



bma
Bathroom Manufacturers Association

Bathroom Design & Innovation Trend Report 24/25



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design week may
the UK's leading design Festival

installer
SHOW
NEC Birmingham 25-27 June 2024



H I X
hotel interiors
experience

MATT EARTHY COLOURS

After a slow start, colour has made a bold comeback in bathroom design, showing up strongly across all product categories.

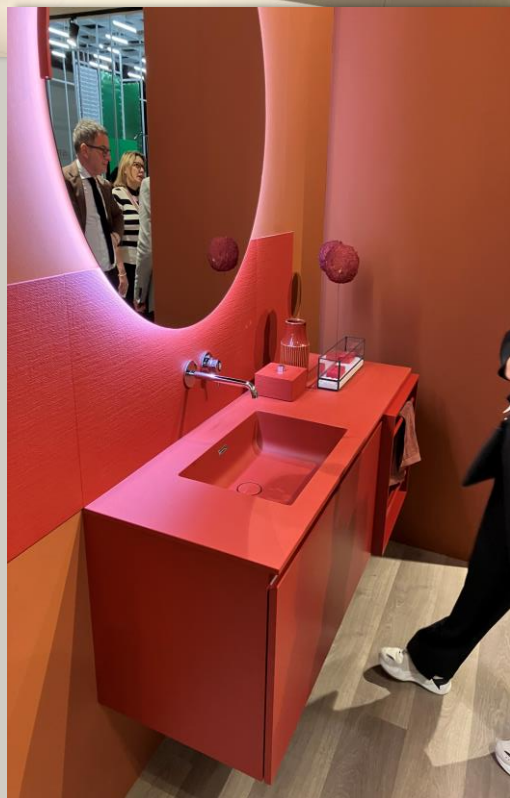
While vibrant, glossy finishes made a noticeable push to lead the trend, it was the matte, earthy tones that truly dominated. These natural, understated hues were the clear favourite, consistently featured throughout the interior design shows.



COLOUR BLOCKING

Emerging as a standout trend across other areas of the home, colour blocking brings structure and personality to the bathroom space.

Colour is no longer just an accessory in the bathroom—it's now the main event, used confidently to create visually striking spaces.



THE NEW BLACK

Just as chrome has been replaced by matte black, now, even black is stepping aside as warmer, finishes take centre stage.

Finishes like brushed copper, gunmetal, and rose gold are becoming increasingly popular, offering a more inviting and tactile alternative to the stark minimalism of previous years.

These new tones bring depth and warmth to bathroom spaces, pairing beautifully with the current trend for earthy, matte colour palettes.



TEXTURING

Texture is making a strong appearance across all bathroom categories, bringing depth, and visual interest to spaces that were once dominated by smooth, minimalist finishes.

From subtle surface treatments to pronounced material contrasts, texture is redefining the modern bathroom. Wood detailing, fluted surfaces, brushed metals, and tactile stone finishes are just a few of the ways to add dimension and character.



ORGANIC SHAPING

The sharp, angular lines that once defined bathroom design are giving way to a new era of softness and fluidity. In recent years, we've seen a steady rise in organic shapes—those inspired by nature, with gentle curves and free-flowing forms

What began with basins has now expanded into other key elements of the bathroom. Freestanding baths with sculptural, unstructured contours and mirrors with irregular, asymmetrical outlines are becoming increasingly popular

While toilets are more functionally constrained, even here the shift is noticeable, leaning towards softer, more rounded silhouettes





SUBTLE INDUSTRIAL

The industrial design trend has traditionally stayed out of the bathroom, but it's now making an appearance in bathroom brassware.

Rather than the raw, rugged look often seen in other parts of the home, the bathroom's take on industrial style was more polished and sophisticated.

Think exposed joints, oversized pipework, and precise engineered detailing—less about rust and rough finishes, and more about craftsmanship and structure.

DESIGNER SHOWERHEADS

Shower heads are undergoing a design evolution and stepping into spotlight— quite literally.

In a shift away from the oversized, traditional rain shower head, more compact designs are emerging. Taking cues from contemporary lighting and industrial design, these spotlight-inspired shapes are bold and sculptural forms

New finishes also play a key role, ranging from brushed metals and matte blacks to warm tones like copper and bronze, aligning with broader bathroom trends.



