

THREE-YEAR RESEARCH EDITION

The Bowmans Bathroom Choices Report 2026

Available CRM and TruBlue sales-order records, 1 October 2023 to 30 September 2026. Prepared 2 October 2026.

The combined study contains 455 qualifying order records across 227 distinct customer accounts, with 8,914 item lines assessed. Explicit cross-system order and variation links prevent duplicate counting.

Baths and trays overlap: 101 accounts have baths recorded, 122 have trays, and 52 have both. The results describe customer accounts and can span several bathrooms or projects.

Shower bases: 34 accounts have a recorded wet-floor system, compared with 122 with trays; 6 have both. Wet-floor evidence requires a former or screed-forming system.

Finishes: Chrome leads the full three-year recorded count (88 of 192 brassware accounts). In January to September 2026, Brushed Brass leads (30 of 88).

This is a study of recorded selections, not a customer survey, a reconstruction of completed installations, or a national market estimate. The broader order sample includes recorded commitments without surviving payment evidence. A receipt-evidenced subset is provided for comparison.

Study measure	Count
Qualifying order records	455
Distinct customer accounts	227
TruBlue candidate details examined	560
Current CRM orders examined	113
TruBlue records folded into CRM orders	115
Receipt-evidenced orders	315

Coverage, timing and confidence

We report three equal October-to-September windows. An account can appear in more than one year, so the yearly account counts do not add to the three-year total.

The date hierarchy uses the first positive receipt where net receipts remain positive, then recorded acceptance, then the earliest positive live sales invoice as a proxy. Creation and import dates are not used as sale dates. A design-fee receipt can date an independently established sales order; it cannot turn an uncommitted quote into a product sale.

Period	Orders	Accounts	Receipt-dated	Invoice proxy
Oct 2023 to Sep 2024	129	69	94	35
Oct 2024 to Sep 2025	96	58	40	29
Oct 2025 to Sep 2026	230	128	181	0

Period	Live acceptance	Historical acceptance	Receipt subset accounts
Oct 2023 to Sep 2024	0	0	55
Oct 2024 to Sep 2025	0	27	31
Oct 2025 to Sep 2026	49	0	105

The middle year contains 27 records supported only by historical acceptance and fresh positive real-order details. We retain them in the broad study and provide an alternative calculation that excludes them. Missing historical receipts are not evidence that no sale occurred.

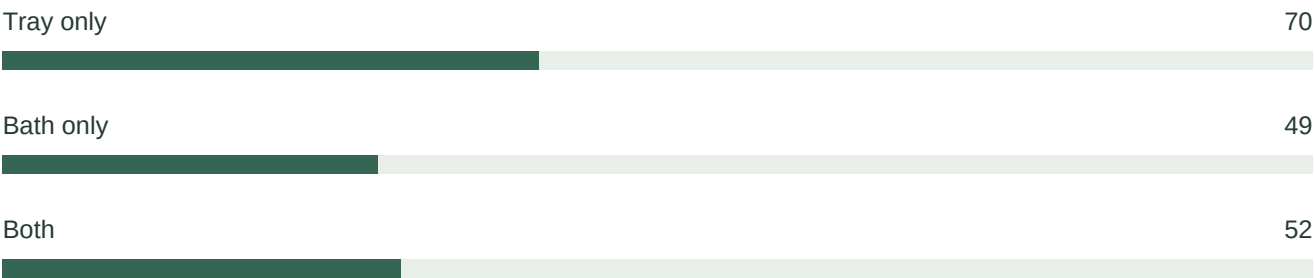
Date coverage differs between years. Changes in recorded product mix are descriptive and should not be presented as a measured change in the preferences of all customers. The records include different buying arrangements and some trade accounts; the sample is not restricted to high-budget homeowners.

02 / FIXTURE SELECTIONS

Baths and shower trays

171 accounts have at least one of these fixtures recorded. Of those, 70 have trays only, 49 have baths only and 52 have both. The other 56 accounts have neither fixture identifiable in the retained order lines.

A bath and shower can be complementary choices. These records cannot establish whether a bath was removed, whether both fixtures share a room, or why the customer made the choice.



Period	Bath accounts	Tray accounts	Both
Oct 2023 to Sep 2024	36	33	20
Oct 2024 to Sep 2025	12	25	7
Oct 2025 to Sep 2026	53	65	25

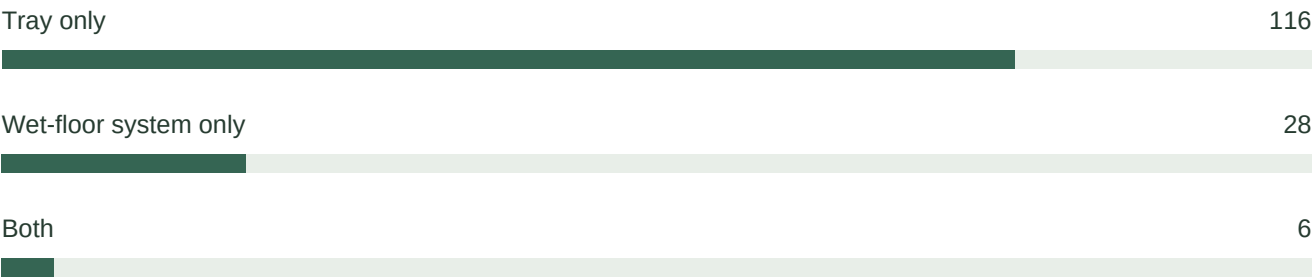
Counts represent accounts, not fixture units. One customer purchasing two baths still contributes one bath selection within the reporting period. Labour charges, wastes, panels and spare components do not count as complete baths or trays.

