THE
Farnsworth
GROUP

Plumbing Fixtures: Trends & Preferences

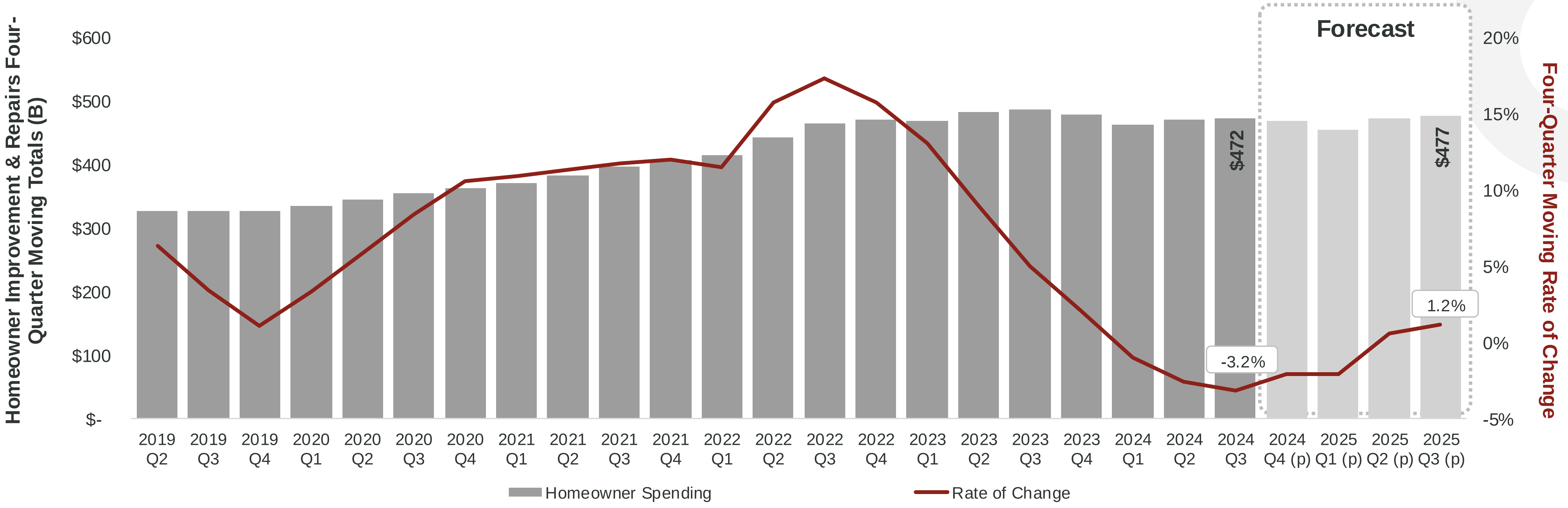

Forecast
as of January 3, 2025

Remodeling Activity Forecast

Lower Home Remodeling Expected

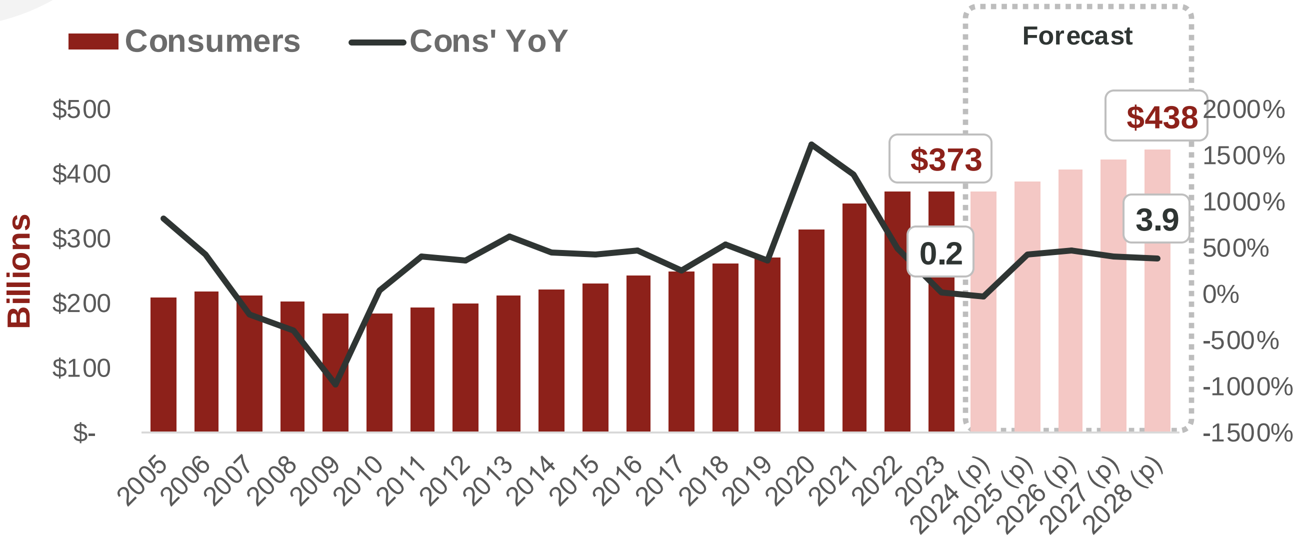
Leading Indicator of Remodeling Activity (LIRA) forecasts residential remodeling activity which, historically, remains less volatile than home construction. Because home values remain high, the Joint Center for Housing Studies (JCHS) anticipates remodeling may perform better than new housing.

