



**2025**

# **BATHROOM DESIGN**

Trends Report

**FIXR**



# Contents

3

## Bathroom Trends

4 Top bathroom design trends

6 Homeowners’ priorities

7 Ways to create a spa-like bathroom

8 Tile & material trends

11 Shower trends

13 Real estate trends

15

## Expert Analysis of Kitchen Trends

17

## Expert Contributors

20

## About the Author & Methodology

# 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 are [redesigning their bathrooms](#) 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



*"Bathrooms are becoming sanctuaries for relaxation and wellness, with spa-like features becoming very popular in 2025."*

**Tamra Pfeifer,**  
Owner of [Set the Stage Interiors](#)

**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.

Kerrie Kelly, Owner of [Kerrie Kelly Design Lab](#), says, "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



IMAGE CREDIT - Scottsdale Interior Design Group

## Spa-like design

**43%**  
say



## Organic materials

**37%**  
say



IMAGE CREDIT - Marcia Moore Design

## 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

Japandi style

**12%**  
say

Bold tiles and patterns

**10%**  
say

Wall-mounted fixtures



Download this graphic



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



*"I continue to see a spa-like feel as the top contender. A place to relax and unwind, away from the world."*

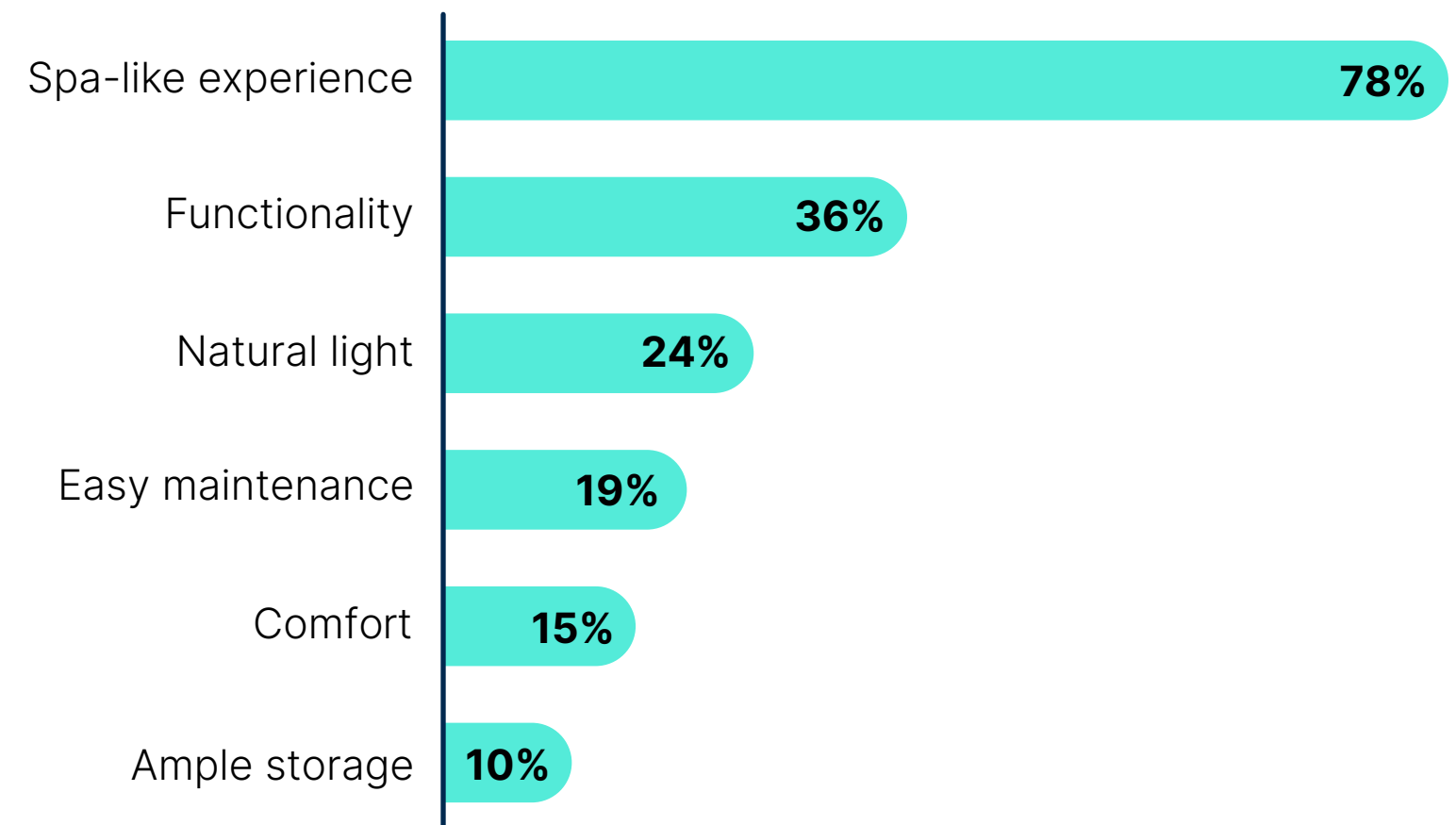
**Marcia Moore,**  
Owner of [Marcia Moore Design](#)

