to make that dream a reality.**



**Mandy Minichiello**

Head of Marketing  
Kitchens & Bathrooms



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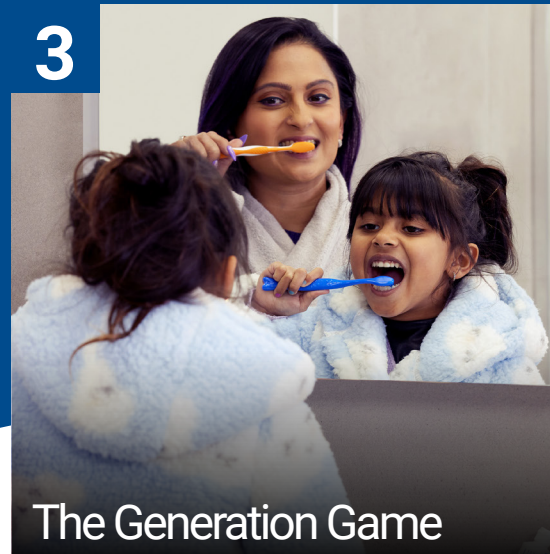
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# Let's step inside your dream bathroom

**It's perfect for pampering and works brilliantly for family bathtimes. A sanctuary brimming with the latest looks, but a style that won't date. It's packed with personality, yet never feels fussy or cluttered.**

Your bathroom should be a warm and welcoming space where you can step in, lie back, and feel pampered and proud. Whatever your budget or style, Wickes will be with you every step of the way.

We've noticed a definite buzz about bathrooms in our 230 Wickes showrooms up and down the country, where customers can come into store and see the products first hand.

**With more than seven in 10 people telling us they've upgraded this room in their home (71%), we recognise that it's one of your most important projects.**



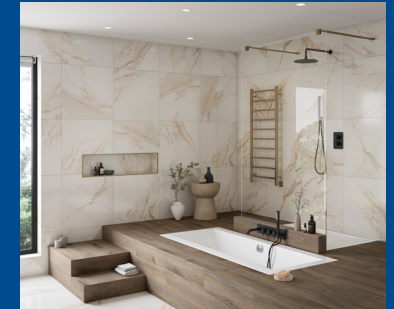
### Best of both

Customers are inspired by trends from the past and add personal touches, as well as latest technology.



### Glamour

Many want glamour, style and sophistication, aiming for the luxury vibe of a hotel or spa.



### Family

And with generations of families sharing the home for longer, today's bathrooms have to meet all their needs.



## INTRODUCTION

There's no doubt that the traditional bathing space is being transformed. Where once the basin, bath and toilet took centre stage, now the right bathroom tiling, lighting, and storage, along with a luxury shower, are essential.

Brighter colours are also staging a comeback. Who wants grey when a splash of green or blue will lift your spirits?

**But did you know that the average British bathroom is as big as a king-size bed?**

**It's no wonder people come to Wickes for help.**

While they may have nailed the look of their kitchen or created the perfect family room, a quarter (23%) say they do not have a particular bathroom style.

But over one in 10 (16%) admit that they sneak a peek at other people's bathrooms or downstairs toilets when they visit and with almost eight in 10 (78%) getting inspiration from other people's designs, we know that having your bathroom looking its best is important to you.



**"I love my  
bathroom tiles  
the most"**



the average British  
bathroom is as big as a

**king-size bed**

**8 in 10**



people get inspiration from other people's  
bathroom designs.

## INTRODUCTION

### That's where Wickes comes in.

No matter how much you want to spend, with your ideas and our expertise we'll soon create your dream bathroom.

We'll help you transform your space with a new design or take the plunge with a bold new look.

A Wickes Design Consultant will visit you at home to see your space – sharing ideas, measuring up and choosing products to match your budget and give a clear itemised quote without any obligation to buy.

Whether you've just moved into your first house or are adding an en-suite to your forever home, Wickes will help you handpick the elements in our collection just for you.

With hundreds of looks in the Wickes Bespoke Bathroom Collection that our Design Consultants can help you mix and match, the final finish will be as individual as you are.

And once you're happy with the look, our expert installers and personal coordinators will nail every last detail. We'll sort everything from electrics to plumbing and furniture to flooring.

#### Hiccups and hitches? Not on our watch.

You'll have years of happy bathing ahead.

Our bathrooms are built to last. We won't let your money disappear down the plughole.