JCHS expects annual expenditures for improvements and repairs to owner-occupied homes to decrease this year and into the first quarter of 2025, but at a moderating rate.



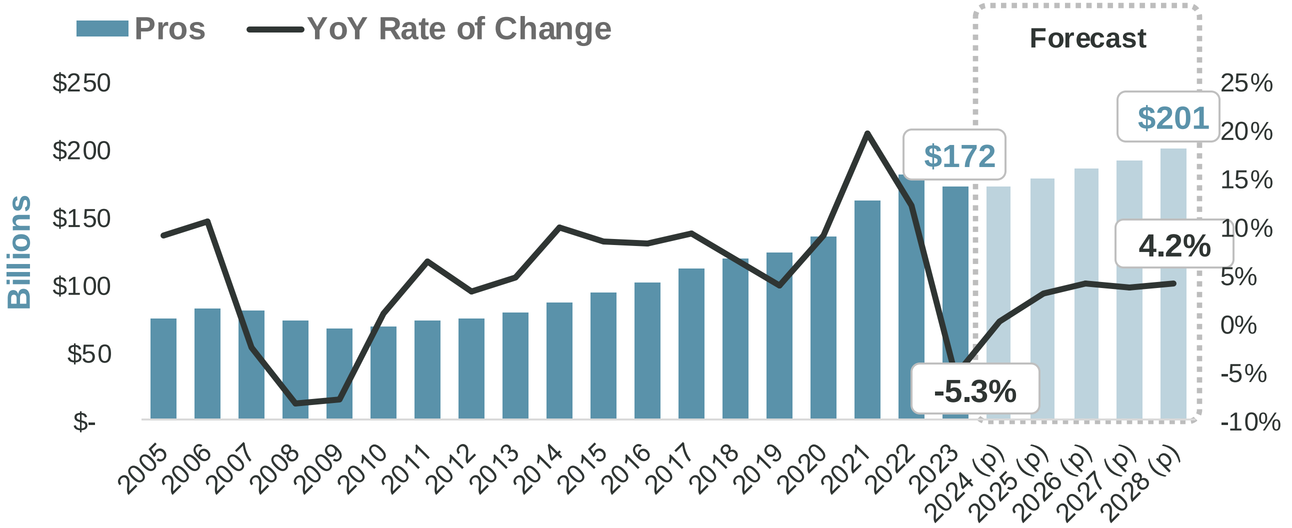
Source: Joint Center for Housing Studies of Harvard University | TFG Industry Drivers Report | **Data as of January 3, 2025**

Revenue Forecast



Consumers: YoY Growth Recovers in 2025

- The Home Improvement Research Institute (HIRI) predicts the total spend on home improvement products by consumers each year based on previous years' data.
- After a dramatic decrease in year-over-year (YoY) growth, the forecast anticipates a flat or smaller increases in consumer product spend.