**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. Ruthie Staalsen, Owner of [Ruthie Staalsen Interiors](#), says, "Storage is a must so things can be put out of sight."

💬 What do people want most from their bathroom in 2025?



⬇ Download this graphic



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



*"Today's bathroom is a combination of spa-like features that enhances both physical and mental well-being."*

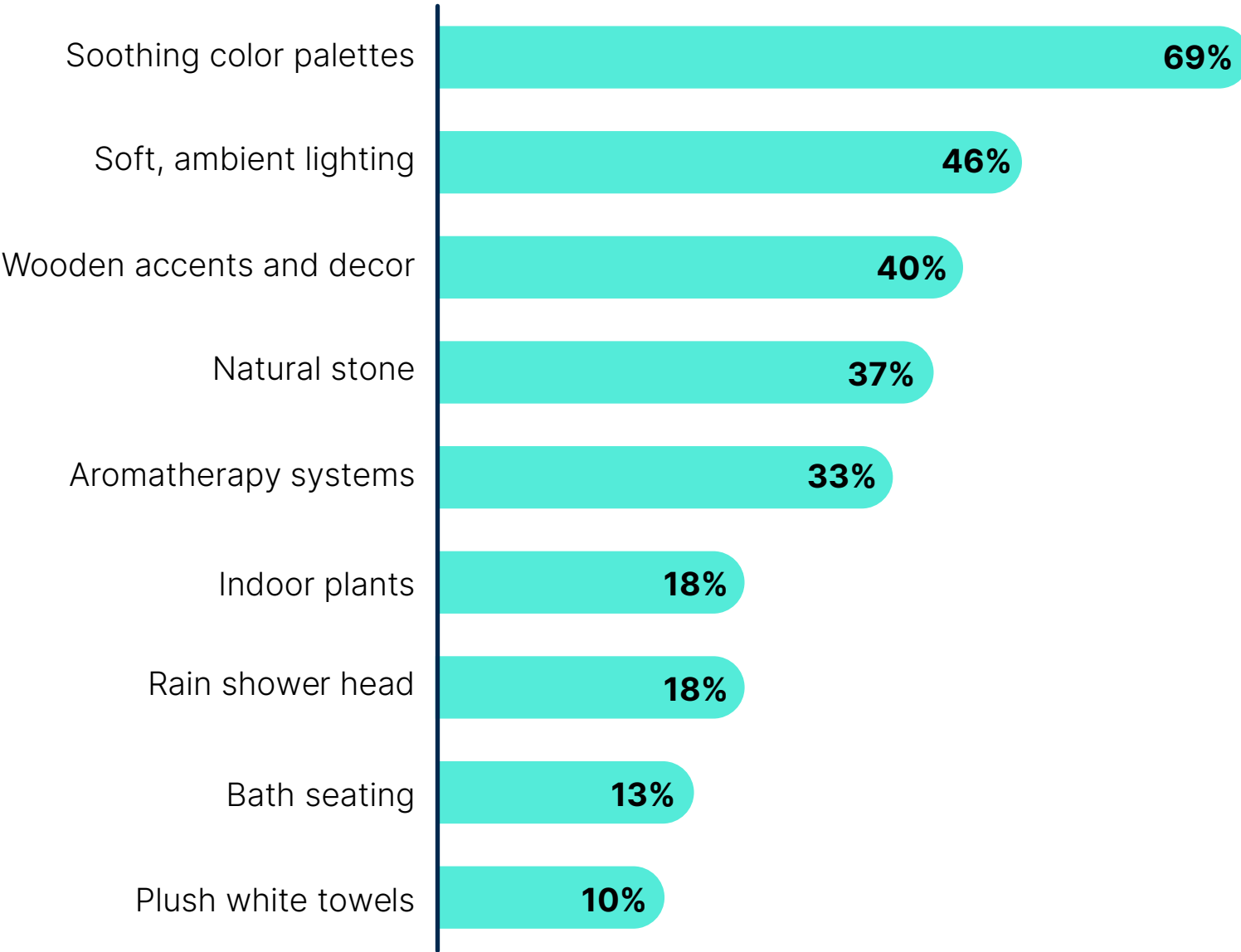
**Patricia Marie Kelly,**  
Owner of [Marie Kelly Unlimited](#)