- ✓ **25 year guarantee** covering your bath and other pottery
- ✓ **10 year guarantee** on taps and furniture
- ✓ **2 year workmanship guarantee** on installation

Just book your free design appointment online or at your nearest Wickes to get things started.



# + 3,000

Over the past three years, we've added more than 3,000 new bathroom products to our range, working with expert brands like Aqualisa, Roca, Bristan and Triton, so you can quickly tap into the latest trends.

**mira**  
SHOWERS

**Roca**

**TRITON** THE UK'S SHOWER COMPANY

**BRISTAN**

VitrA MERLYN™ abode



# DÉJÀ VU DESIGN

“I love the tile colour in my bathroom”

“I add colour through accessories like towels and plants”

## 1. DÉJÀ VU DESIGN

# The bygone features back in bathrooms

Today's most stylish bathrooms borrow the best from decades past.

There's no easy way to say this – avocado bathrooms are back!

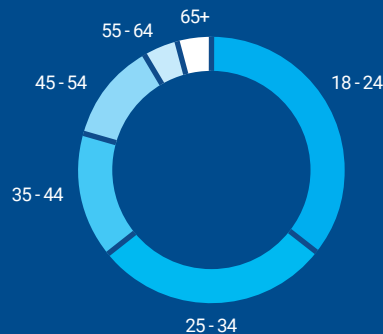
Can you believe that the classic colour scheme, which says '70s' as much as a pair of nylon flares, is spilling over into bathrooms today?

When Wickes asked what colour people would most like to use in a bathroom upgrade, almost

# 30%

of 18 to 34-year-olds picked out the famous green.

Luckily, that doesn't mean a return to lurid toilets with matching basins and baths. Phew!





## 1. DÉJÀ VU DESIGN

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Today's avocado-inspired bathrooms employ the green theme with a much lighter touch, often using furniture and natural elements to channel the trend.

From gorgeous bathroom tiles (take a bow [Wickes Boutique Camden Thyme Gloss Tile](#)) to bold baths or basins (definitely not both), the avo revival gives a more subtle nod to the most infamous look from the bathroom archives.



1 in 20

It's not a popular colour with everyone, though. Some still can't unsee the original avocado onslaught. Fewer than one in 20 over-55s (the folk who saw the shade when it originally made a splash in the 1970s) would feature it again.



This time around, it's a green that reflects peace and nature, as well as the calm of Japanese design. As life gets busier, a dash of sage, olive or fern in the bathroom gives a sense of serenity to help us relax and unwind.

## 1. DÉJÀ VU DESIGN

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### What other retro bathroom trends are people looking to make their own?

Panelling is the trend that people would most like to see return from the 1970s.

Tongue and groove, rooted in the sauna-style pine work of 70s' new builds, never seems to go truly out of fashion.

And now it's undergoing an update with products like the [Naturepanel Hydrolock Brown Cuneo Oak Laminate Slat Wall Panelling](#) from Wickes (so easy to install!), they can also be used in wet areas such as shower enclosures, giving you all the feels of fifty years ago, brought bang up to date with modern styling.

Cork is also making a comeback.<sup>1</sup> Natural, sustainable, textured and cosy underfoot, it's also an [inexpensive bathroom flooring](#) alternative to tiles. What's not to love?

Fortunately, some aspects of 1970s design look like they will stay there.

Wall-to-wall bathroom carpet shows no sign of a revival and will hopefully remain in the 'never come back' box along with matching shag-pile [toilet seat covers](#)! What were people thinking?

Herringbone-style tiles and lush plants are back, inspired by the 1980s.



The popular colour palette of pale blues, pinks and yellows is a throwback to the pastel shades of the 1950s and 60s.

Panelling and texture, loved in the 1970s, have become key design elements today.



<sup>1</sup> [www.houseandgarden.co.uk/article/cork-floors](http://www.houseandgarden.co.uk/article/cork-floors)

## 1. DÉJÀ VU DESIGN

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### We're looking to other eras for even more bathroom inspo.

Terrazzo-style tiles, popular in the 1980s with their nod to hot Mediterranean summers, are making a splash in British bathrooms once again.

Pots of lush plants, essential in that maximalist decade, are also taking root with a new generation.

You can rewind back to the 1950s and 1960s to find inspiration for today's ice-cream colour palette on the walls. Pink, lemon yellow, green and especially pastel blue – favoured across the generations – are making the view from the shower a whole lot brighter.