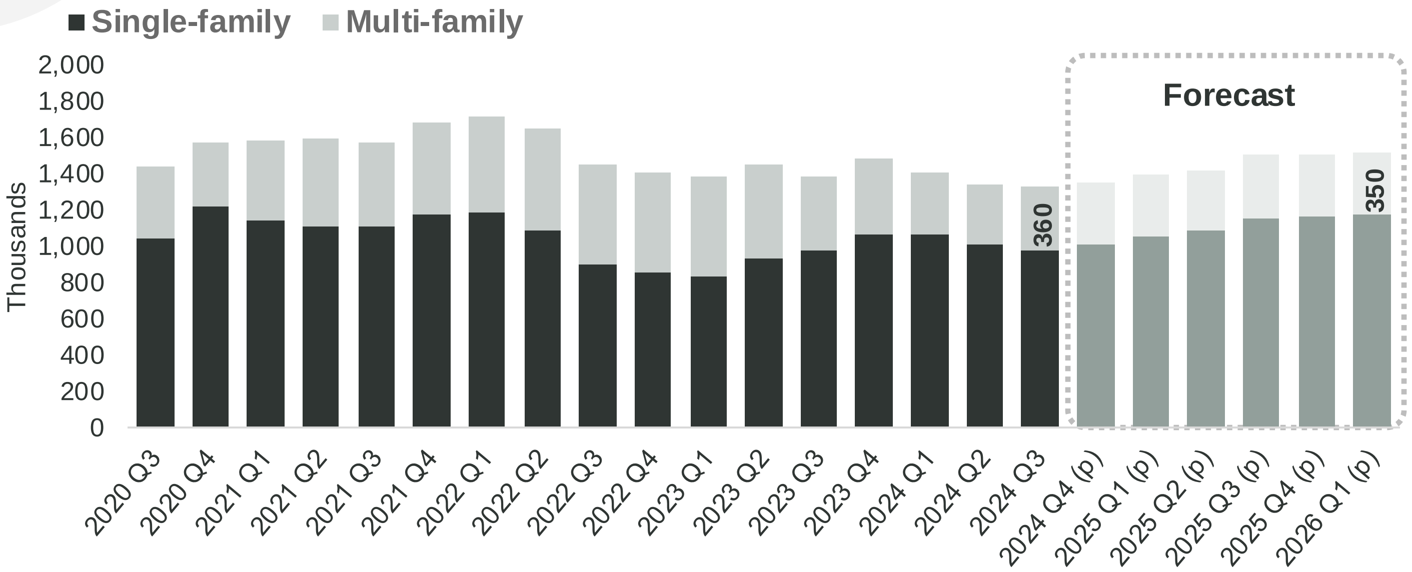


Pros: YoY Growth to Improve (Slightly) in 2024

- Leveraging historical data, HIRI forecasts annual spending on home improvement products by contractors and remodelers.
- While 2024 may see modest growth, HIRI predicts a more substantial uptick in revenue from 2025 onwards.

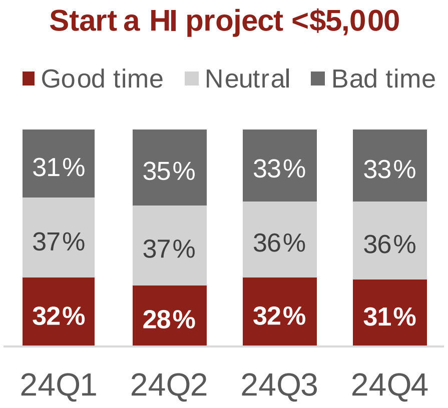
Source: HIRI US Size of the Building Products Market Forecast | TFG Industry Drivers Report, **Data as of January 3, 2025**

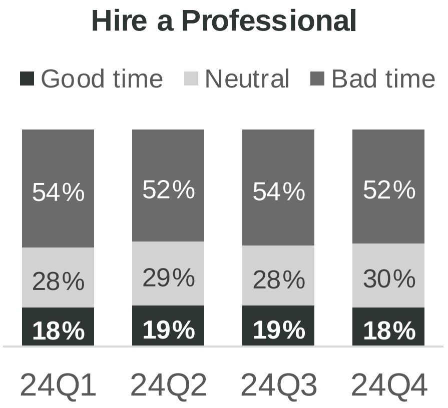
Housing Starts Forecast

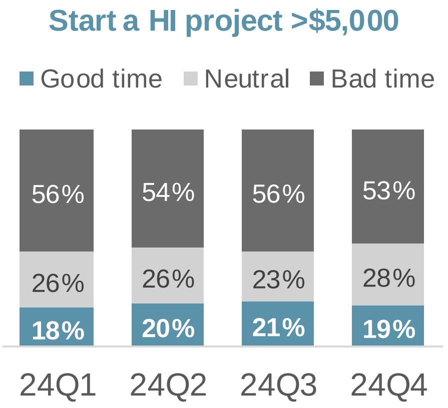


Steady Growth Expected

- Housing start forecast includes both single- and multi-family new residential construction started each quarter, but the data does not include unit completes, sales, or closes.
- Multi-Family is expected to decline in 2024 as inventory levels have increased in recent year, loan rates increased, and single family begins to add inventory.