BLACK STANDS

While softer metallic finishes like brushed brass, copper, and gunmetal are now leading the way in brassware trends, black still holds a strong presence in the bathroom—particularly when it comes to structural elements. In fact, the phrase “Black is the new chrome”* has never rung truer than in the case of black stands.

These minimalist frames bring a bold, architectural edge to the bathroom, offering crisp lines and high contrast that pairs beautifully with the new organic shapes and earthy palettes.

For the UK market, black stands are especially appealing. They deliver the clean, contemporary look of wall-hung furniture but without the need for in-wall installation systems. This makes them not only stylish but also practical and accessible for a wider range of projects.



THE PEDESTAL RE-IMAGINED

The traditional pedestal washbasin has long been in need of a refresh—and now it's finally got one.

These updated pedestal-style basins have bold forms, organic curves, and a variety of textured and matte finishes.

Floor-standing basins are particularly ideal for spaces where wall-hung options aren't feasible—whether due to plumbing constraints or structural limitations. They offer a refined, designer look without the need for wall-hung installations, making them a practical yet stylish choice.

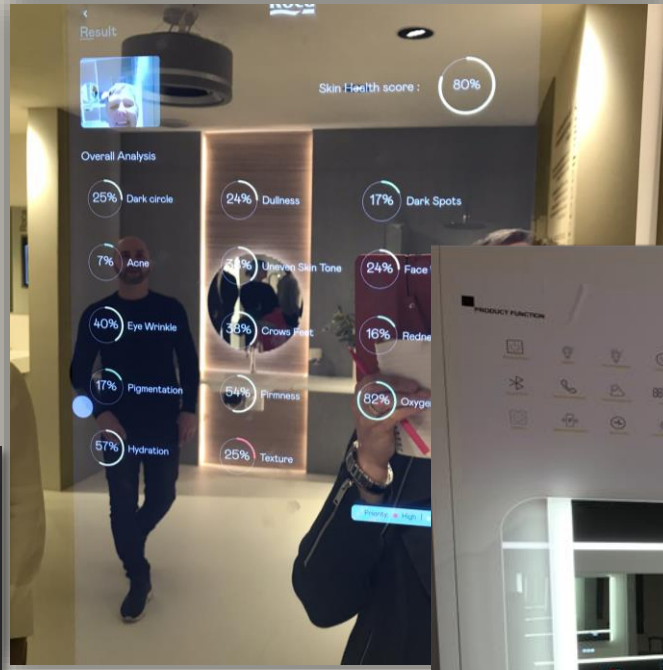


MIRROR TECHNOLOGY

Investment in mirror technology has moved this bathroom accessory into a category on its own.

Gone are the days when the bathroom mirrors was just for doing your hair and make-up in. Now mirrors are not only decorative, they are also a source of circadian light, music, daily news, weather reports, phone calls, social media, etc.

And if some of the prototypes shown at the trade shows make it to market, they will also become the most sophisticated way of checking your health.



THE HANDLE IS BACK

The handle is making a strong comeback in the bathroom— and not just on cabinet doors. Tap handles are becoming a major focus of design innovation, with significant investment going into their form, feel, and finish.

As an essential touchpoint, the tap handle is no longer just a functional detail—it's a key element of personalisation. From sculptural silhouettes to textured finishes, brands are embracing the opportunity to turn handles into standout design features.

The rise of mix-and-match trends is also driving this shift. Customisable tap collections allow users to pair different spouts, finishes, and handle styles to create bespoke fittings that reflect individual taste.



