

PRESS INFORMATION

International GROHE x YouGov Survey reveals: In light of energy crisis showering habits change, but great potential for costs savings remain

- A survey, initiated by GROHE, wanted to find out whether increasing energy prices make people change their showering habits and invest in energy-saving bathroom fittings
- The data shows that in only three out of nine countries around 50% of the population have changed their showering habits to save water and energy costs
- More than 40% of respondents in the United Kingdom and the United States do not plan to change their showering habits at all
- In terms of relying on resource-saving technology, Egypt, Germany and Austria lead the way: A good third of respondents have water- and energy-saving bathroom fittings installed – compared to only 8% in the United Kingdom

UAE, 10th October 2022 – YouGov has conducted a representative, GROHE-initiated survey analyzing showering habits, water usage and resource-saving bathroom fittings in nine countries: Germany, the United Kingdom, the United States, Switzerland, Austria, France, Spain, Egypt and the Netherlands. The survey period was from September 16 through September 19, 2022.

The survey found that many have opted for colder, shorter or fewer showers amid the current energy crisis in many parts of Europe and beyond. Additionally, the results show that many have already installed water-, energy- and cost-saving bathroom fittings or are planning to do so. Although the data shows more mindful water usage is happening, it also paints a picture of massive unused resource-saving potential in numerous countries. To be precise, the potential savings can be as high as 1,035 EUR¹ with innovative and sustainable water- and energy-saving bathroom fittings.

¹ This calculation example is based on the following parameters: Household of 4 people using 6 minutes of shower time, 2 minutes for basin mixer and 1 minute for kitchen mixer per person per day.
The costs are based on the following estimate: Energy cost 0,4 €/kWh, water cost 0,0035€/litre.
Assumption of flow rates: Old product flow rates: 15 l/min for shower, 8 l/min for basin mixer and 12 l/min for kitchen mixer.
New product flow rates: 7.5 l/min for shower, 5 l/min for basin mixer and 9.5 l/min for kitchen mixer.
New basin/kitchen mixer equipped with GROHE SilkMove ES energy saving functionality.

Netherlands, Spain and Germany drive water- and energy-savings change

The results show that a majority of people in Germany, Spain and the Netherlands already save water and energy when showering. However, this majority is only really solid in one of these three countries: Two-thirds of respondents in the Netherlands (67%), as well as 51% in Germany and 52% in Spain said they have changed their showering behavior due to the energy and water crisis. Compared to these drivers of water- and energy-savings change, six of the nine countries surveyed fall behind in terms of showering colder, shorter or less often: France (45%), Egypt (44%), Switzerland (41%), United Kingdom (38%), Austria (37%) and the United States (35%).

Austrians, Americans and Britons not keen on changing showering habits

Unfortunately, not all respondents are willing to change their showering habits in the future: A striking 44% of British respondents do not plan to shower shorter, colder or less often, closely followed by the United States with 42% and Austria with 40% responding the same way. Although continental Europeans are pushing for sustainable water usage, there are still people who do not want to change their showering routine: 27% in Spain and 29% in both Germany and France.

Egypt has the most water- and energy-saving fittings installed, in the United Kingdom it is only 8%

A record-high of 35% of Egypt-based respondents already have water- and energy-saving products installed in their bathrooms. Austria (33%) and Germany (33%) come in second, while Germans seem to have the lowest rates of aversion (17%) to changing bathroom fittings to water-, energy- and cost-saving solutions compared to all countries analyzed. While France and Switzerland follow closely with 30% of respondents already having installed water- and energy-saving products, only 25% in the United States and Spain have opted for more sustainable solutions. While these numbers seem solid, there are also huge international differences, for example, when one looks at the United Kingdom where only 8% have installed more sustainable fittings and only 4% are planning to make changes to their bathroom fittings at all.

GROHE does not guarantee the accuracy and correctness of the results, as the calculation depends on many unforeseeable factors and is therefore non-binding.

In particular, it depends on water and energy prices, consumer behavior and the technical installations on site.

Methodology:

GROHE has initiated a representative YouGov survey across nine countries (Germany, United Kingdom, United States, Netherlands, Spain, Switzerland, Austria, Egypt, France). In all nine countries, respondents were prompted by two questions:

1. Are you planning to shower less, or cut back on showering because of the energy and water crisis?

Respondents were presented with a set of pre-drafted answers and allowed to choose multiple answers. The answers were:

- Yes, I already shower less often.
- Yes, I shower shorter than before
- Yes, I shower with lower temperature.
- Yes, I plan to shower less frequently.
- Yes, I plan to shower shorter than before.
- Yes, I plan to shower with lower temperature.
- No, I do not plan any changes.
- No, I use energy- and water-saving products solutions and do not change anything in my showering behavior.

2. Are you planning to install water- and energy-saving products in your bathroom?

Respondents were presented with a set of pre-drafted answers and allowed to choose multiple answers. The answers were:

- Yes, I have already upgraded to a water- and energy-saving shower/hand shower.
- Yes, I have already upgraded to a water- and energy-saving tap.
- Yes, I plan to install a water- and energy-saving shower/hand shower.

- Yes, I plan to install a water- and energy-saving tap.
- Yes, I plan to install a water and energy-saving shower/hand shower, provided the price is not higher than 10% of a conventional product.
- No, I do not plan any changes.
- No, I do not plan to change because water- and energy saving products are too expensive to buy from my point of view.
- No, I do not plan to change, I'll take shorter or fewer showers instead.

Disclaimer: This press release aims at giving an overview of the most relevant and interesting market data from the survey. You can find even more in-depth data in the attached spreadsheets. Feel free to reach out in case you have any questions on the survey, its results and methodology.

Explore how you can save energy in the bathroom on our digital experience hub [GROHE X](#).

+++ For further information and press material, please see this [link](#). +++

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,500 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise. Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO₂-neutral worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 460 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success: GROHE was the first in its industry to win the CSR Award of the German Federal Government and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

www.grohe.com

About LIXIL

Pure Freude
an Wasser

GROHE


LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Over 60,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day.

www.lixil.com

PRESS CONTACT

Gita Ghaemmaghami

Gita.ghaemmaghami@grohe.com