2025 BATHROOM DESIGN

Trends

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Key Findings

- **73%** of experts identify **spa-like design** as the top bathroom trend for 2025.
- A **relaxing, spa-like experience** is the top priority for homeowners, according to **78%** of professionals.
- Incorporating **soothing color palettes** is the best way to achieve this trend, according to **69%** of professionals.
- **Natural stone slabs** are the top material trend for bathrooms, highlighted by **58%** of pros.
- **Walk-in showers** are the most popular shower design trend, with **45%** of experts agreeing.
- **79%** of experts recommend **depersonalizing and decluttering** the bathroom before trying to sell a home.

Bathroom Design Trends

As bathrooms evolve from mere functional spaces into personal retreats, design trends are increasingly focused on comfort, relaxation, and wellness. This year, homeowners want to create a spa-like feel. When they enter this room, they want a wow factor, feeling like they have escaped to a self-made paradise with slight hints of nature and luxe amenities.

We surveyed 67 leading interior design experts and home staging professionals to gather their predictions for the bathroom trends that will dominate in 2025. From features to design, they offer a broad range of insights into what their clients are seeking in renovations for this year.

Spa-Like Design Is the Most Popular Bathroom Trend in 2025

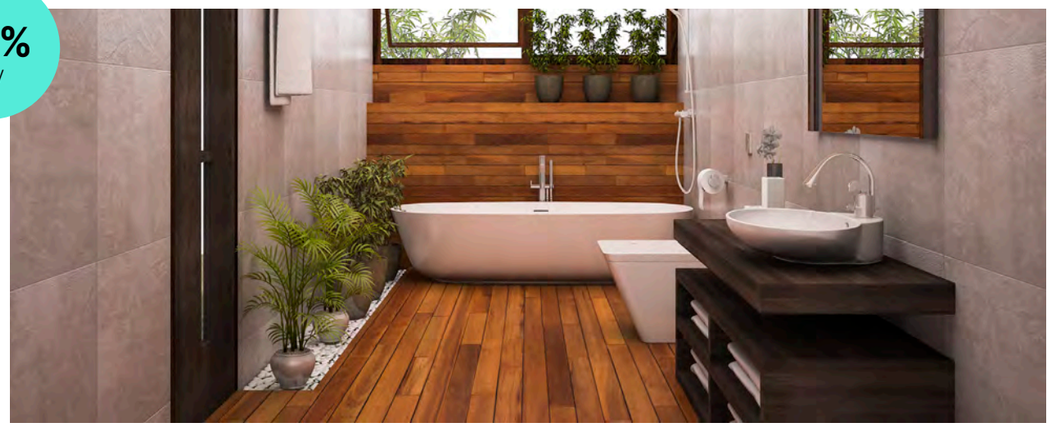
Spa-like design continues to dominate bathroom trends, with even more focus on features that boost relaxation and well-being. In 2024, 56% of experts agreed that spa-like design was the top trend, and this figure has risen to a significant 73% in 2025.

In 2025, bathrooms are transforming into personal wellness retreats. We're seeing a focus on spa-like elements—think steam showers, freestanding tubs, and integrated aromatherapy.

Beyond this relaxation-focused design, 43% of interior design professionals agree that homeowners want organic materials incorporated into their bathroom design. Nature-inspired elements like natural wood or cork flooring, bamboo cabinetry, and stone or wood countertops can add warmth and texture to the space.

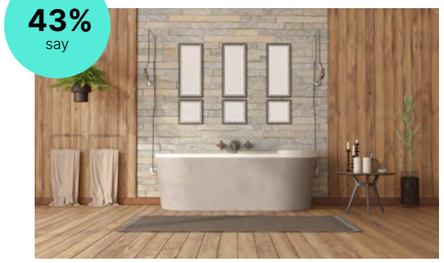
What are the biggest bathroom design trends in 2025?

