

Tap's on: More money, time spent on bathroom

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Mumbai: Bathrooms are all the rage with homeowners. With urban consumers going beyond spas and gyms to de-stress and rejuvenate, bathrooms, which earlier didn't get the kind of attention they do today, are turning into experiential wellness zones.

The time and money spent on bathroom interiors and accessories have risen substantially over the past five years, according to industry experts. With bathrooms becoming extensions of people's living spaces, shower enclosures, whirlpools and premium interiors are now garnering greater acceptance. As a result, the sanitaryware industry is

WELLNESS ZONES

➤ Bathrooms turning into **experiential wellness zones**



➤ Shower enclosures, **whirlpools and premium interiors** gaining greater acceptance

➤ Sanitaryware industry **growing at 17-18% annually**

➤ Whirlpools see more momentum; **glass-shower enclosures** growing at 15-20%

➤ Integrated toilets to digital faucets, **market has everything to spruce up bathing space**

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The Rs 2,800-crore Jaquar group is witnessing double-digit growth from wellness spaces alone.

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