03 / SHOWER CONSTRUCTION

Wet-floor systems and shower trays

Among 150 accounts with either base type identifiable, 116 have trays only, 28 wet-floor systems only and 6 both. These exclusive groups correspond to 77.3%, 18.7% and 4.0% respectively.

Wet-floor systems include identifiable tileable formers and screed-forming systems. A glass screen by itself does not establish a tiled wet-room floor. Floors made using other screed methods, retained floors and purchases elsewhere may be invisible to this research.



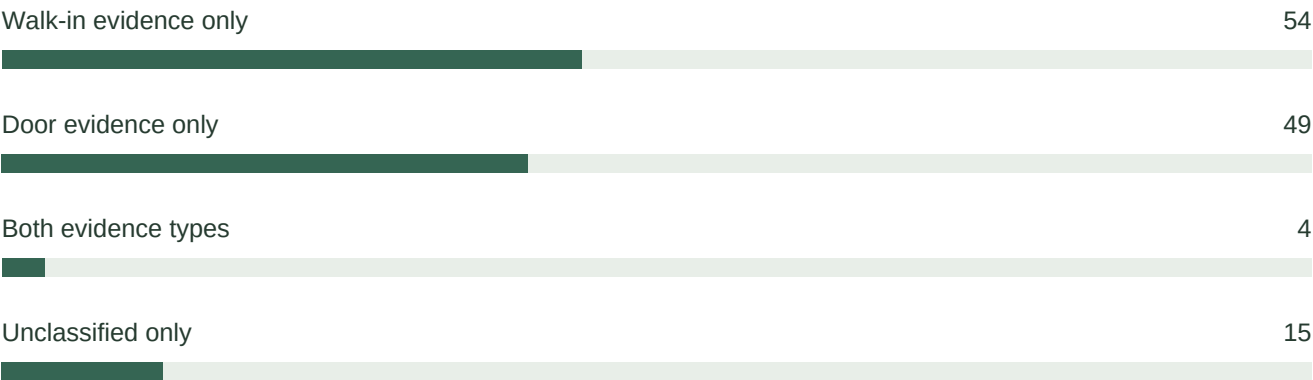
Period	Wet-floor accounts	Tray accounts	Both
Oct 2023 to Sep 2024	5	33	0
Oct 2024 to Sep 2025	5	25	1
Oct 2025 to Sep 2026	24	65	5

The shower base and enclosure are separate decisions. A walk-in screen can accompany a tray or a tiled floor; a tray does not imply a hinged or sliding door. Ambiguous base descriptions remain outside the confirmed base comparison.

Walk-in screens and shower doors

The enclosure comparison covers all 122 tray accounts. There is positive walk-in-panel evidence for 58 accounts and complete-door evidence for 53; these groups overlap.

We classify an order only when one tray base is identifiable. Walk-in evidence requires a main screen panel and no door recorded on that order. Multiple or unresolved bases, small return panels alone and unclear glass descriptions are kept uncertain.



Recorded evidence	Accounts	Share of tray accounts
Walk-in evidence only	54	44.3%
Door evidence only	49	40.2%
Both evidence types	4	3.3%
Unclassified only	15	12.3%

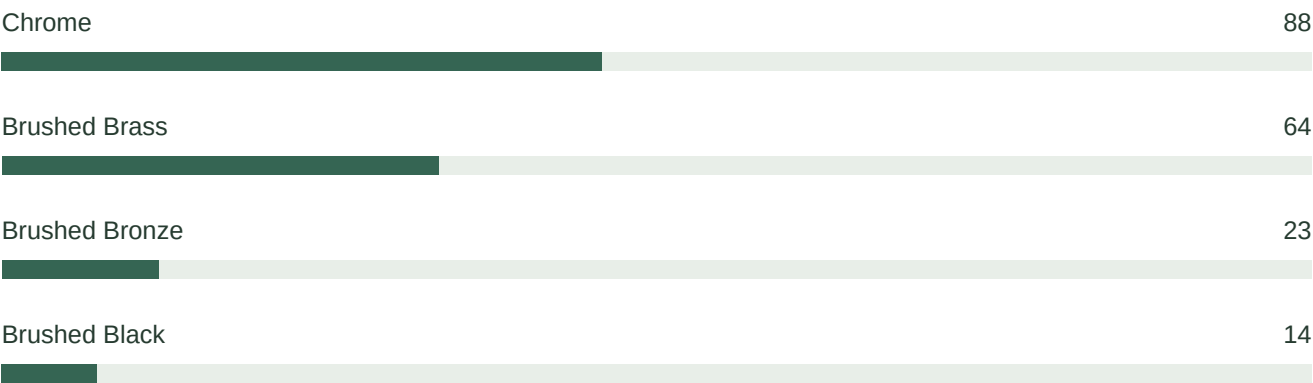
18 accounts have at least one uncertain tray order. Of these, 3 also have other classifiable orders. 'Evidence only' describes the evidence categories found, not an exclusive real-world preference.