2024 HI Activity Sentiment

Greatest Challenges to Contractors' Business Growth

- Products and Material Shortages
- Labor Shortages
- Increasing Competition

Source: National Association of Realtors | TFG Industry Drivers Report | HIRI/TFG Contractor Activity Tracker | **Data as of January 3, 2025**

Review Current Industry Dynamics

Discuss Most Up-to-Date Forecast Data with an Industry Expert

Schedule a Meeting

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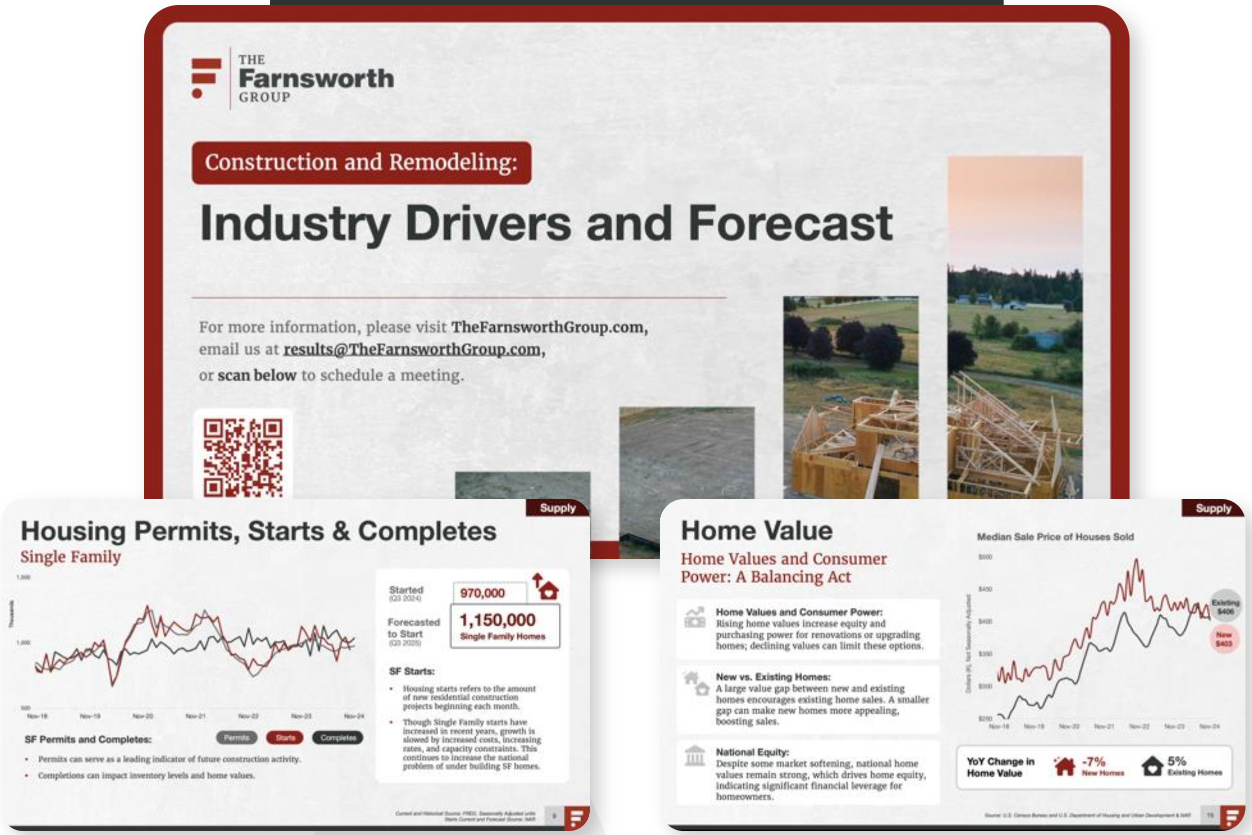
New Data Available Monthly



Purchasing Insights

DIYers' Top Building Product Brand Traits

Which of the following are most important to you when selecting building product brands?

Rank	Trait	Gen Z	Gen Y	Gen X	Boomers
1.	High Quality	88%	75%	83%	85%
2.	Availability	35%	53%	49%	56%
3.	Ease of Use	36%	45%	42%	47%
4.	Low Price	26%	43%	44%	38%
5.	Brand Reputation & Familiarity	30%	34%	31%	41%

6. Warranty
7. Product Reviews
8. Wide Range of Products
9. Supplier Support
10. Sustainable/Environmentally Friendly
11. Manufacturer Support
12. Sold Through Preferred Supplier
13. Word of Mouth Recommendation
14. Manufacturer Loyalty Program
15. Supplier Loyalty Program

Source: 2025 Building Products Customer Guide

Turn Insights Into Winning Product Ideas

Pros' General Brand Drivers

Which of the following are most important to you when selecting building product brands?

