

// Salience.

# Bathrooms

Salience Index 2025

6 Month Report



“ This **report** is a brief  
run through of digital  
performance for last  
6 months in the **Online  
Bathrooms Sector**.

Want to go beyond the data within?  
Speak to our team, any time, through  
our site or social pages.



# Editor's

2025 is here!

This year, thanks to AI, we're certain that nothing is certain.

We're already seeing marketing teams lean in even more on AI tools and software, and we're expecting higher levels of market volatility as a result. The unprecedented scope we now have to market better and faster through ever-expanding tools, particularly for lean teams, means that competition will rise, culminating in a more diverse share of voice within industries.

Yet, some marketing challenges remain from last year: the need to reduce reliance on paid channels, a renewed focus on brand performance, and better coordination between individual channels.

How will you keep tabs on the industry movements? That's where our report comes in.

The report serves to remove the blinkers on who you see as competition and, looking at all serious players in your space, give an unbiased view on organic, social & brand performance within your sector.

In addition, underperformance in any of the eleven key performance indicators provides direction on how to level up your digital performance as the year goes on.

Our next report on your industry will be in six months' time, but if you can't wait until then, get in touch any time for an assessment of the market and how you're doing

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# Note



# Our



Technical SEO



Content Marketing



Digital PR



Paid Media



Copywriting



Analytics



Design



User Experience CRO

# Services

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**Online Bathrooms Sector** has seen a 18% increase in overall organic visibility within the last 6 months.

# Traffic Score Year on Year

## What is Organic Traffic Score in Ahrefs and how do they calculate it?

“This number is an estimation of how much organic search traffic your target website, subfolder or URL gets each month.”

So, to be clear, we haven't somehow gotten into your analytics account. We use this score as an indicator of overall website growth or decline. When placing your score in contrast to the wider market, you can pinpoint an all encompassing ranking of organic traffic scores.

We know these aren't accurate representations of traffic seen in Google Analytics,, however, these are accurate metrics relatively across domains. We use 3rd party tools to estimate traffic.

### How it's calculated:



Ahrefs find all the keywords for which your target ranks in the top 100 organic search results.



They estimate the search traffic your target gets from each of those keywords based on its ranking position, monthly search volume and our estimated CTR for that position.



They sum up the traffic estimations of each keyword

# 0.63%

**Of Google  
Searchers Click  
On Results From  
The Second  
Page..**

\* Source: <https://keyword.com/blog/how-to-climb-from-page-2-to-page-1-on-serps/#:~:text=Yip%2C%20we're%20all%20in,what%20they%20are%20looking%20for>.

# Traffic Score Findings

Top 5 winners

- 01  B&Q
- 02  Wickes
- 03  Travis Perkins
- 04  **plumbworld**  
Big brands, small prices.
- 05  **victorian plumbing.co.uk**



These brands are the ones to watch. They're on the rise with the biggest growth in the market. Whatever they're doing, search engines are loving it and you'll want to work out what that is and emulate their strategies, fast.



# Top 5 Losses

01  BIG BATHROOM SHOP

02  DRENCH

03  BELLAbathrooms®

04   
Villeroy & Boch  
1748

05  Victoria  
Plum.com



On the opposite end of the spectrum, these brands have had the biggest visibility drops. They're likely to have been punished by a search algorithm update or have let things slide over the course of the year. Either way, learn from their mistakes.



# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
diy.com	1	-	11,367,362	9,156,207	+24%	+6%
wickes.co.uk	2	-	2,129,955	2,032,293	+5%	-13%
travisperkins.co.uk	3	-	716,319	666,849	+7%	-10%
plumbworld.co.uk	4	-	334,926	277,839	+21%	+3%
victorianplumbing.co.uk	5	+1	242,717	153,027	+59%	+41%
wolseley.co.uk	6	-1	184,339	168,722	+9%	-9%
betterbathrooms.com	7	+4	133,222	119,936	+11%	-7%
cityplumbing.co.uk	8	+2	123,857	120,894	+2%	-15%
bigbathroomshop.co.uk	9	-2	114,016	133,839	-15%	-33%
tapwarehouse.com	10	+2	114,003	103,599	+10%	-8%
drench.co.uk	11	-2	109,265	123,135	-11%	-29%
panelcompany.co.uk	12	+1	98,245	102,436	-4%	-22%
mirashowers.co.uk	13	+1	87,614	81,371	+8%	-10%
easybathrooms.com	14	+5	84,245	67,086	+26%	+8%
bathroomcity.co.uk	15	+3	75,920	67,242	+13%	-5%
plumbnation.co.uk	16	-1	74,644	80,183	-7%	-25%
sanctuary-bathrooms.co.uk	17	-	68,948	67,736	+2%	-16%
bathroommountain.co.uk	18	+6	68,648	50,787	+35%	+17%
wallsandfloors.co.uk	19	-3	67,955	75,080	-9%	-27%
qssupplies.co.uk	20	-	64,081	65,956	-3%	-21%
tritonshowers.co.uk	21	-	56,459	64,007	-12%	-30%
lussostone.com	22	+8	48,809	31,159	+57%	+39%
showerstoyou.co.uk	23	+2	43,375	46,237	-6%	-24%
bellabathrooms.co.uk	24	-2	42,143	54,565	-23%	-41%
wholesaledomestic.com	25	+20	41,707	22,543	+85%	+67%
Aqualisa.co.uk	26	-	39,728	40,289	-1%	-19%
ukbathroomstore.co.uk	27	+2	38,501	31,551	+22%	+4%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
royalbathrooms.co.uk	28	+5	36,322	29,882	+22%	+4%
rubberduckbathrooms.co.uk	29	+9	35,597	27,272	+31%	+13%
roperrhodes.co.uk	30	+4	35,272	29,192	+21%	+3%
villeroy-boch.co.uk	31	-8	34,224	51,572	-34%	-52%
heatandplumb.com	32	+12	33,720	23,077	+46%	+28%
grohe.co.uk	33	+6	33,352	27,033	+23%	+6%
bristan.com	34	-6	31,846	31,725	-	-17%
porcelanosa.com	35	+1	31,243	28,750	+9%	-9%
easypanels.co.uk	36	+24	30,480	14,088	+116%	+98%
crosswater.co.uk	37	+9	29,560	22,123	+34%	+16%
elegantshowers.co.uk	38	-7	29,128	30,485	-4%	-22%
choicereplacementtoiletseatshop.co.uk	39	+1	25,725	25,445	+1%	-17%
pebblegrey.co.uk	40	-5	25,368	29,020	-13%	-30%
tapsuk.com	41	-9	25,167	30,304	-17%	-35%
cphart.co.uk	42	+1	24,715	23,503	+5%	-13%
plumbingworld.co.uk	43	-16	24,543	32,835	-25%	-43%
tradingdepot.co.uk	44	+11	23,396	16,124	+45%	+27%
showerspares.com	45	-4	22,869	23,937	-4%	-22%
Hansgrohe.co.uk	46	+3	22,864	19,978	+14%	-3%
showertraysuk.co.uk	47	-5	20,232	23,801	-15%	-33%
idealstandard.co.uk	48	+2	19,929	19,049	+5%	-13%
roca.com	49	+5	19,565	16,159	+21%	+3%
bathrooms.com	50	+3	19,277	17,398	11%	-7%
leekes.co.uk	51	-	17,928	18,965	-5%	-23%
dbsbathrooms.co.uk	52	-15	17,911	28,705	-38%	-55%
showerdoc.com	53	-1	17,487	17,785	-2%	-20%
bathroomsupastore.com	54	-6	16,368	21,407	-24%	-41%