No door recorded is not proof of a completed doorless installation. A retained or separately purchased door may not appear here. Order grouping does not establish the physical room layout.

Which brassware finishes were recorded?

192 accounts have core visible bathroom brassware recorded across the three years. Each account counts once per finish, regardless of the number of taps, valves or shower heads. Several finishes can be selected by one account, so percentages overlap.

7 accounts have at least one unresolved finish; 1 have no identified finish. Recorded selections are not a preference survey. The upper-bound sensitivity treats unresolved fittings as possible additional selections, rather than silently assigning chrome.



Exact finish	Accounts	Share of brassware accounts
Chrome	88	45.8%
Brushed Brass	64	33.3%
Brushed Bronze	23	12.0%
Brushed Black	14	7.3%
Matt Black	11	5.7%
Brushed Nickel	9	4.7%

The finish cohort includes visible taps, mixers, shower controls, heads and complete shower kits. It excludes hidden bodies, stand-alone wastes, spare components, kitchen taps, radiators and enclosure metal. Historical finish labels are retained where they are distinct.

The finish mix across the three years

Compare shares within each year, alongside the sample size. A higher count can reflect a larger sample. Repeated accounts and differences in date evidence mean these are observations from the available records, not a representative market trend.

Period	Brassware accounts	Chrome	Brushed brass	Brushed bronze
Oct 2023 to Sep 2024	50	27 (54.0%)	19 (38.0%)	1 (2.0%)
Oct 2024 to Sep 2025	37	23 (62.2%)	9 (24.3%)	5 (13.5%)
Oct 2025 to Sep 2026	109	40 (36.7%)	36 (33.0%)	18 (16.5%)

January to September 2026	Accounts	Share of brassware accounts
Brushed Brass	30	34.1%
Chrome	28	31.8%
Brushed Bronze	16	18.2%
Brushed Black	8	9.1%
Brushed Nickel	8	9.1%
Brushed Gold	5	5.7%
Matt Black	4	4.5%
Stainless Steel	3	3.4%

The 2026-only comparison contains 189 orders and 114 accounts overall, including 88 with core brassware. It is a January-to-September result, not a full-year 2026 result.

The accompanying interactive report and CSV expose the receipt-evidenced subset. They also show alternatives excluding historical-commitment-only orders or orders with live credit evidence. These checks should accompany any article claiming a change over time.

Methodology and publication boundaries

Collection: authorised live TruBlue committed-order, invoice, purchase-order and payment grids were reconciled with the CRM archive and explicit import links. All 560 candidate order details were retrieved successfully with repricing suppressed. Current CRM order records and active lines were read separately. No sales order was created, edited, imported or repriced for this research.

Reconciliation: 115 detailed TruBlue records are represented within 88 current CRM orders, including 27 issued variations. The corresponding CRM item lines are used once. Customer accounts are joined only through explicit stored links; names are not used for fuzzy matching.

Exclusions: uncommitted quotes and conversion stubs, unresolved order types, nonpositive order totals, financial conflicts, unsupported sale evidence and records without active positive-quantity lines. Voided TruBlue lines and removed, swapped, optional or supplied-by-others CRM items are excluded. An explicitly returned tray with a recorded replacement is held out of product incidence.

Product review: fixture identity, bundle contents, visible brassware scope and finish labels were independently reviewed. Manufacturer sources were used where descriptions or SKU codes required verification. Conflicting order and SKU finish labels are flagged; explicit selected order colours take priority where the record supports them.

Snapshot limitation: these are the current specifications retrieved on 2 October 2026, associated with historical order dates. Later amendments can appear in earlier cohorts. Eleven retained order groups have live partial-credit evidence; the current line records do not always establish which product was returned. A sensitivity excludes those groups.

Coverage limitation: the available systems and records have not been reconciled to an exhaustive historic business ledger. Unknown customer types, unrecorded purchases elsewhere and missing historical evidence remain. No customer names, contact details, addresses or individual financial amounts appear in this report.

Source: Bowmans CRM and TruBlue, retrieved 2 October 2026. The private research packet retains source metadata, exclusion decisions, classification evidence and independent review records. The aggregate CSV is supplied with this report.

Supported article	Editorial focus
Baths and trays	Explain the overlap and the separate-room possibility.
Walk-in screens and doors	Describe specification evidence and show unknowns.
Wet floors and trays	Keep the base decision separate from enclosure choice.
Brassware finishes in 2026	State January to September and show the denominator.