Whatever bathroom looks you want to borrow from days gone by, the Design Consultants at Wickes can help your ideas flow.

Visit us online or pop into one of our 230 showrooms to find out how we can help you take the best from the past and make it work for you today, whatever your budget.



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Wickes

# IN-SPA- RATION

“The most important thing... is a good-sized walk-in shower”

“I love my free-standing bath, walk-in rainfall shower and tiled walls”

## 2. IN-SPA-RATION

**Want to give your friends bathroom envy? Warmth, individuality and a stand-out shower will give you the most-wanted look for 2024.**

Britain's bathrooms have had to up their game.

Once just a place to perform the necessities of life, now they're as important as the kitchen, living room or bedroom.

Getting in-spa-ration from boutique hotels and luxe retreats, there are big aspirations for what's often the smallest room in the house.



**Our Wickes Design Consultants are seeing three key trends:**



Customers increasingly want all the feels of a luxury hotel bathroom.



Customers are keen to invest in items that will look good and last a long time.



Customers are getting more switched onto tailored bathroom lighting.

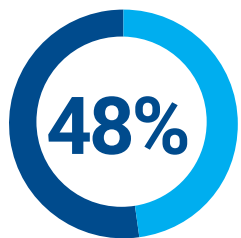
## 2. IN-SPA-RATION

# Time to indulge

Functionality is no longer our customers' primary focus. Today, people want the perfect aesthetic on tap, from eye-catching tiles to smart bathroom storage.

They're prepared to mix eclectic colours, hello green again. Different design techniques and touchy-feely textures to get a bathroom that's warmer, more welcoming and a reflection of their individual style.

At Wickes, we're on hand to help customers pick out the perfect rainfall shower, whirlpool bath, mood-matching lighting and free-standing bathroom furniture, picking from some of the best-known brands including Mira, Roca, Bristan and Triton.



Almost half of nosy Brits admit to deliberately **peeking around the bathroom door** when they visit someone's home.

On the style front, a spacey shower can showcase eye-catching bathroom tiles to fabulous effect, creating a seamless finish for bathrooms of all sizes.

And it scores plus points for practicality too.

Accessible to all and easy to clean – the most important aspect of bathroom design for four in ten people we asked – a walk-in shower delivers on all fronts.



## 6 in 10

say a walk-in shower is the must-have of 2024. It's the most desirable bathroom feature for nearly six in 10 people. And for good reason.



## 2. IN-SPA-RATION



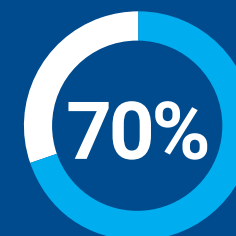
### What else is on the most-wanted list?

An eye-catching tub is right up there. No bathroom feature overflows with decadence as much as a roll-top bath, and these days more than a fifth of tubs sold at Wickes are freestanding.

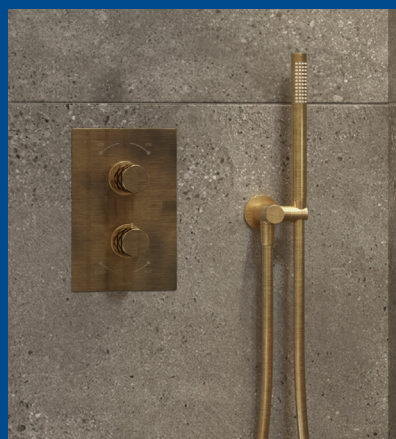
With that range doubling over the past three years, all with a 25 year guarantee, you can handpick the look and size that will give you that lie-back luxury, including the indulgent [Wickes Bombay slipper bath](#).



We've also noticed that people are starting to pull the plug on chrome taps and fittings. Instead, customers are choosing fixtures in rich, burnished metals like **bronze, black and brass**.



of the bathroom brassware we sell at Wickes is **no longer chrome**.



## 2. IN-SPA-RATION

# Investing for the future

**To get the right look that will last, people are willing to splash their cash. On average, Brits would happily spend £3,878 to overhaul their bathroom, while nearly a quarter would pay more than £5,000.**

At Wickes, we've spotted that our customers are spending 80% more on bathroom products than they were three years ago.<sup>2</sup>

But everyone ultimately has a budget and while they may be happy to splash out on statement pieces, like eye-catching tiles, here at Wickes we can show them where to make savings too.