73% say



Spa-like design

43% say



Organic materials

37% say

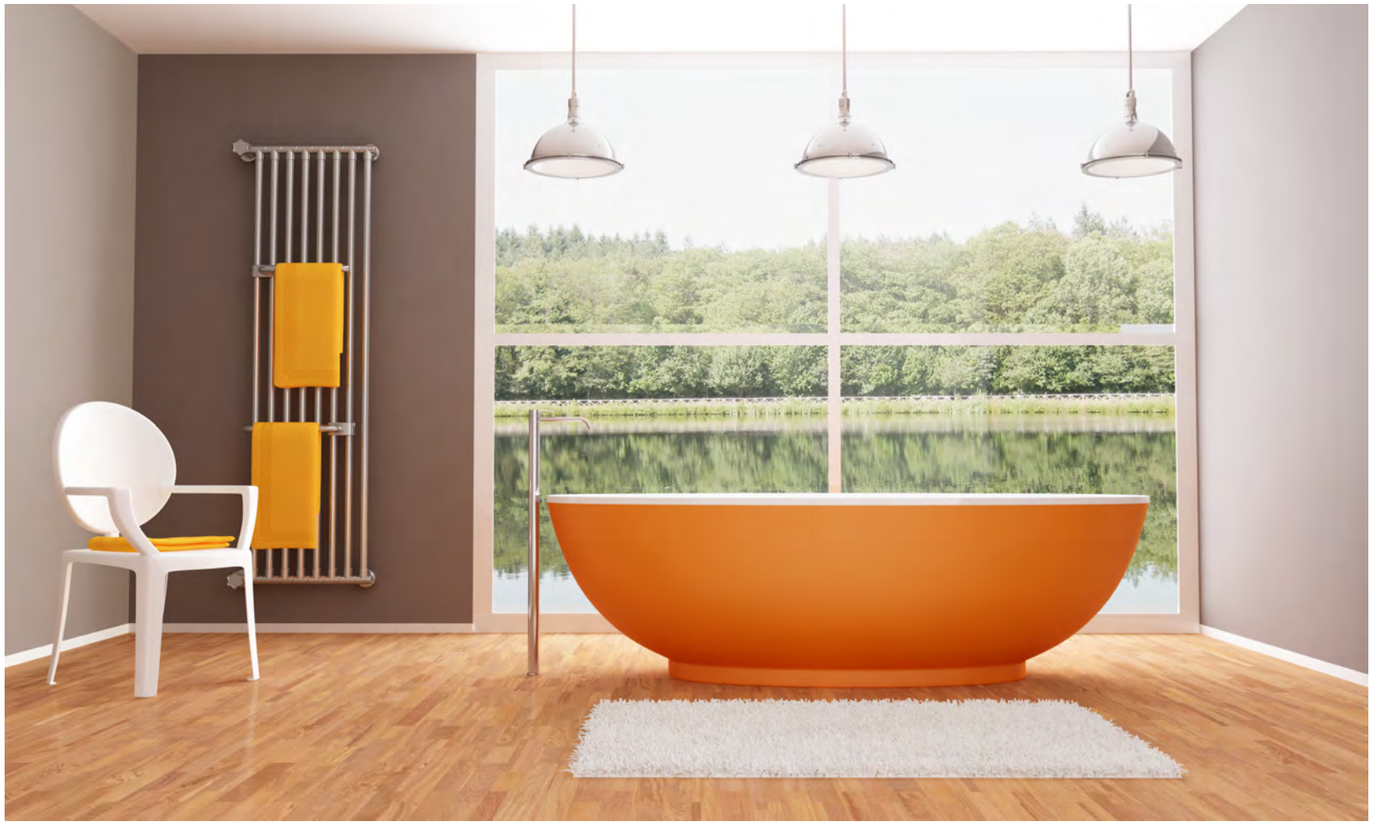
Freestanding bathtubs

- **27%** say — Natural stone countertops
- **27%** say — Private toilet
- **27%** say — Wallpaper
- **24%** say — Statement lighting
- **22%** say — Biophilic design
- **19%** say — Double showers
- **19%** say — Mixed metals
- **15%** say — Smart technology integration
- **13%** say — Japanese style
- **12%** say — Bold tiles and patterns
- **10%** say — Wall-mounted fixtures

Freestanding bathtubs are also gaining traction, with 37% of professionals highlighting them as a top trend. While typically more expensive, these timeless tubs can help to create a relaxed feel, turning each bath into a truly enjoyable experience. They can also be installed anywhere in the bathroom, creating a stunning focal point.

Natural stone countertops, such as granite and marble, are still a sought-after addition to bathrooms this year, according to 27% of pros. Its luxurious appeal and durability make it ideal for moisture-prone and heat-exposed areas.

Experts also highlight private toilets, wallpaper, and statement lighting as popular bathroom trends. Another key trend gaining traction is biophilic design, which focuses on bringing the outdoors inside by incorporating elements like lush plants, natural wood, and natural light into the bathroom space. This is the biggest trend for interior design in general this year, according to experts.