**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," states Shivani Vyas, the Owner and Founder of [Studio Vyas](#). She continues by saying, "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," adds Garrison Hullinger, Principal at [Studio Garrison](#). 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?



[Download this graphic](#)



Wooden accents and decor are another way to help create a spa-like feel, suggests 40% of experts. Kelly says, “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.

Deborah DiMare, Founder of [DiMare Design](#), suggests, “Add greenery and aroma in your bathroom. Think of the bathroom as a space to ‘decompress.’ Even if it’s for a 3-minute shower in the morning. Have things that help you relax close at hand; thick towels, a dry brush, music...”





# Decorative Textures and Natural Materials Dominate in 2025



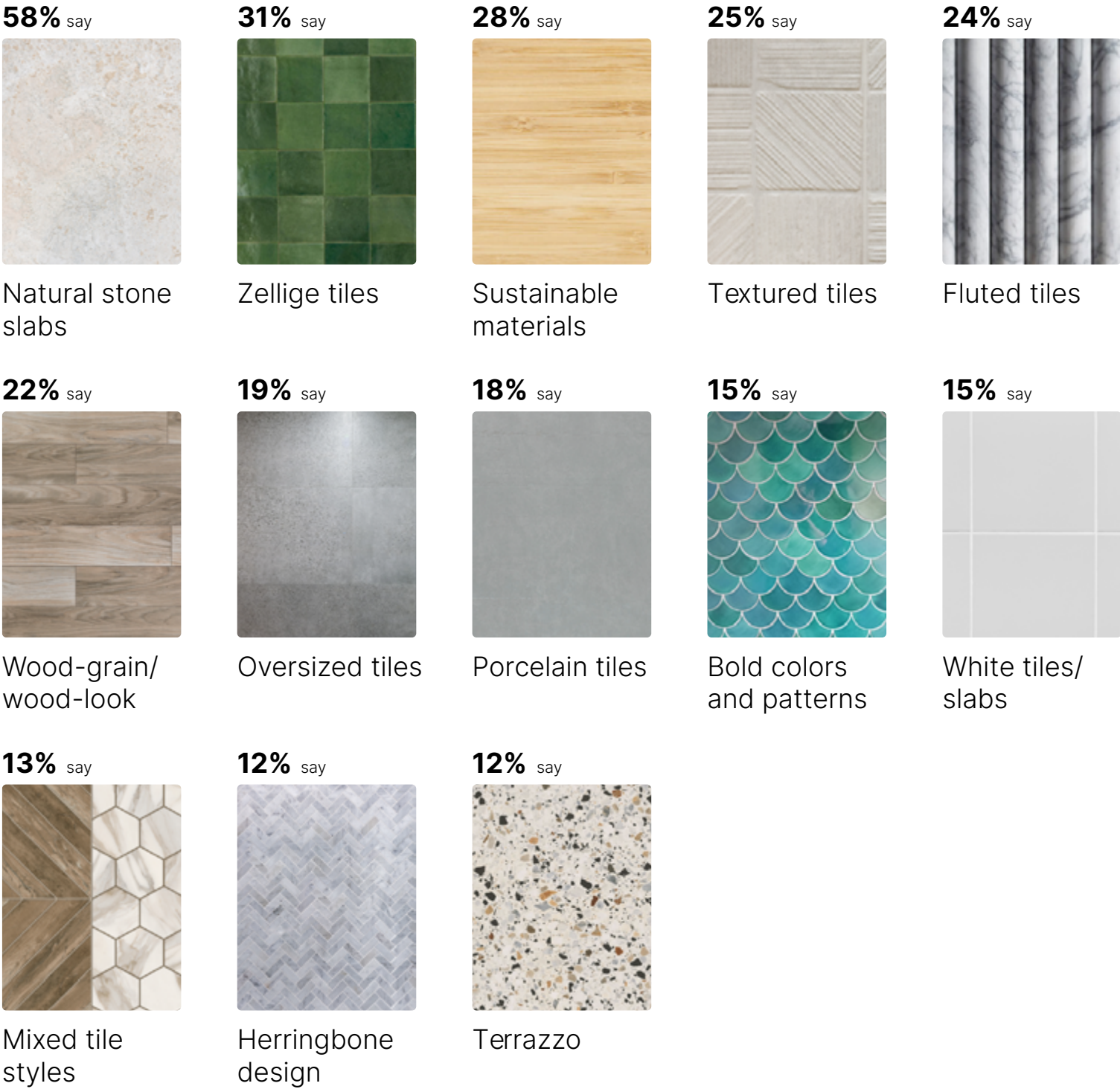
“There is definitely a trend toward creating a zen minimalist environment, incorporating textured tiles and natural stone materials as well as mixed metals.”