With space at a premium – the average bathroom is thought to be somewhere between four and six metres square – Brits are having to be ingenious about how to achieve the look they dream of, with the storage they need.

Luckily there are plenty of on-trend investments that don't take up much space. For example, short projection toilets and furniture will save on space not style.

Funky backlit mirrors, dreamy rainfall shower heads and dimmable lighting are just some of the ways to get a touch of luxe while keeping things sleek.

**It's a look that our Design Consultants can pair with fitted units that hide wires and pipes, making cleaning a doddle.**



Wall-hanging furniture, like the [VitrA Avery Wall Hung Vanity Unit](#), allows the bathroom to breathe. In restful green – the hot colour trend for 2024 – it gives bathers a window to the outside world.



**£3,878**

Brits would happily spend £3,878 to overhaul their bathroom, while nearly a quarter would pay more than £5,000.



<sup>2</sup> Average order value up from £1,500 to £2,700 – Wickes figures.



## 2. IN-SPA-RATION

# Lighting steps out of the shade

**People are also getting much more switched on to bathroom lighting.**

A quarter told us that good lighting was among the most important parts of their bathroom design.<sup>3</sup>

A single overhead ceiling light is giving way to spotlights, as well as adjustable backlit mirrors and dimmer switches. Mixing lighting up, and controlling it through smart home devices, is a way of blending the bathroom with the rest of the house.

Take a look at the [Luka Smart Colour Changing LED Mirror](#) with Alexa Digital Assistant to find out what's possible. It's an all-singing (thanks to the built-in digital speaker), all dancing (that's where you come in) device, that will light up your life.

It's one of 300 new high-tech products to arrive in Wickes over the past three years.

**Keeping up? We certainly are!**

25%



A quarter told us that **good lighting** was among the most important parts of their bathroom design.



<sup>3</sup> Appendix 5, Wickes research results, Q20.

## 2. IN-SPA-RATION

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**It's not just the bathrooms in the house that are having a makeover. People are also flushing out old, faded décor in the downstairs toilet and drenching the room with personality. Bold wallpaper, bright prints and funky basins are transforming bathrooms across the land.**

It's a new era for these once-overlooked spaces, upstairs and down, and at Wickes we are as excited about that as our customers.

**With another new range of suites, tiles and accessories arriving in our stores in October 2024, we're ready to match your bathroom ambitions with our brilliant products and expert advice.**

Pop into a store today and our experts will support you with every step, from planning and designing through to installation and aftercare.

**We're so confident in the quality of our work, that we offer a two-year workmanship guarantee on installation, 10 years on furniture and taps, as well as that 25 year promise on baths and pottery.**



3



# THE GENERATION GAME

“I love my shower with a fitted seat”

“I would like more space in my bathroom”

# Bathrooms are busy spaces

**These days, there's likely to be different generations sharing the room, and all want different things from it.**

For some, the family bathroom is simply a place to shower and shave quickly, while others want it to provide a full-on spa experience.

There are different access issues too, whether because of a grandparent's hampered mobility or a teenager hogging the mirror!

**Coping with these competing demands is enough to get you into a lather, isn't it?**

But don't worry, it's all in a day's work for our bathroom experts.

We understand what different people want.



Meeting the needs of every age group is the biggest challenge for today's bathrooms.

**Wickes**



### 3. THE GENERATION GAME

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## These days it's often the younger generation, raised on TikTok's beauty trends, that's overflowing with bathroom ideas.

But with the cost of living increasingly driving young adults back home, their bathing habits have a real impact on others.

While a third of those we asked said that the most important purpose of a bathroom was as a place to relax and unwind, that rises to six in 10 (58%) 18 to 24-year-olds.

It's unsurprising perhaps that more than four in 10 of this pampering generation say their bathroom style is akin to the feel of either a hotel or spa.

They're also highly influenced by others. Among 18 to 34-year-olds, nearly seven in 10 (68%) admit to bathroom envy when visiting other people's houses .

### But it's not just the youngsters who are flush with bathroom ideas. So, what do those aged 45 and above want?

With age comes wisdom and they are looking for a winning combination of practicality and relaxation.

They want a room that's easy on the eye and, more importantly for many, easy to clean.

That's the most important feature for nearly four in 10 aged 45 to 54, with only the size of the bath or shower ranking higher.