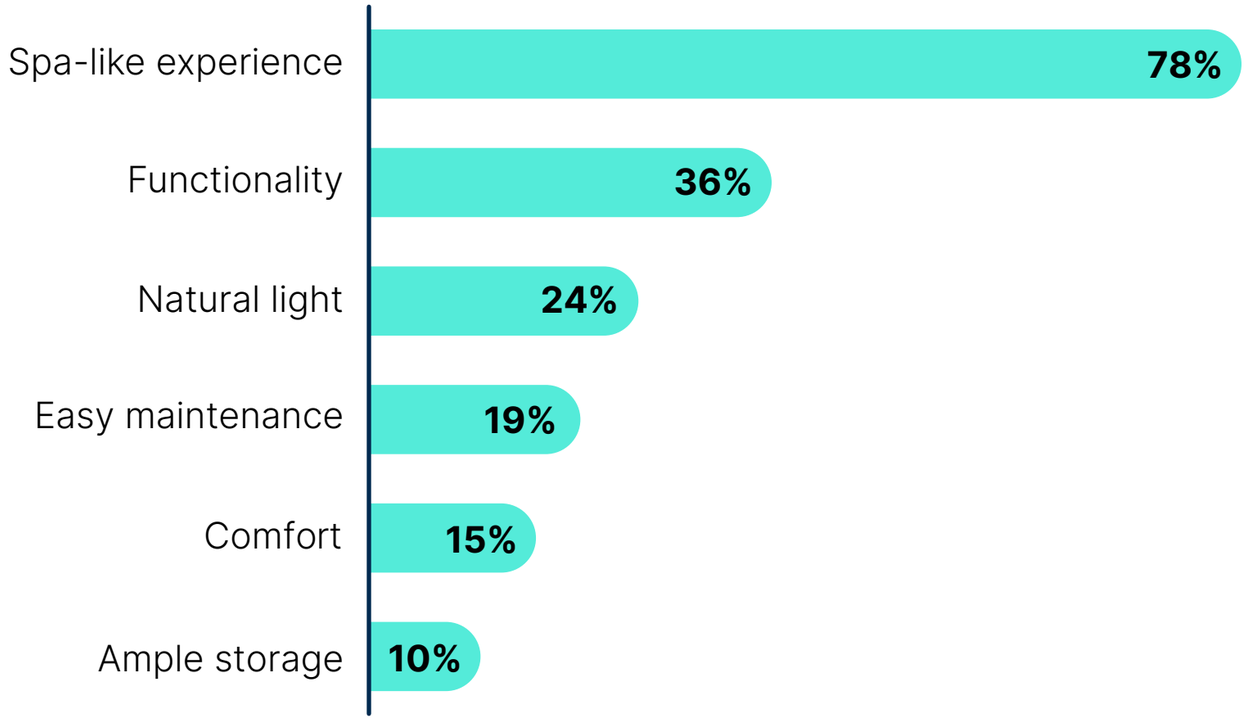
Relaxation and Functionality Are Top Priorities This Year

78% of experts believe homeowners will prioritize a spa-like bathroom experience. People want this room to be a place to wind down and rejuvenate, so they're incorporating elements that create a peaceful and inviting atmosphere.

Functionality is also a key priority for homeowners, according to 36% of experts. Functional layouts put the sink, toilet, and shower in a way that optimizes movement and accessibility. Additionally, smart storage solutions provide convenient locations for the most used bathroom products.

24% of interior design pros agree that natural light is a must-have. Therefore, bathrooms with windows are more desirable since they allow in natural light. Other trends are leaning toward bathrooms that are easy to maintain, comfortable, and have plenty of storage.

What do people want most from their bathroom in 2025?