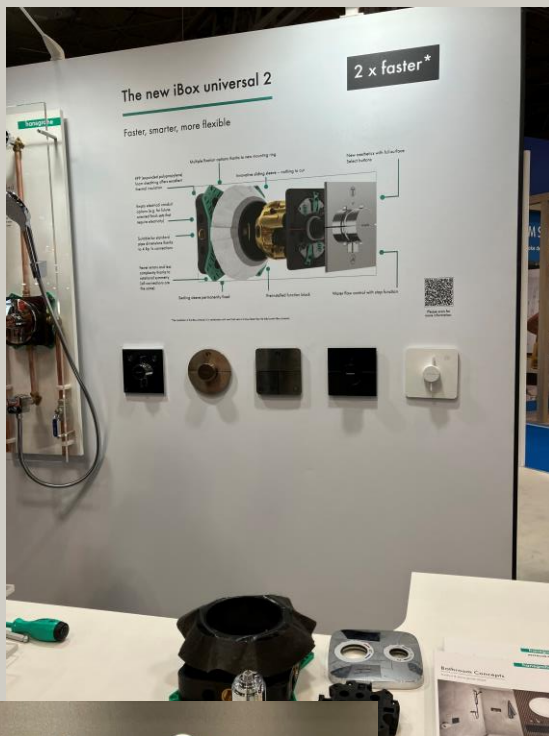
SUSTAINABILITY NUDGING

Sustainability nudging is a subtle but effective approach to encouraging water-efficient behaviour—gently guiding users without overwhelming them with hard messaging.

Innovations in this space include recirculating showers that reuse and purify water in real time, dramatically reducing waste. Smart technology is also leading the way with smart toilets that automatically adjust the flush volume based on need, and smart showers that provide real-time feedback on water and energy consumption, helping users make more conscious choices.

Even simple design touches play a role—like clearly marked dual-flush panels that make it easy to choose the right flush option.





EASY FIT

BMA research into installer behaviour shows a clear preference for products that are quick and straightforward to fit. At the Installer Show, this trend was front and centre, with a strong focus on bathroom solutions designed for ease of installation.

There was particular emphasis on products that support single-person fitting, reducing time, labour, and complexity on-site. Retro-fit-friendly designs were also a major highlight, offering installers flexible options that integrate easily with existing bathroom layouts and plumbing systems.

This growing demand for smart, installer-friendly solutions is shaping product development across the sector, making ease of installation just as important as design and performance.

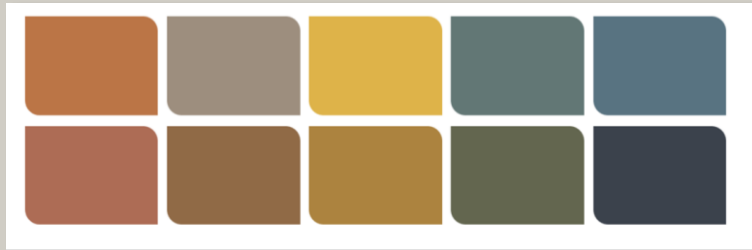
BIOPHILIA

Biophilia—the trend focused on bringing nature into the home—has become a key influence in interior design, and it's now making a noticeable impact in the bathroom.

If committing to bold choices like green sanitaryware is a step too far, bold floral tiles and splashbacks are a great way to update the bathroom space..



Dulux Colour of the Year 2025: True Joy



Farrow & Ball New Colour Range 2025



COLOUR TRENDS

Pantone Colour of the Year 2025: Mocha Mousse



Task: The Perfect Bathroom

In this task participants were asked to imagine their perfect bathroom if money was no object and to create a moodboard of this bathroom

Access the interactive version of the report to view these moodboards
www.bathroom-association-members.org/research-library/behind-the-bathroom-door-research-report/

101



UID: 101
Gender: Woman
Age Group: 35-44
Location: West Midlands
Household Type: Couple without dependent children
Home Ownership: Lodger
Employment Status: Full time employed
Place of Work: Work from home
Registered Disabled: No

102



UID: 102
Gender: Man
Age Group: 35-44
Location: West Midlands
Household Type: Single with dependent children
Home Ownership: Owned (outright or mortgaged)
Employment Status: Full time employed
Place of Work: Out of the house (office, school, hospital etc)
Registered Disabled: No

103



UID: 103
Gender: Man
Age Group: 55-64
Location: North West
Household Type: Couple without dependent children
Home Ownership: Owned (outright or mortgaged)
Employment Status: Full time employed
Place of Work: Work from home
Registered Disabled: No

104



I would love a bright bathroom that is spacious with a good size shower I want marbles on my floor and everything electronically controlled

UID: 104
Gender: Man
Age Group: 18-24
Location: East Midlands
Household Type: Single/live alone
Home Ownership: Rented
Employment Status: Full time employed
Place of Work: Out of the house (office, school, hospital etc)
Registered Disabled: No

Key Design Themes

- Black brassware is now the norm
- Natural light, window with a view
- A large bath
- Plenty of plants
- Recessed shelving
- Patterned floor tiles
- Subtle lighting

<https://bathroom-association-members.org/research-library/behind-the-bathroom-door-research-report/>