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
duravit.co.uk	55	+9	16,061	13,311	+21%	+3%
bathcenter.co.uk	56	+5	15,728	14,064	+12%	-6%
croydex.co.uk	57	+9	15,528	12,864	+21%	+3%
bathroom-house.co.uk	58	+11	15,494	12,101	+28%	+10%
uk.roca.com	59	+12	14,882	11,437	+30%	+12%
aqva.co.uk	60	-3	14,881	14,834	-	-18%
bathroomtakeaway.com	61	-2	13,628	14,107	-3%	-21%
ergonomicdesigns.co.uk	62	-15	13,580	21,704	-37%	-55%
commercialwashroomsLtd.co.uk	63	-7	13,288	15,658	-15%	-33%
bathroomspareparts.co.uk	64	+4	13,164	12,398	+6%	-12%
bathshack.com	65	-	12,657	13,188	-4%	-22%
aicabathrooms.co.uk	66	-8	12,616	14,113	-11%	-28%
bathroomsuppliesonline.com	67	-5	12,424	13,957	-11%	-29%
tapron.co.uk	68	-1	12,293	12,437	-1%	-19%
hib.co.uk	69	+5	11,410	9,055	+26%	+8%
bathshop321.com	70	+9	10,859	8,216	+32%	+14%
tavistock-bathrooms.co.uk	71	+10	10,680	7,878	+36%	+18%
rearo.co.uk	72	-9	10,430	13,514	-23%	-41%
jtspas.co.uk	73	-3	10,411	11,574	-10%	-28%
homesupply.co.uk	74	-2	10,400	10,722	-3%	-21%
plumb-warehouse.co.uk	75	-	10,382	8,730	+19%	+1%
practicalbathing.co.uk	76	+6	9,402	7,476	+26%	+8%
heritagebathrooms.com	77	-	8,761	8,356	+5%	-13%
premium-plumbing.co.uk	78	+41	8,085	2,463	+228%	+210%
welove.co.uk	79	+1	8,065	8,081	-	-18%
simplybathrooms.co.uk	80	+6	7,337	6,973	+5%	-13%
idealspec.co.uk	81	+14	6,880	5,852	+18%	-

# Traffic Scores.

Site	Overall Rank	YoY Change	Traffic score Jan 2025	Traffic score Jul 2024	YoY Change	Compared to Market
astonmatthews.co.uk	82	+11	6,597	6,197	+6%	-11%
tapnshower.com	83	-5	6,410	8,338	-23%	-41%
bathroomsandmorestore.co.uk	84	-8	6,312	8,557	-26%	-44%
oldfashionedbathrooms.co.uk	85	-1	6,159	7,246	-15%	-33%
bedbathandbeyond.com	86	+4	6,139	6,286	-2%	-20%
castironbath.co.uk	87	-4	6,089	7,431	-18%	-36%
bathdisc.co.uk	88	-1	5,900	6,659	-11%	-29%
aquabliss.co.uk	89	+2	5,487	6,247	-12%	-30%
bathroomshopuk.co.uk	90	+9	5,423	4,746	+14%	-4%
tradebase.com	91	-6	5,243	6,991	-25%	-43%
dolphinsolutions.co.uk	92	-	5,194	6,227	-17%	-34%
durovinbathrooms.com	93	+1	5,089	6,155	-17%	-35%
showerenclosuresuk.com	94	+38	4,754	1,532	+210%	+192%
tradeplumbing.co.uk	95	-22	4,738	10,454	-55%	-73%
idealbathrooms.com	96	+6	4,735	4,388	+8%	-10%
bathroomplanet.com	97	-9	4,476	6,565	-32%	-50%
tecaz.com	98	+24	4,464	2,303	+94%	+76%
aquaroc.com	99	+13	3,985	3,227	+23%	+6%
bathroomsandshowersdirect.co.uk	100	+9	3,891	3,539	+10%	-8%

**Industry  
Variance**  
**+18%**



Industry variance is the average of how much visibility change there has been in the market. So here, this indicates a 18% increase in overall organic growth within this industry.

If the market's growing, you should be too. If it's shrinking, you need a precise and targeted search strategy.

