

# COMPARING BATHROOM REMODEL INTENT TO COMPLETED PROJECTS

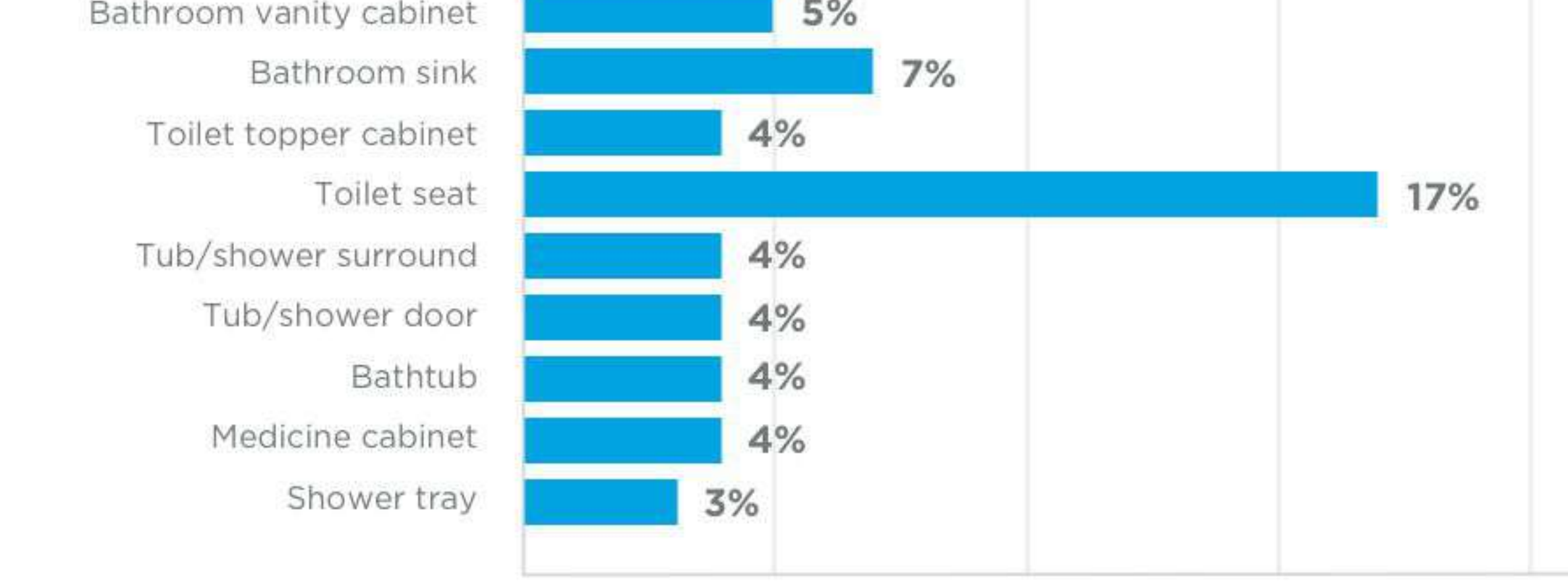
Looking back at 2022's project activity, bathroom remodels were trending home projects for many homeowners. Planned and completed guest bathroom renovations saw upticks in Q3 2022 with young millennials most likely to actually complete these projects compared to their older millennials and Gen Xers counterparts.

How can pros use these past trends to prepare for 2023? How can pros stay relevant and profitable if homeowners decide to complete more DIY projects in the new year?

Continue reading to find out!