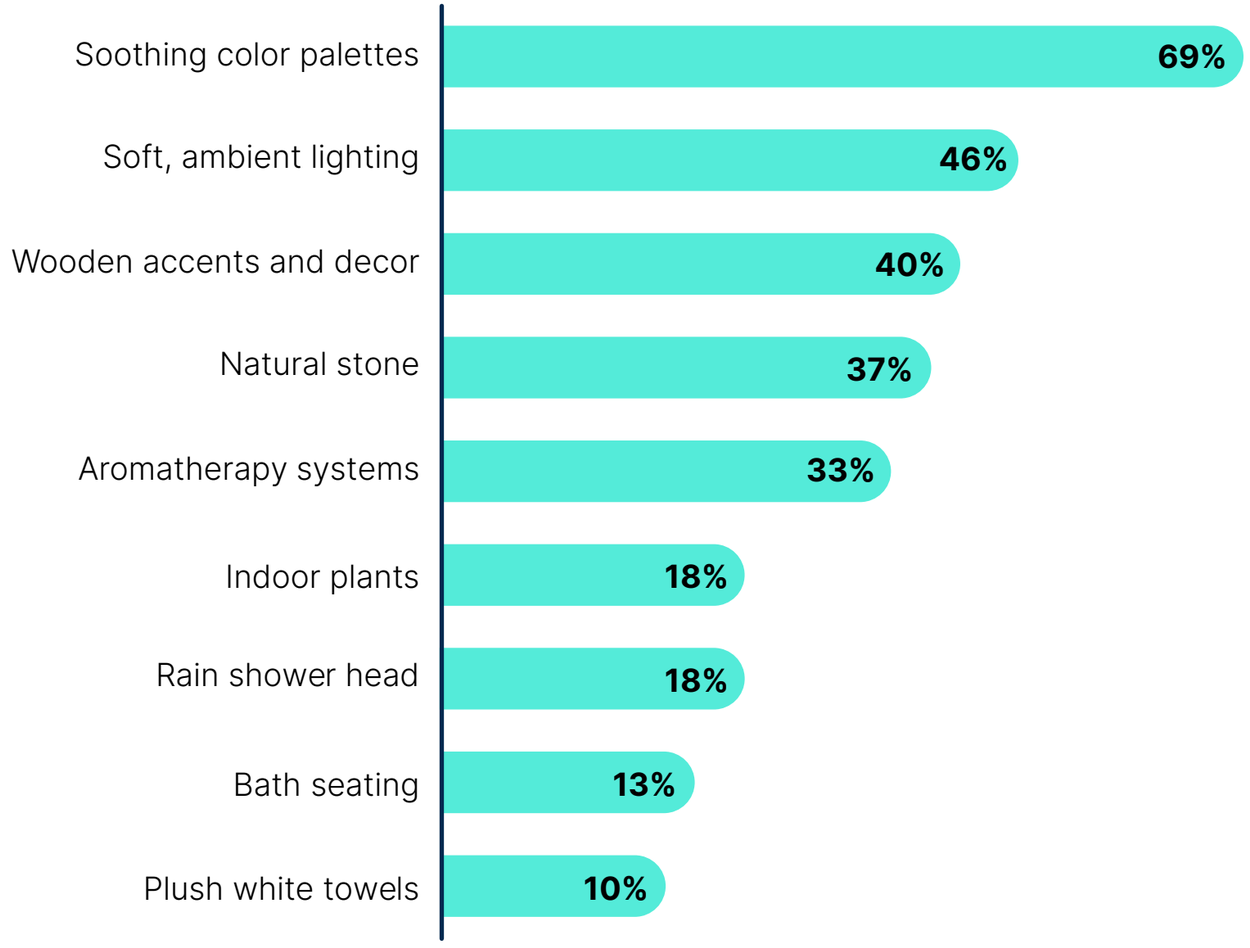
Top Ways to Create a Spa-Like Ambiance in the Bathroom

69% of professionals agree that color will play a crucial role in helping to create a relaxing space. A soothing color palette, like soft whites and warm neutrals, always boosts a serene environment. When you pick neutrals, you're setting up your space for easy refreshes (and less complete redos) in the future!

Some people will stick with crisp white and neutral hues, while others may choose lighter shades of blue to mimic calming seawater. Some may even choose shades of green to recreate a botanical feel.

Soft, ambient lighting will be all the rage this year, according to 46% of experts. 2025 bathrooms blend subtle, purposeful lighting with low-maintenance luxury finishes, creating serene spaces that balance opulence and practicality for modern, effortless living. This type of lighting will most prominently display behind mirrors and vanities, creating visual interest and a relaxing mood in the bathroom.

What is the best way to create a spa-like feel?



Wooden accents and decor are another way to help create a spa-like feel, suggests 40% of experts. Natural materials like stone and wood are being paired with soft, neutral palettes to create a calming environment.

Natural stone and aromatherapy systems are two other effective ways to create a relaxing atmosphere, according to 37% and 33% of professionals, respectively. Including natural stone in the bathroom provides an outdoor, mountain spa retreat feel. Aromatherapy systems that release pleasant scents like jasmine or lavender add to the nature-inspired getaway ambiance. These fragrances help recreate the calm, relaxed environment found in professional spas.

