



# TROJAN *trends*





*“Bathrooms need to be up-to-date and add value to a home”*

## Updating Appearance



**68%**

Updating Appearance

**44%**

Easy to Keep Clean

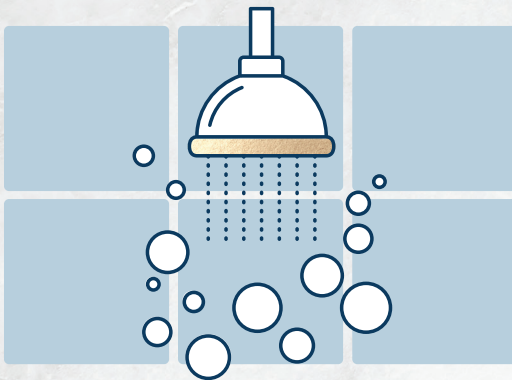
**35%**

Adding Value to Home

Updating appearance (68%) is the main motivation for revamping a bathroom and people prioritise something that is easy to keep clean (44%) and that adds value to their home (35%).



Trojan Baths has a wide range of single ended baths for everyday requirements however freestanding claw feet baths, such as the Clermont and Emerald, adds luxury and added perceived value to any home.



## More than just baths

### *Bathroom projects are comprehensive*

Bathroom refits are highly likely to include new tiling, floors and lighting, indicating the complexity of the projects and the likelihood that people will go for a complete new look.



Trojan offers a lot more than just baths, from bath panels to shower trays and screens, through to EPS tiling solutions, we help to deliver a complete new look to any bathroom.



*“Space Availability is top of the agenda”*



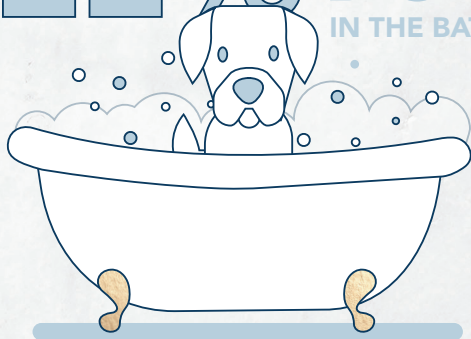
Products that make the best use of the available space are at the top of consumers wishlists for their new bathroom, and ahead of other key purchase influencers such as quality and price.



From the Trojan Space Saver bath to the 1455mm Alcora and the 1470mm Uppingham, even our twin skin freestanding baths can fit into those bathrooms that don't have a huge amount of free space.

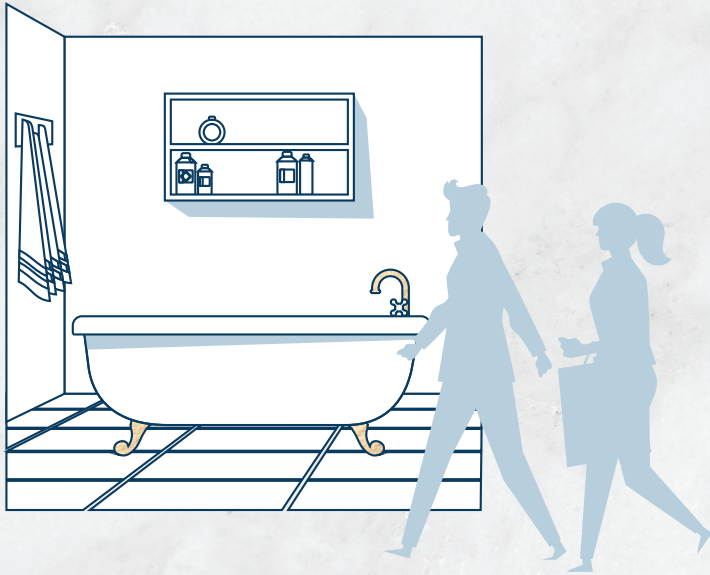
### *Dog Days Aren't Over!*

22% WASH THEIR  
DOG  
IN THE BATH



Did you know 22% of people wash their dog in the bathroom either in the bath or the shower, with some respondents doing this as often as once a week. In the UK we are in the process evolving from being a nation of pet lovers to being a nation of 'pet parents'. While the UK birth rate is declining, the dog population has reached 8.5million and 24% of households own at least one dog (Source PFMA). As we treat our 'fur babies' more as members of the family than pets, it appears our dogs are now beginning to have access to our bathroom spaces.

*“Shoppers want good prices, nice showrooms and the option to buy online”*



Online shopping is changing consumer expectations but this is a market where touching and seeing the products also matters and 29% say that an attractive showroom influenced their choice of bathroom retailer, indicating that people still value the experience of visiting a shop when choosing bathrooms.



Working exclusively through long term distribution partners, Trojan is committed to the success of bathroom retailers, offering ongoing support and merchandise to educate consumers on the benefits of a Trojan bath.

## *Contact Us*

Get in touch today to request your Trojan Collections brochure, call **01484 648181** or email [sales@trojan-plastics.co.uk](mailto:sales@trojan-plastics.co.uk) or instantly download the brochure at [www.trojan-baths.co.uk](http://www.trojan-baths.co.uk)



Facts and figures from the following sources:

\*Mintel, Bathrooms And Bathroom Accessories UK, August 2018

\*\*Trend Monitor, Six Things You Didn't Know People Did In Their Bathrooms, Jan 2019

\*\*\*Trend Monitor Bathroom Purchasing Trends 2018