## Bathroom Renovation Product Purchase & Use

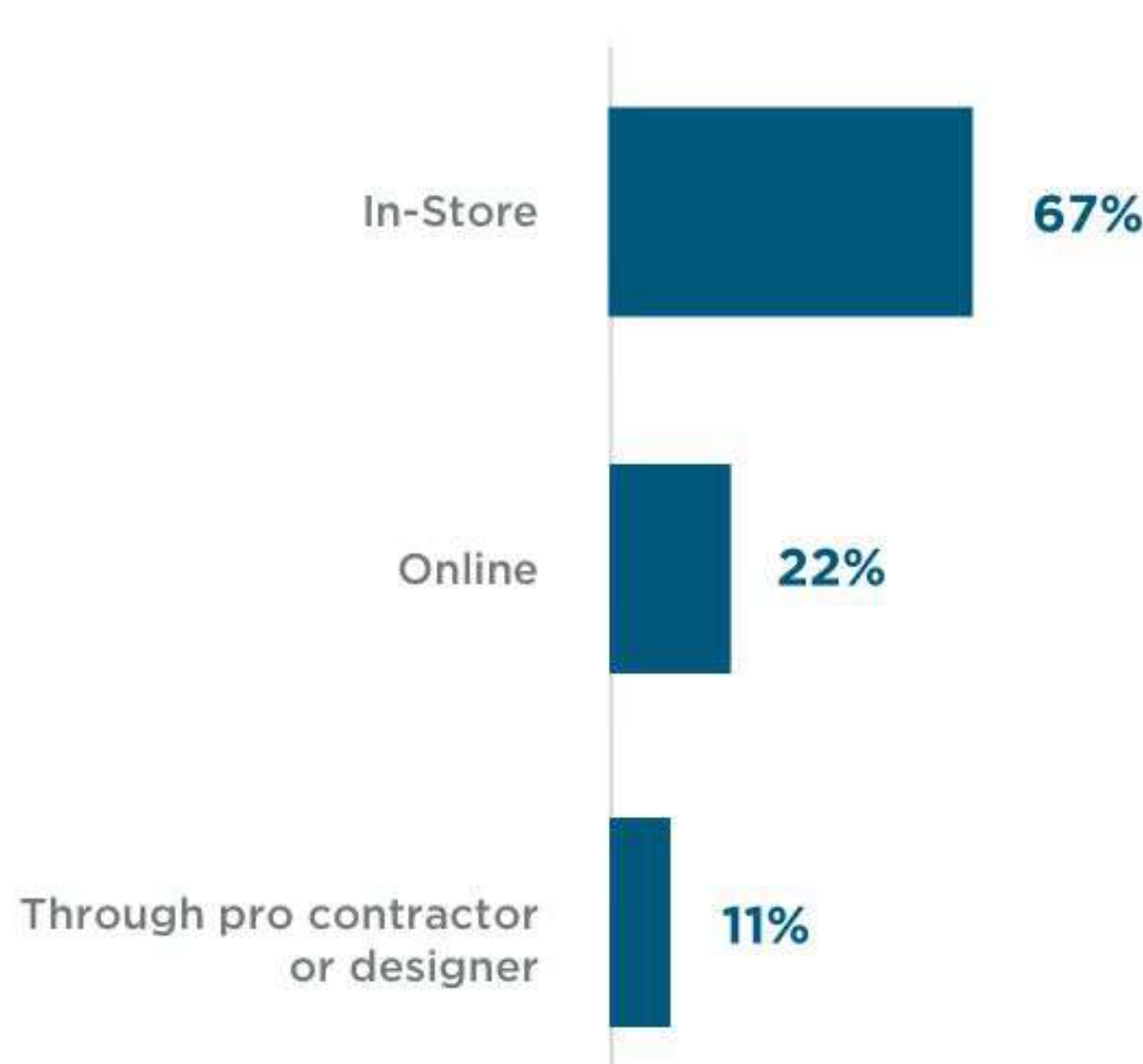
Homeowners planning small bathroom renovations are purchasing many new products including **hardware, furniture and plumbing fixtures**. Here is a breakdown of what they are purchasing:



Knowing where homeowners are purchasing their products is an integral part of understanding their renovation projects. The majority of homeowners purchase their home renovation products in-store at home improvement centers such as **Home Depot, Lowe's and Menards**. Purchasing with a purpose, homeowners know what they want and aren't afraid to try DIY projects for some of the smaller renovation projects, including installing toilet seats, bath hardware and vanity additions.