	Home Builders	Residential GC / Remodeler	Residential Specialty Trades	Commercial Specialty Trades	Commercial GC / Builder
1. High Quality	92%	80%	84%	84%	82%
2. Availability	71%	60%	61%	63%	51%
3. Low Price	59%	48%	58%	45%	50%
4. Warranty	39%	45%	40%	37%	51%
5. Brand Reputation & Familiarity	44%	44%	40%	30%	35%

6. Ease of Use
7. Supplier Support
8. Product Reviews
9. Wide Range of Products
10. Manufacturer Support
11. Sustainable/Environmentally Friendly
12. Word of Mouth Recommendation
13. Sold Through Preferred Supplier
14. Supplier Loyalty Program
15. Manufacturer Loyalty Program

Source: 2025 Building Products Customer Guide

Turn Insights Into Winning Product Ideas

Architects' Top Building Product Brand Traits

Which of the following are most important to you when selecting building product brands?

Rank	Trait	Total	Revenue < $2M	Revenue > $2M
1.	High Quality	66%	82%	52%
2.	Brand Reputation & Familiarity	60%	65%	55%
3.	Manufacturer Support	54%	43%	64%
4.	Supplier Support	51%	47%	55%
5.	Availability	46%	61%	34%

6. Ease of Use
7. Warranty
8. Sustainable / Environmentally Friendly
9. Sold Through Preferred Supplier
10. Low Price
11. Manufacturer Loyalty Program
12. Product Reviews
13. Word of Mouth Recommendation
14. Wide Range of Products

Source: 2025 Building Products Customer Guide

Turn Insights Into Winning Product Ideas

Product Purchase Behavior

Low flow settings are the most used special feature in fixtures. Two-thirds of Homeowners request a specific brand at least half the time. A significant portion of Pros, about a third, visit showrooms frequently.

Homeowner

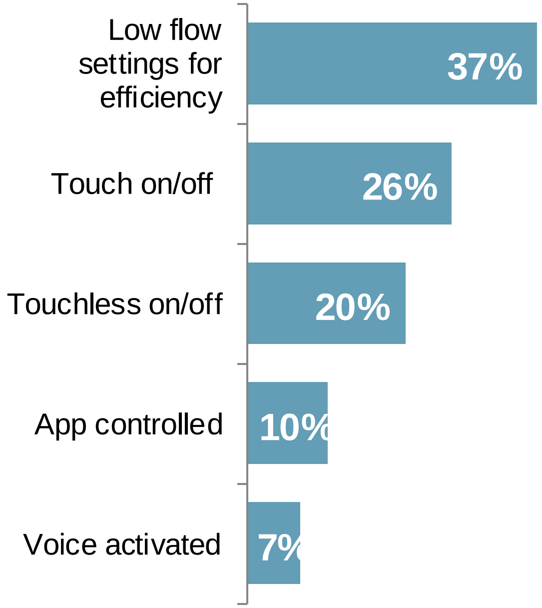
Home Improvement Product Purchases in Last 90 Days

28%

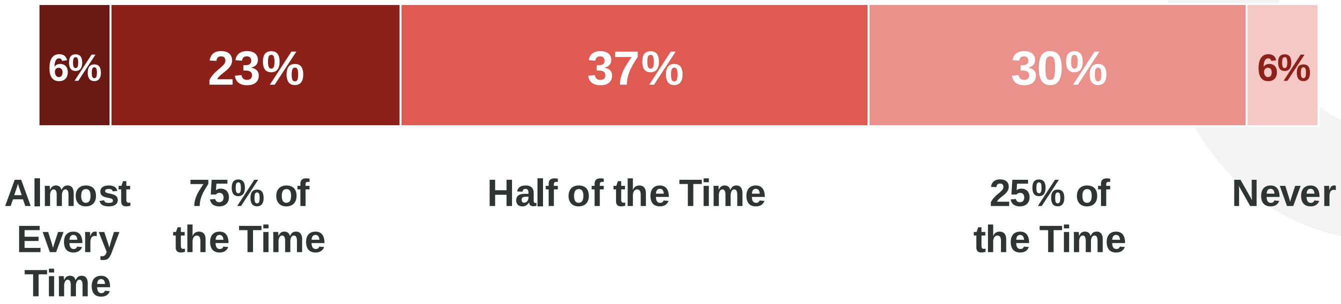
Made Plumbing Fixture Purchases

Pro

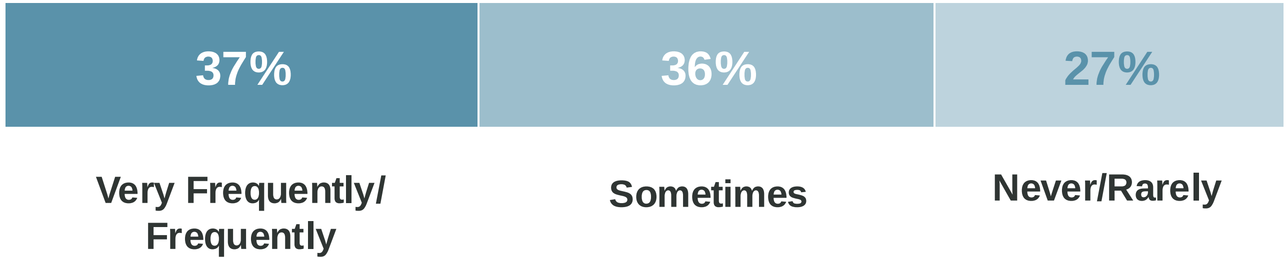
Percentage of Fixtures with Specific Features