This clean-bathroom-dream is making features like [rimless toilets](#) and wall hung furniture must-haves for many.



# 4 in 10

homeowners say being able to clean easily is the most important feature for ages 45 to 54.



## 18%

of this pampering generation say their bathroom style is akin to **the feel of either a hotel or spa.**



## 33%

of those we asked said that the most important purpose of a bathroom was as **a place to relax and unwind.**

### 3. THE GENERATION GAME

They are also increasingly looking to install a bathroom with eco features, both to ease the pressures on the planet and their purse.

Solutions like water-efficient taps are high on many people's must-have list, like the [Bristan Frammento Eco Start tap](#) in on-trend brushed brass.

It only activates your boiler to produce hot water when the tap lever is moved from the central position, so it ends up saving you money.

The older people get, the more they favour functionality. Practicality is the most important consideration for a third of people over 65 (35%).

Grab bars are the perfect practical addition to any bathroom.



They also know what they don't want – a shower blocked with other people's hair gives the 'ick' to every age group!



Water use is also a shared concern, with a third (34%) saying it's the most important consideration when living with different generations.

**So, is there any middle ground that all the generations can land on?**

All agree that a successful bathroom has three key features :



Heaps of storage



A good bath or shower experience



Easy to clean



### 3. THE GENERATION GAME

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**Our job at Wickes is to help you find the common ground, and then work everyone's individual ideas into your design.**

We may not be able to insist your teen takes less time in the shower, but we can suggest that you install a water-saving shower head."

And while we can't cut the lotions and potions that cover the surfaces, we are the experts at sourcing the perfect storage solutions.

If your adult kids show no signs of flying the nest, you may need a new en-suite. Give us a shout and we'll work with you to make it happen.

Whatever your budget, we've got the bathroom to match, and there are flexible payment options to help you spread the cost.

**Our experienced Design Consultants can help you create a bathroom that ticks everyone's boxes and, if you choose Wickes to install it, a personal coordinator will organise everything until your dream room has been perfectly installed.**

**Sounds straightforward? That's exactly as it should be.**

However, customers often feel overwhelmed when starting an installation project. They may be unsure of what they want, how the logistics will work, or even where to start, but that's where Wickes is here to help.



## CONCLUSION

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### Whatever you're looking for in a bathroom, Wickes has got you covered.

Our expert Wickes Design Consultants will help you get a luxury space you can be proud of at a affordable price.

From planning it out to finishing with tiles, lighting and paint, we want to ensure you get the best value, whatever your budget.

We'll be with you every step of the way, tapping into your ideas and making them flow with our experience.

We'll pick out the top designs and latest smart technology to meet your family's needs, showing you how they'll work via a 360 degree virtual bathroom design.

With a range of guarantees, including 25 years on baths and 10 years on furniture, you'll get a tailor-made look that lasts your family for years to come.

Follow us on [Pinterest](#) and [Instagram](#) for inspiration, and then come in for a chat.

**The sooner we start sharing ideas, the sooner you'll have your dream bathroom.**







We get that family life is always changing, and that your bathroom needs to keep pace, today, tomorrow and for years to come.

By mixing our experience and expertise with your ideas and inspiration, you can trust that Wickes' Design Consultants will cook up your perfect bathroom.

It's a tried-and-tested recipe for success.



Wickes is rated **Great**  
 Based on 47,513 reviews

★ Trustpilot

**Over 230 Wickes stores around the country with Bathroom showrooms.**

[Click here to find your nearest store](#)

**Methodology and Credits**

Mortar Research carried out a survey targeting homeowners in the UK. The sample was nationally representative on region, age and gender.

Respondents were asked about their bathroom preferences regarding style and functionality. Respondents were incentivised and each provided opt-in consent in line with MRS and GDPR guidelines.

**Demographic:** 2,115 UK homeowners

**Sample date:** 06.06.2024 - 07.06.2024

With thanks to Design & Cultural historian, Professor Deborah Sugg Ryan, and the Wickes Design Consultants for their invaluable insight and knowledge in putting together the Wickes Great Bathroom Report 2024.

\*All figures are from Wickes research unless other sources given.



# The Wickes Great Bathroom Report

Follow us on social.

Get the latest trends, inspiration and new ranges at your finger tips. We'd love to see your before and after bathrooms projects, just tag us using @Wickes