**Ally Whalen,**  
Owner of [Ally Whalen Design](#)

**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.

Vyas agrees by saying, “I always gravitate toward timeless bathroom designs that blend both style and longevity. For example, I love incorporating materials like classic marble or natural stone (as they age gracefully and never go out of style)!”

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



Download this graphic

---

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%).



**Related article:** [What's The Best Tile For A Bathroom Floor? A Buyer's Guide](#)



# Shower Design Trends Embracing Functionality and Luxury



“There has been a growing interest in creating accent shower areas. Whether through the use of a different tile or a standout pattern in the design, clients are increasingly open to taking these small yet impactful design risks.”

**Gloribell Lebron,**  
CEO and Principal Designer of [G. Lebron Interiors](#)

**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?



IMAGE CREDIT - Nicole White Designs Interiors

## Walk-in showers

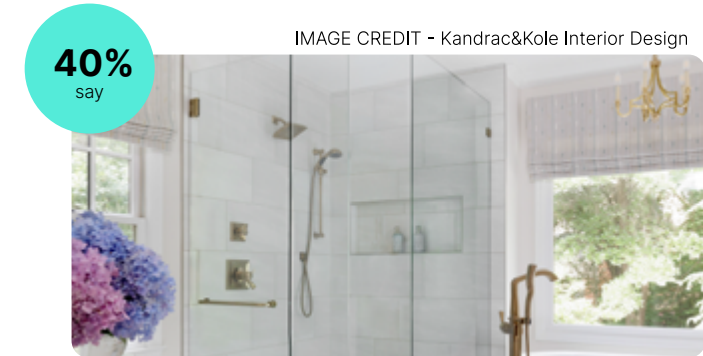


IMAGE CREDIT - Kandrac&Kole Interior Design

## Large format tiles



## 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

Download this graphic

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




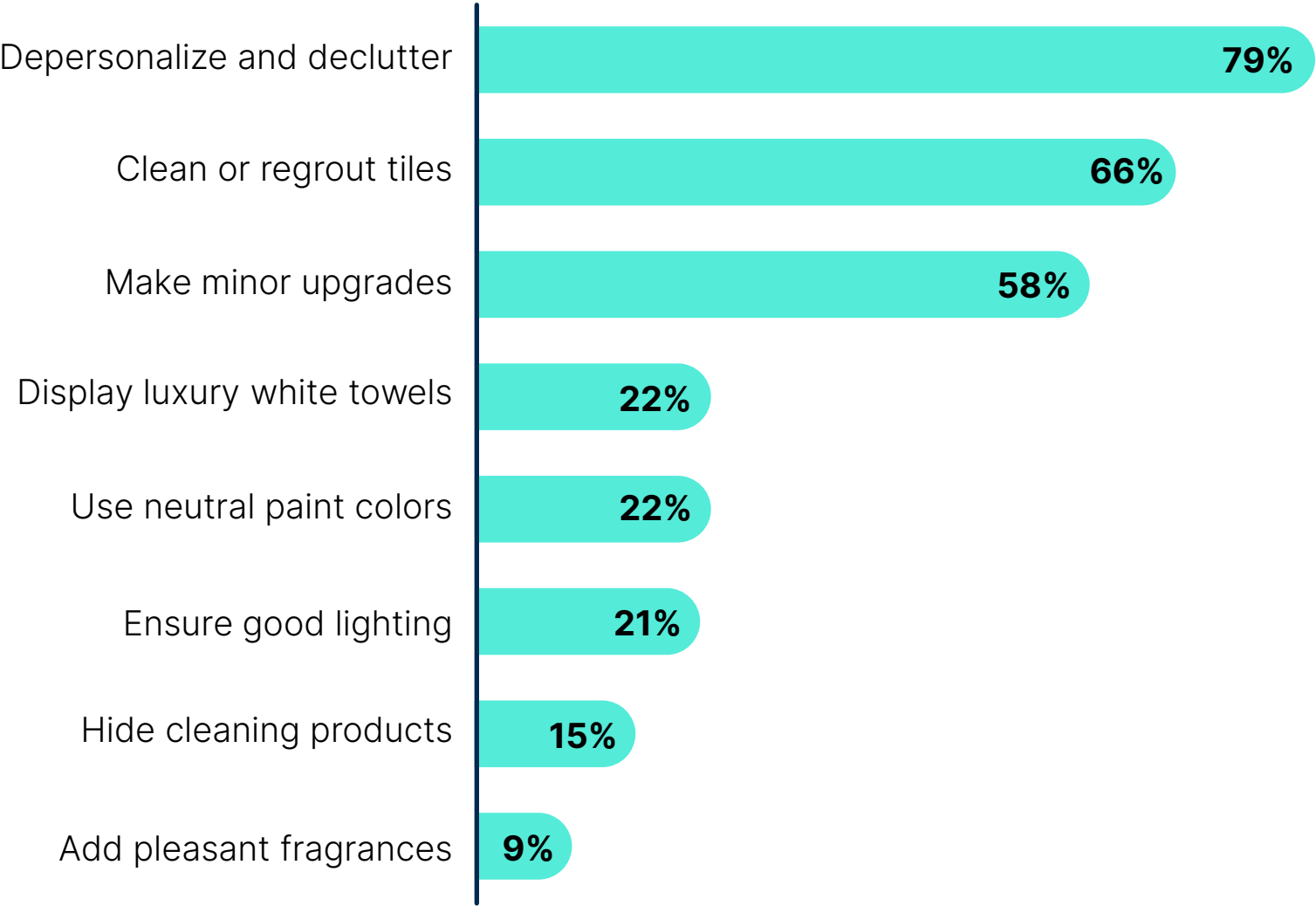
*"...when you pick neutrals [colors], you're setting up your space for easy refreshes (and less complete redos) in the future!"*