Frequency Homeowner Requests the Brand of Fixture



Frequency a Showroom is Used



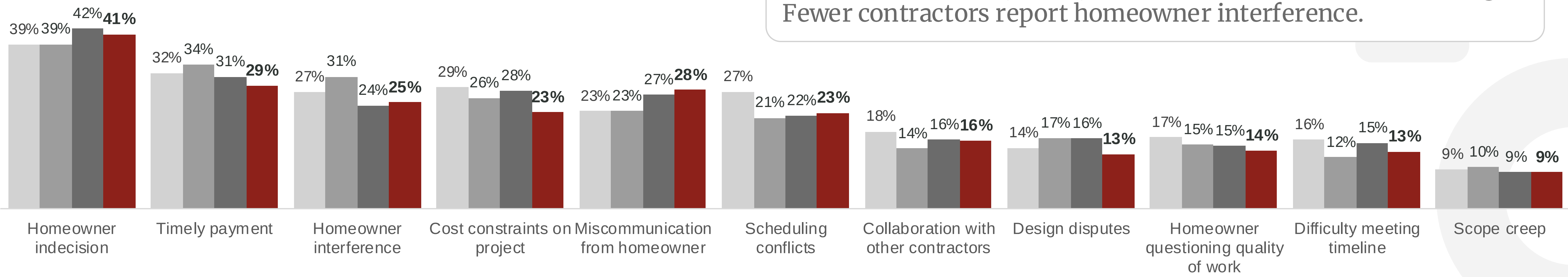
Channel Insights

Challenges Faced When Working with:

Homeowners

Q1 Q2 Q3 Q4

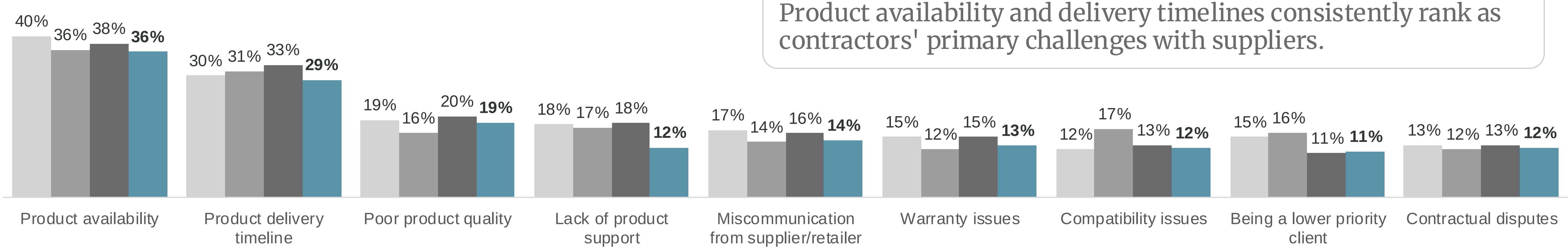
Indecision and delayed payments are top homeowner challenges. Fewer contractors report homeowner interference.



Suppliers

Q1 Q2 Q3 Q4

Product availability and delivery timelines consistently rank as contractors' primary challenges with suppliers.



Source: HIRI/TFG Contractor Activity Tracker

Discover What Drives Your Customers' Decisions.