Other trends that will be popular in 2025 include indoor plants (18%), rain shower heads (18%), and bath seating (13%), all of which help create that serene feel in the bathroom.

Decorative Textures and Natural Materials Dominate in 2025

According to 58% of professionals, natural stone slabs are set to dominate 2025 bathroom trends. Not only will they be a popular wall tile option, but they will be part of the overall aesthetic, including the shower and flooring. Interior designers often incorporate natural stone into bathrooms because it is always on-trend and adds lasting elegance.

What type of tile/material will be most popular for bathrooms?

58% say

Natural stone slabs

31% say

Zellige tiles

28% say

Sustainable materials

25% say

Textured tiles

24% say

Fluted tiles

22% say

Wood-grain/ wood-look

19% say

Oversized tiles

18% say

Porcelain tiles

15% say

Bold colors and patterns

15% say

White tiles/ slabs

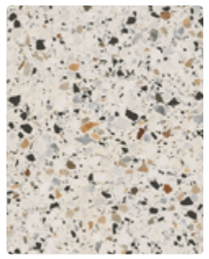
13% say

Mixed tile styles

12% say

Herringbone design

12% say



Terrazzo

This year, Zellige tiles may receive more attention as people seek tiles with a handcrafted look, say 31% of experts. These rugged tiles will add personality that is not always seen in bathrooms, which have been quite austere for many years.

Since the bathroom is notorious for high levels of waste in terms of water and energy usage, including sustainable materials like glass, steel, and ceramic is a way to create a more eco-friendly environment. 28% of experts believe sustainable materials will be popular in the bathroom this year.

Professionals say other materials to look out for are textured tiles (25%), fluted tiles (24%), wood grain (22%), and oversized tiles (19%).

Shower Design Trends Embracing Functionality and Luxury

45% of experts agree that walk-in showers will take center stage in 2025. Besides being a more accessible option, these showers also give the illusion of more space, adding to the bathrooms' visual appeal and creating a modern bathroom design.

Large (oversized) tiles are a trending style for bathrooms, with 40% of experts highlighting them as a top shower design trend. These tiles are very effective in creating a seamless, spacious look and they are ideal for smaller bathrooms or those aiming for a modern, minimalist aesthetic. Large tiles can also reduce grout lines, making maintenance easier.

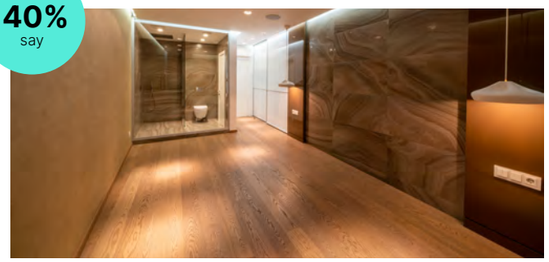
What are the most popular shower design trends in 2025?

45% say

Walk-in showers

40% say

Large format tiles



40% say

Wet rooms

- **37%** say — Built-in seating
- **37%** say — Double shower heads
- **31%** say — Smart shower systems
- **27%** say — Rainfall showerheads
- **24%** say — Aromatherapy systems
- **24%** say — Biophilic elements

- **24%** say — Frameless shower screens
- **18%** say — Stone-like finishes
- **13%** say — Textured tiles
- **12%** say — Wood-look materials

Another popular option is the wet room, thanks to its open-concept appeal. With no designated shower area, the bathroom floor doubles as the shower floor, creating a visually pleasing aesthetic similar to a walk-in shower. 40% of experts highlighted wet room bathroom style as a top trend in shower design.

According to 37% of interior design professionals, homeowners will opt for built-in seating in the bathroom. This allows for greater relaxation and comfort, and it can also enable people to create a sauna effect while running steaming hot water.