### PRODUCT PURCHASING

#### PURCHASE CHANNEL

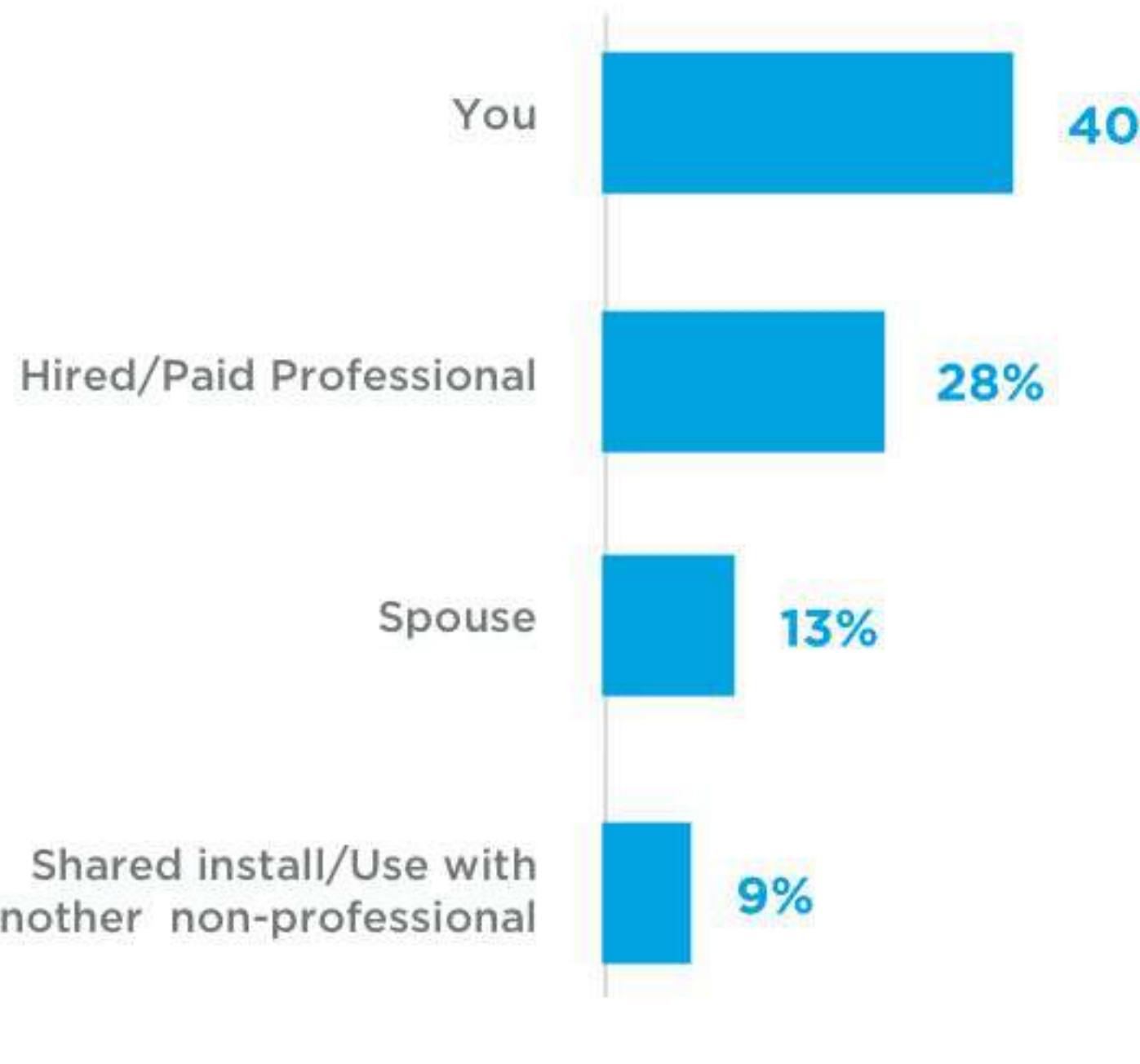


#### PURCHASE LOCATION

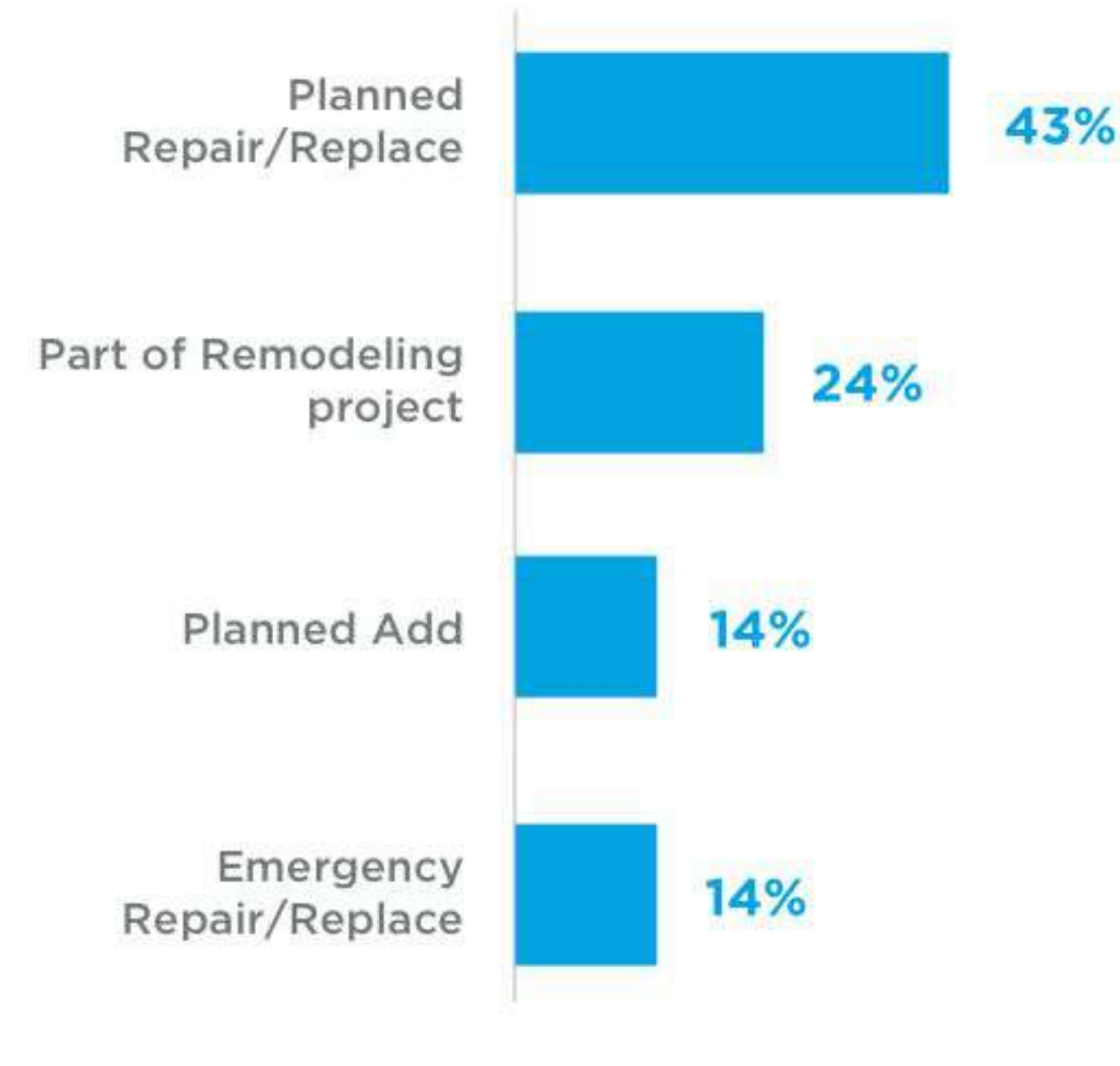


### PRODUCT USE

#### PRIMARY USER/INSTALLER



#### REASON FOR PURCHASE



Being well-versed in product options and installations will allow contractors to serve as a convenient option for installations and design advice. In addition, this data shows store owners, dealers and manufacturers what products are most popular so they can properly prepare their inventory.