**Shivani Vyas,**  
Owner and Founder of [Studio Vyas](#)

For those who wish to sell their home in 2025, 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?



 [Download this graphic](#)

---

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.





# Expert Analysis of Kitchen Trends



*"There is definitely a trend towards creating a zen minimalist environment, incorporating textured tiles and natural stone materials as well as mixed metals."*

**Ally Whalen**, [Ally Whalen Design](#)



*"As our population ages, I am finding more clients wanting walk-in, curly showers and stylish grab bars."*

**Ashley Tapley**, [House Candy HOME](#)



*"2025 bathrooms blend subtle, purposeful lighting with low-maintenance luxury finishes, creating serene spaces that balance opulence and practicality for modern, effortless living."*

**Garrison Hullinger**, [Studio Garrison](#)



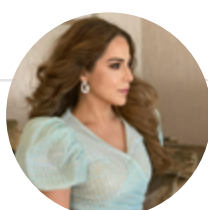
*"2025 bathroom design trends will push further into the spa experience. We will incorporate soft, earthy neutrals and pastels coupled with smart and touchless technology for a calm, modern experience."*

**Jackie Santos**, [Scottsdale Interior Design Group](#)



*"I hope bathrooms continue to embrace a spa-like atmosphere with natural materials, soft lighting, and organic, calming color palettes. Smart technology will continue to rise, with features like touchless faucets, heated floors, and voice-controlled showers becoming standard for a more luxurious and efficient experience."*

