



TROJAN *trends*





72% take pride in their homes



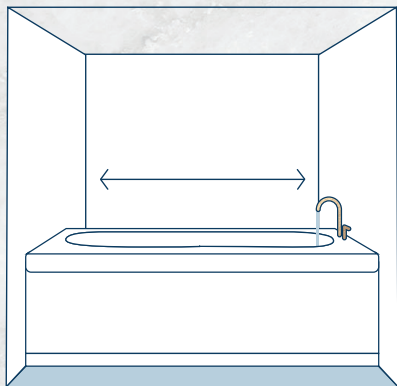
Homes are places for leisure, socialising, creating family bonds and working at home. Bathrooms are a place for escapism and a haven for many.



Through ongoing consumer insight, Trojan continually develop new products to allow instant relaxation but also to give consumers a genuine pride in their purchase and their overall bathroom.

Demand for smaller properties is increasing

One and two person households will account for almost 63% of households in the UK by 2022, creating a demand for smaller properties and apartments, and hence a requirement for space saving bathroom solutions.



**Maximising space
is paramount**



Here at Trojan Baths, we believe all bathrooms deserve to have a beautiful bath, no matter what the size. When it comes to our everyday single-ended baths, the 1200mm Derwent and 1200mm Cascade are perfect for those looking for simplicity at an affordable price. Even our twin skin freestanding baths can fit into those bathrooms that don't have a huge amount of free space, with the 1455mm Alcora and the 1470mm Uppingham as the perfect examples of design fitting with the market requirements.



41% like to read in the bath

Now Bath's Entertainment



It seems that people enjoy being entertained while having a bath, with 41% of participants who regularly took baths revealing they like to read either a book, newspaper, magazine or a Kindle. 7% will watch a film or TV shows on either their phone or tablet, and 7% will listen to the radio. 30% like to use candles or dim the lights to create the right ambience, and 1 in 5 participants said that they occasionally enjoy a glass of wine.

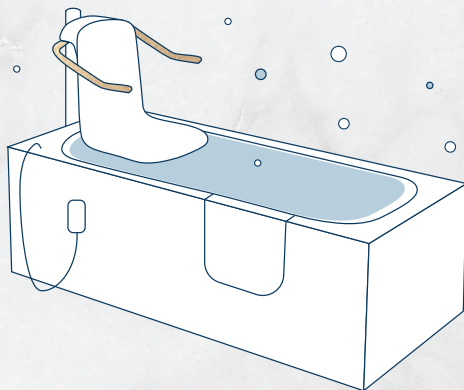


Bathing is relaxing...think again!

Increasingly people are taking their phones into the bathroom with them, and not necessarily to have a chat. They are engaging in a range of online activities, with 10% checking their emails, 10% listening to music, 6% sending texts, 4% checking Facebook, 4% listening to podcasts, 4% reading news feeds, 4% watching videos, and 2% playing games. A further 2% use their smartphones in the bathroom to check their bank accounts.

What did you do the last time you were in the bath?!

More demand for accessible bathing



During 2017-22 the population aged 65+ will grow by an estimated 8.6% to reach some 13 million. Lack of funding for care for the elderly means that it is in the interests of local authorities to encourage people to stay in their homes for longer, rather than move into residential care homes. This is likely to lead to increased consumer demand for accessible bathing and showering for people with restricted mobility.



Here at Trojan, we believe bath time should be a relaxing, enjoyable experience and that is why we have expanded our specialist range of easy access baths, adding brassware and accessories to create safe yet beautiful bathrooms for all consumers, no matter what their level of physical ability or age. Check out www.bathe-easy.co.uk to see the whole range for yourself.

Contact Us

Get in touch today to request your Trojan Collections brochure, call **01484 648181** or email sales@trojan-plastics.co.uk or instantly download the brochure at 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