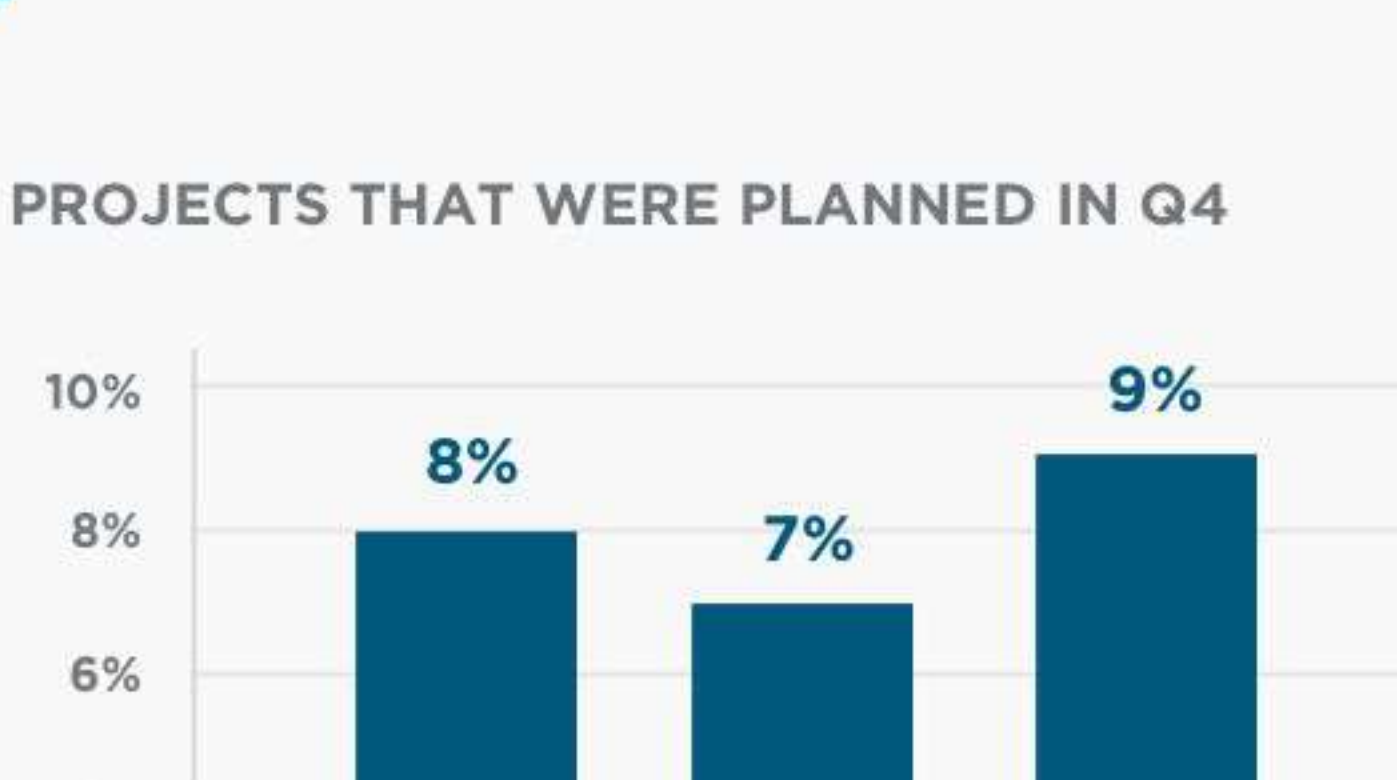
## Completed vs. Planned Guest Bathroom Renovation Projects

Homeowners who remodeled in the last three months were married, **24-34 years old** and earned an individual income of **\$75K+**. These homeowners also live in the southern and western parts of the country and spent **two to five years** in their homes. They plan to spend a median of **\$1,000** on their planned projects, with a majority of them planning on starting DIY projects.

Also, **small renovations** and **redecorations** were the most popular project categories for both planned projects and completed projects.

### GUEST BATHROOMS THAT WERE PLANNED FOR Q4

#### PROJECTS THAT WERE PLANNED IN Q4



#### EXTENT OF THE WORK

Routine maintenance/repair	18%
Redecoration (mostly furniture or cosmetic changes)	29%
Small renovation (small structural changes along with cosmetics)	35%
Major renovation (major construction work or additions)	18%

### GUEST BATHROOM COMPLETED IN Q3

#### PROJECTS COMPLETED IN Q3



#### EXTENT OF THE WORK

Routine maintenance/repair	19%
Redecoration (mostly furniture or cosmetic changes)	30%
Small renovation (small structural changes along with cosmetics)	36%
Major renovation (major construction work or additions)	15%

With many homeowners tackling small renovation DIY projects, industry pros can capitalize on this by posting, educational a-go-to resource for their existing and potential clients. Through social media posts, educational videos, informational blogs or even on-site guidance, this is an opportunity to grow established relationships and create new ones by offering expert advice and knowledge.