**Amanda Jacobs**, [Amanda Jacobs Design](#)



*"Wellness and technology will transform our bathrooms in 2025, with our top priority being these luxurious sanctuaries. Smart mirrors providing not only various therapeutic lighting options and real-time news and weather updates to spa-like showers with aromatherapy tech reducing stress and elevating moods."*

**Dahlia Mahmood**, [Dahlia Design](#)



*"There has been a growing interest in creating accent shower areas. Whether through the use of a different tile or a standout pattern in the design, clients are increasingly open to taking these small yet impactful design risks."*

**Gloribell Lebron**, [G. Lebron Interiors](#)



*"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. Natural materials like stone and wood are being paired with soft, neutral palettes to create a calming environment. Additionally, smart technology is making its way into the bathroom, with features like heated floors, touchless faucets, and even mood lighting, all designed to enhance relaxation and convenience."*

**Kerrie Kelly**, [Kerrie Kelly Design Lab](#)



*"We continues trends of the Spa-Inspired Retreat, creating a serene and relaxing atmosphere with luxurious amenities like soaking tubs and rain showers with lots more smart toilets, mirrors, and lighting for added convenience and functionality."*

**Anna Gibson**, [AKG Design Studio](#)



*"Add greenery and aroma in your bathroom. Think of the bathroom as a space to "decompress." Even if it's for a 3 minute shower in the morning. Have things that help you relax close at hand; thick towels, a dry brush, music..."*

**Deborah DiMare**, [DiMare Design](#)



*"Your own personal retreat is a great space to create a beautiful style that functions for all your needs by adding touches that can create a connection to what's important to you. By adding smart technology that relates to health and fitness as well as biophilic design elements that keep you connected to nature, these are the ultimate in creating a space that creates the luxury retreat we all desire! It can be a small touch that makes a huge impact in how your bathroom functions for your well being every day!"*

**Helen Bartlett**, [Refined Interior Staging Solutions](#)



*"I continue to see a spa-like feel as the top contender. A place to relax and unwind, away from the world."*

**Marcia Moore**, [Marcia Moore Design](#)



*"A clean calm environment that encourages a feeling of escape, is always very desirable regardless of trends."*

**Michelle Cortizo**, [Cortizo Interiors](#)



*"Today's bathrooms is a combination of spa-like features that enhances both physical and mental well-being."*

**Patricia Marie Kelly**, [Marie Kelly Unlimited](#)



*"I always gravitate towards timeless bathroom designs that blend both style and longevity. For example, I love incorporating materials like classic marble or natural stone (as they age gracefully and never go out of style)! A soothing color palette, like soft whites and warm neutrals, always boosts a serene environment, too. Plus, when you pick neutrals, you're setting up your space for easy refreshes (and less complete redos) in the future! For me, it's about striking the right balance between honoring what you love and what's trending but above all else, always prioritizing function, longevity, and comfort."*

**Shivani Vyas**, [Studio Vyas](#)



*"On everyone's wishlist: His & Hers toilets (separate) and separate vanities. Integrated LED mirrors are very popular.."*

**Minol Shamreen**, [Studio M Designs](#)



*"For remodeling projects, I typically specify large format tiles so homeowners have less grout lines to clean."*

**Rose Dostal**, [RMD Designs](#)



*"Bathrooms are important. Even for small bathrooms, color, lighting, fixtures, and natural elements make a difference. Adding decor that mimics more of a living space is a plus. For example, in my own bathroom, I have added a vintage wood storage cabinets and real art pieces. I also have added a washable "Persian/Turkish" rug and the combination of these has added warmth and it feels like sanctuary. Design is subjective. A Scandi design makes a bathrooms feel like a spa. As always, I recommend my clients to define what comfort and luxury looks like for them. Some people like smart showers, and some people like me like something from the past. Everything goes. But with any style, lighting is very important."*

**Shirin Sarikhani**, [Seattle Staged To Sell and Design](#)



*"Bathrooms are becoming sanctuaries for relaxation and wellness with spa-like features becoming very popular in 2025."*

**Tamra Pfeifer**, [Set the Stage Interiors](#)



*"Countless clients are on-board with a timeless look, consisting of natural stone or terrazzo tiles, polished nickel or satin / unlacquered brass, statement lighting and smart storage for the growing number of body and skincare products used daily."*