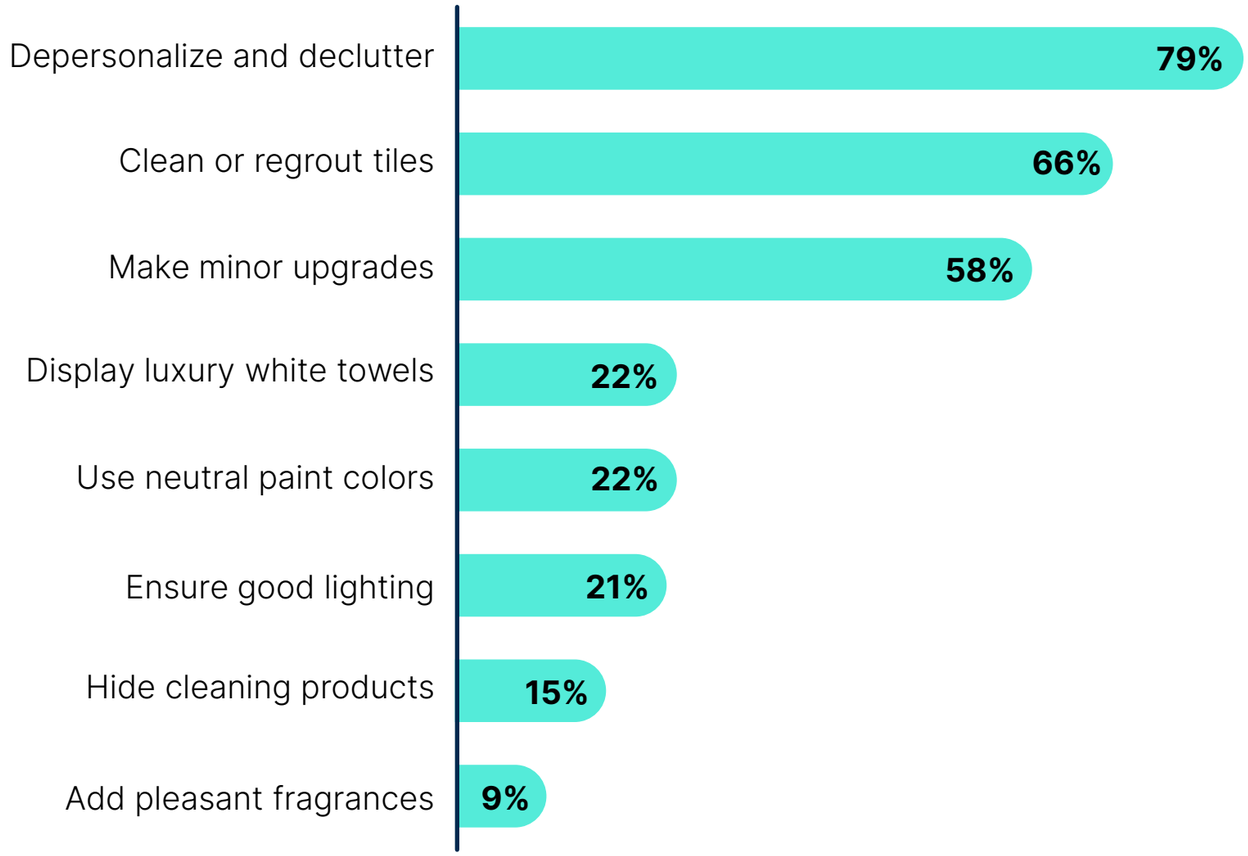
Other popular features for showers this year will be double showerheads (37%), smart shower systems (31%), and rainfall showerheads (27%). Smart shower systems are quite sophisticated, with personalized presets, temperature controls, and water conservation settings.

Prepping Bathrooms for a House Sale

For those selling their home in 2025 or 2026, it makes sense to focus on the bathroom, as this is one of the most frequently used areas of the house. A good place to start is to depersonalize and declutter the space so buyers can see the bathroom's potential, according to 79% of experts. Having bottles of toiletries such as shampoo and shaving cream strewn over the counter will be a turn-off for buyers. Ensuring these things are out of sight will keep the buyer's focus on fixtures, rather than being distracted by personal belongings.

Cleaning or regrouting the tiles may seem insignificant, yet 66% of experts agree that this small change can make a massive difference in the bathroom's appearance. Dirty grout lines are a turn-off and are much more of an eyesore than most people realize. Missing grout lines can also be a distraction, so it's best to regrout the tiles entirely for a seamless look.

What are your top recommendations for preparing a bathroom for sale?



Another way to prepare the bathroom for sale is to make minor upgrades, particularly to the hardware and faucet, according to 58% of pros. Black matte, brass, and chrome are good, trendy options for the bathroom.

Other suggestions include choosing neutral paint colors (22%), ensuring good lighting (21%), hiding cleaning products (15%), and making the room smell pleasant (9%). Many of these upgrades don't require a big investment and can make a huge difference.

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