Although smaller renovations took the lead in project popularity, major renovations saw a slight uptick in completed projects compared to planned ones.

With this increase, contractors can market their services and explain how their professional knowledge and experience can provide cost savings and convenience to win over those projects.

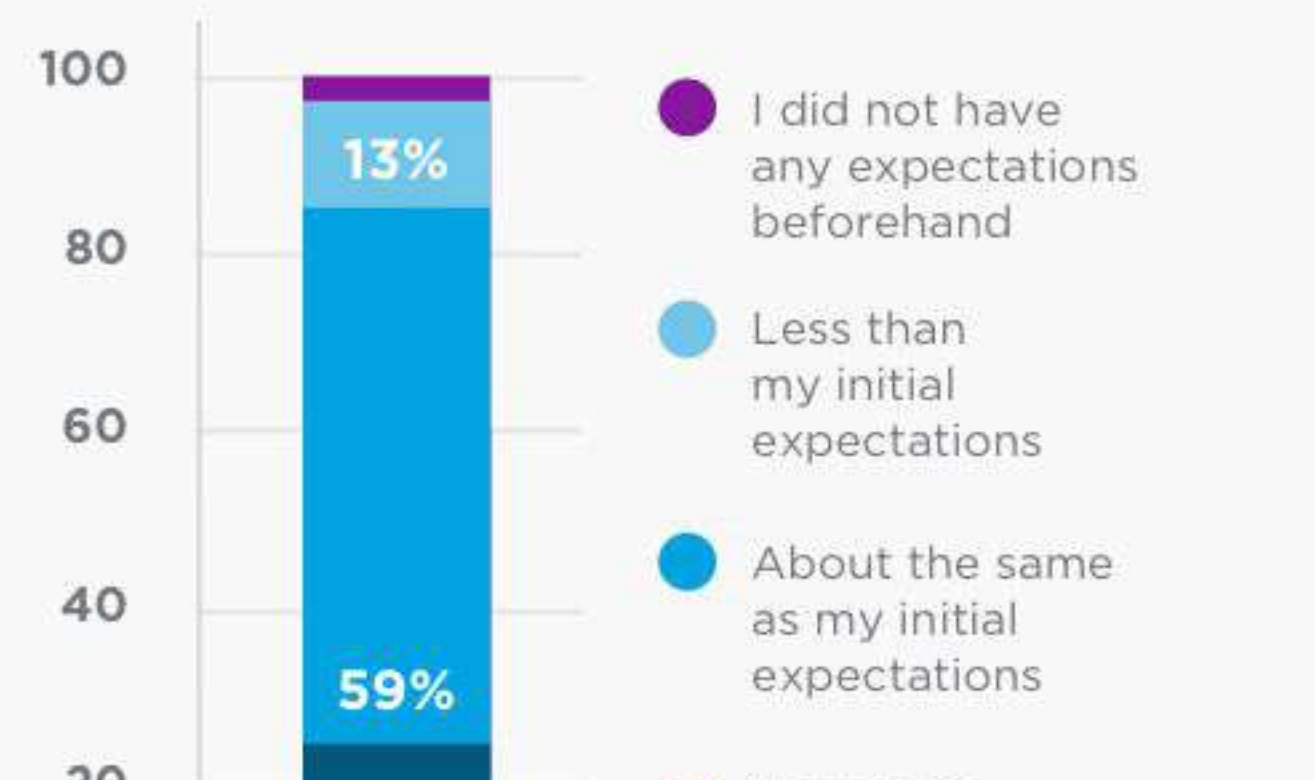
### GUEST BATHROOM COMPLETED ACTIVITIES

● Q1 ● Q2 ● Q3

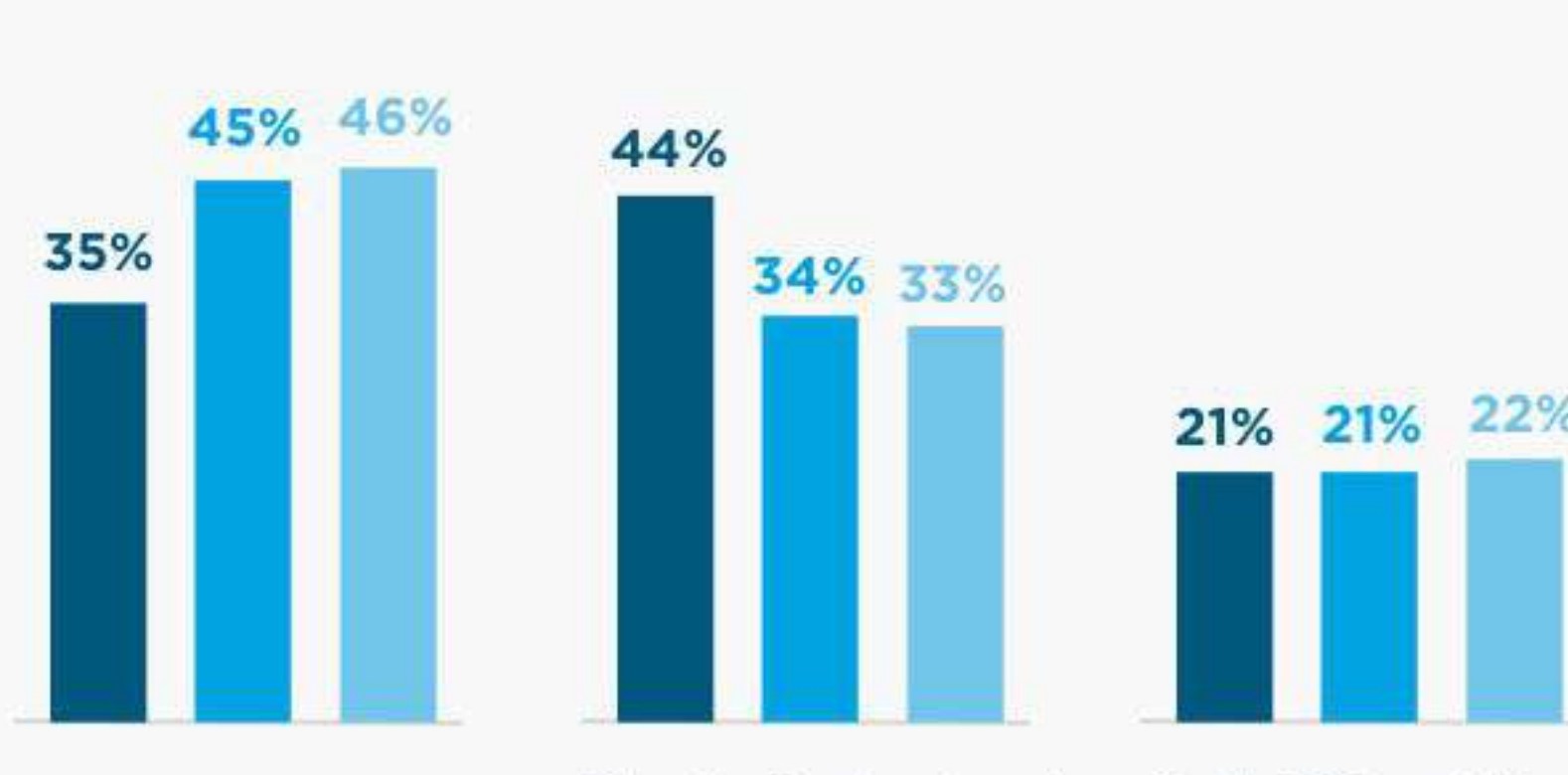


### GUEST BATHROOM COMPLETED COSTS AND WORK BREAKOUT

#### MEDIAN SPEND \$1,000



● Q1 ● Q2 ● Q3



Lastly, it seems that while older millennials and Gen Xers intend to embark on bathroom remodeling projects, often, younger millennials actually complete the projects. This is helpful for industry pros because they can focus on younger millennials as their target audience for marketing campaigns, as they are more likely to actually follow through with projects and purchases.

## ABOUT HIRI

As the only nonprofit organization dedicated to home improvement research, HIRI empowers our members with exclusive, ongoing home improvement data and information for making better business decisions.

Members are the leading manufacturers, retailers and allied organizations in the home improvement industry.

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