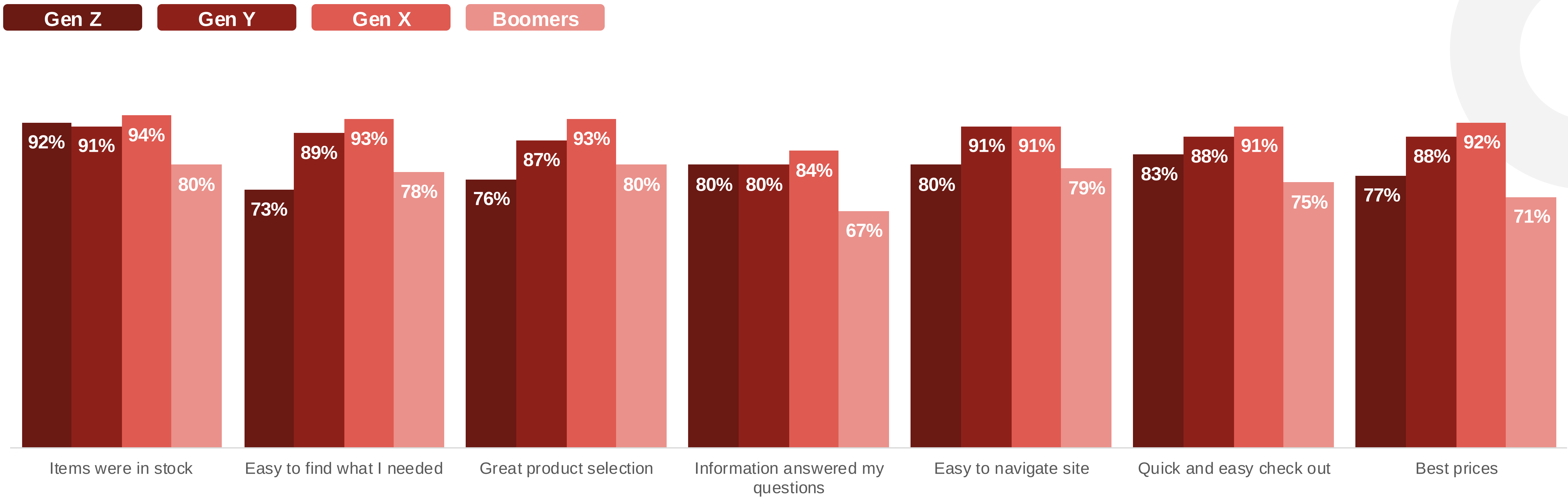
Key Insights on DIYer Purchasing Trends

Homeowner

- 73% of DIYers spend on materials and tools over hiring pros, citing cost savings (70%) as the main reason.
- 27% tried a new supplier last year due to better pricing and availability.
- Younger DIYers are more open to new brands, reflecting their growing interest in DIY.
- Home centers like Home Depot (28%), Lowe's (21%), and Amazon (11%) are preferred, with stocked items and selection being key factors.

How Important Are Each of the Following When Shopping For Home Improvement Products Online?

(2024, all respondents)



Source: 2025 Building Products Customer Guide

Discover What Drives Your Customers' Decisions

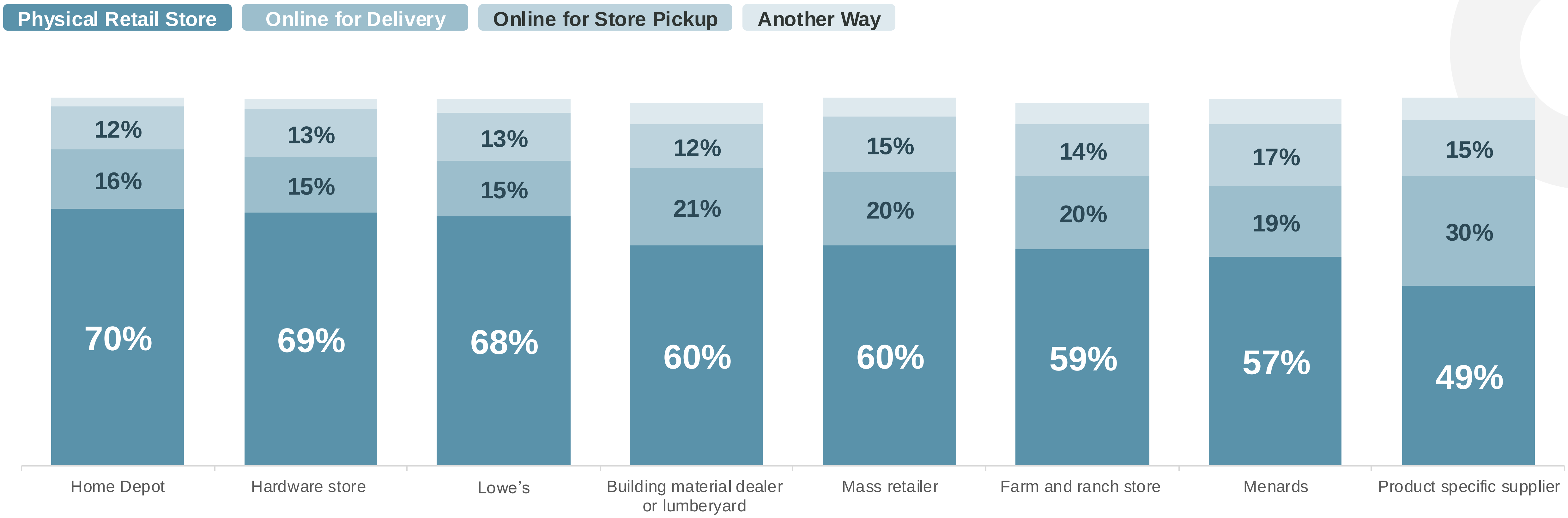
Key Insights on Pro Purchasing Trends

Pros

- Tools (74%) and hardware (67%) are pros' top purchases, mainly from brick-and-mortar stores like Home Depot (29%) and Lowe's (20%).
- Online buying is growing, especially among larger firms.
- Pros switch suppliers for better stock, pricing, and delivery.
- The key is balancing in-store convenience with online flexibility.