**Mitchell Bage**, [Maison de Campagne](#)





# Expert Contributors



Expert Contributors

Ally Whalen

Ally Whalen Design

Amanda Jacobs

Amanda Jacobs Design

Amy Nelson

Home Transformations Staging and Redesign

Andrea Monath Schumacher

Andrea Schumacher Interiors

Anna K. Gibson

AKG Design Studio

Anthea Click

FP Staging and Design

Arianna Valcarcel

Pure Home Studio

Ashley Tapley

House Candy HOME

Bailey De Vos

Cai Staging and Design

Bethany Adams

Bethany Adams Interiors

Birgit Anich

BA Staging & Interiors

Brittany Lyons

Brittany Lyons Interiors

Brooke Lang

Brooke Lang Design

Chelsie Butler

Kitchen & Bath Business Magazine

Cristina Lehman

C.LehmanHome

Dahlia Mahmood

Dahlia Design

Dani Boyd

Dani Boyd Design

Deborah DiMare

DiMare Design

Ellen Kennon

Ellen Kennon

Garrison Hullinger

Studio Garrison

Ginger Curtis

Urbanology Designs

Gloribell Lebron

G. Lebron Interiors

Helen Bartlett

Refined Interior Staging Solutions

Ilaria Barion

Barion Design Inc.

Jackie Santos

Scottsdale Interior Design Group

Jessica Love

Urbane Design Studios

Jill Seidner

Jill Seidner Interior Design

Joann Kandrak

Kandrak&Kole Interior Design

Karen Otto

Home Star Staging

Kate Smith

k.Smith | x

Kerrie Kelly

Kerrie Kelly Design Lab

Kerrie Reid

Elite Design & Home Staging

Kim Gordon

Kim Gordon Designs

Kristie Barnett

The Decorologist

Laura Jones

Home Harmony Denver

Laura Medicus

Laura Medicus Interiors

Laurence Carr

Laurence Carr Inc

Leigh Newport

Staged by Design

Lesley Myrick

Lesley Myrick Interior Design



Expert Contributors

Leslie Carothers

Savour Partnership

Linda Merrill

Linda Merrill Decorative Surroundings

Lindsey Machado

Designed with Grace & Joy

Liz Shalala-Pensiero

Liz Pensiero Staging and Designs

Marcia Moore

Marcia Moore Design

Margaret Gehr

Chicagoland Home Staging

Margie Cooper

The Staging Room

Michele Plachter

Michele Plachter Design

Michelle Cortizo

Cortizo Interiors

Michelle Minch

Moving Mountains Design Home Staging

Minol Shamreen

Studio M Designs

Mitchell Bage

Maison de Campagne

Nicole Blase Arnold

Nicole Arnold Interiors

Nureed Saeed

Nu Interiors

Patricia Marie Kelly

Marie Kelly Unlimited

Paulina Hospod

AhAInteriors

Ricci Taylor

Everly Design Co

Rose Dostal

RMD Designs

Ruthie Staalsen

Ruthie Staalsen Interiors

Shawn Wilson

Soulful Staging

Shirin Sarikhani

Seattle Staged To Sell and Design

Shivani Vyas

Studio Vyas

Suzanne Lasky

S Interior Design

Tamara Magel

Tamara Magel

Tamra Pfeifer

Set the Stage Interiors

Theresa Bouchard

TS Staging and Design

Terry Mainord

Terry Mainord Design

Theresa Bouchard

TS Staging and Design

Yahaira Familia

The Styled Property

# About the Author

---



[Laura Madrigal](#) is a *Home Improvement Content Specialist* at Fixr.com, creating engaging and informative content about interior design and home remodeling. By collaborating with industry experts and staying up-to-date on the latest trends, she provides homeowners with the knowledge they need to achieve their dream home. Follow her work for practical tips and expert insights.

# Methodology

---

The statistics featured in this report are based on the results of a survey completed by 67 top interior design and home staging experts in October 2024. These professionals were asked a mix of multiple-choice and open-ended questions. Most multiple-choice questions allowed for more than one answer to be selected. All percentages were rounded to the nearest whole number.



# BATHROOM DESIGN

## Trends Report 2025

---