Purchase Method – Share of all purchases

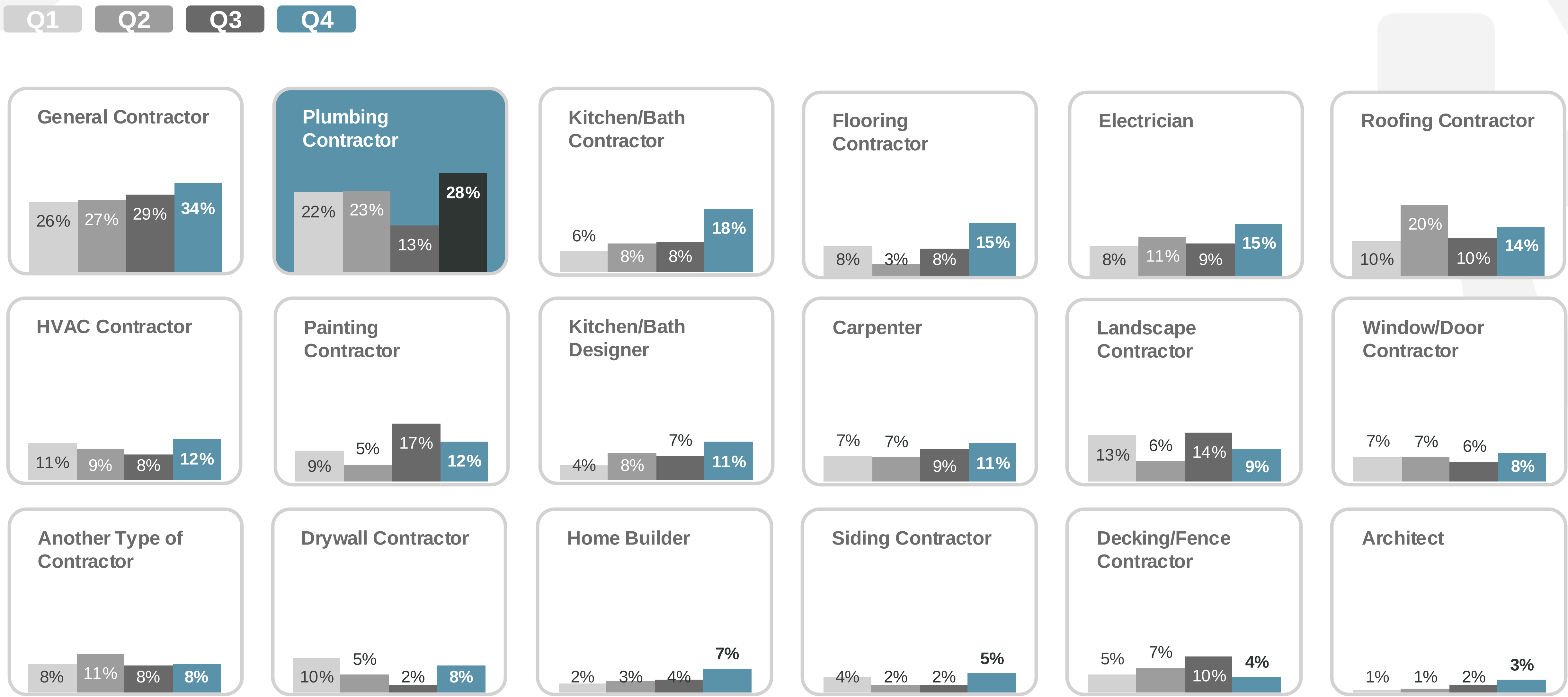
(2024, all respondents shopping at that supplier)



Source: 2025 Building Products Customer Guide

Discover What Drives Your Customers' Decisions

Type of Pro Hired by Homeowners in 2024



Source: HIRI/TFG Homeowner Activity Tracker

Discover What Drives Your Customers' Decisions

THE
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GROUP

Custom Research for Building Products

Remove the Risk in Your Next Decision

Change is risky. That’s why you need more than just the numbers to make the right decision. Get deep insights with useful recommendations from research tailored for YOU backed by over 30 years of building product industry expertise.

Learn More

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