**THE DPMI<sup>®</sup>**  
**MARKETING**  
**AWARDS**  
FINALIST 2016

**GLOBAL 2023**  
**SEARCH AWARDS**  
**FINALIST**

**EUROPEAN 2023**  
**SEARCH AWARDS**  
**WINNER**

**THE DPMI<sup>®</sup>**  
**CONTENT**  
**AWARDS**  
FINALIST 2015

**UK 2022**  
**SEARCH AWARDS**  
**WINNER**

Prolific North  
**CHAMPIONS**  
AWARDS 2023

**UK 2017**  
**SEARCH AWARDS**  
**SHORTLISTED**

**THE DPMI<sup>®</sup>**  
**SEARCH**  
**AWARDS**  
FINALIST 2016

**UK**  
**Agency**  
**Awards**  
**2023**  
**FINALIST**

**NORTHERN**  
**DIGITAL**  
**AWARDS**  
**SHORTLIST**  
**2018**

**DIGITAL IMPACT**  
**AWARDS 20**  
**WINNER**

**ds Awards Awards Awards Awards**

# Our

Since 2009, we've provided search marketing services for household names, challenger brands and ambitious start-ups across retail, lead generation, finance & charity sectors. We work on agile principles, born from the belief that marketing challenges rarely come with six months' notice, so there's no point in making plans that far in advance. We assess the biggest issues and opportunities for our clients at the start of every sprint. We are a new breed of search marketing agency that moves fast and adapts to opportunities in the moment, not in a month.



**15+** Years Experience

**8.5m** Organic Transactions

**58m** Organic Sessions

[Find Out More](#)

# Experience



**The results we've achieved from  
Salience's content marketing efforts  
have exceeded my expectations.**

— Paul Hambridge, MD



[Read this Case Study](#)

# Why Don't We Include PPC Data In Our Reports?

PPC data from third party platforms over your own Google Ads' account is unreliable. Unlike organic metrics such as visibility, which are easily measured, it is difficult to collect any meaningful PPC performance data without the use of spy programmes.

Although there are a number of PPC spying tools available on the market, these should never be trusted. We're only interested in giving you the most meaningful, relevant, and up-to-date data which simply cannot be achieved for PPC.



The team at Saliency have completely overhauled our PPC campaigns, implementing a new strategy which keeps costs low and ROAS high. Onboarding was fast and easy with transparent pricing and very minimal setup required.

We've had great communication throughout and regular meetings to discuss progress.

Rosie Adams, Marketing Manager,  
Hard to Find Whisky



# Case Study



## A dominating brand paid media strategy for **Wholesale Sweets**.

Wholesale Sweets is a self-descriptive business: sweets at wholesale prices.

When approached to be paid media partners, the brand was in a transitional period between brand names, moving from UK Sweets to Wholesale Sweets. Having a "generic" search term within a brand name presents both great challenges and benefits.

The brand's vision was clear: create a dominating brand strategy for Wholesale Sweets: become synonymous with the term "Wholesale Sweets".

At the beginning of the campaign it was clear that gaining visibility in this area would be tough. The term "wholesale sweets" isn't considered a brand by Google; a total of 15 other competitors still actively bid for top position.

Using a targeted approach to dominate the new brand brought the following results:

- Search impression share (visibility) increased by 117%,
- Ads serve above organic results 173% more often
- Position 1 achieved 188% more often
- Conversions increased by 130%
- Conversion value doubled

AKA domination of "wholesale sweet" terms.

## Similar Challenges?

### Talk to an expert.





**Going above and beyond our expectations of a digital marketing partner, Salience gave us the insight and understanding to take our business to the next level whilst keeping it enjoyable and fun.**

— Caren Downie, Fashion Director

**LEMONADE DOLLS**

[View Case Studies](#)

# Keyword

We've been keeping a close eye on what keywords people are searching for in the market, allowing us to see what is trending.

In the following sections we'll give you the heads up on which keywords are on the rise and need your attention, alongside those which are becoming less and less important.

Using historical search data, we're able to find trend patterns and identify opportunities ahead of the curve.

Our search and content strategists continually monitor industry movements. From here, we're able to spot content and category gaps before they're deemed industry standard.



The cost of living crisis and new budgets are hitting both consumers and businesses in dramatic ways. We're predicting high volatility across typically higher search volume searches.

# Trends

## Emerging Brands

# Emerging Brands

Keyword	Search Volume	Interest Trend
travis perkins	550000	22%
diy	165000	6%
bathrooms	110000	13%
city plumbing	110000	7%
wolseley	90500	6%
easy bathrooms	27100	38%
bathroom mountain	27100	28%
porcelanosa	22200	13%
bathroom city	22200	7%
walls and floors	12100	22%
drench	9900	8%
big bathroom shop	6600	9%
easy panels	5400	63%
roca	5400	23%
rubber duck bathrooms	4400	4%
panel company	3600	22%
sanctuary bathrooms	3600	13%
elegant showers	2400	30%
royal bathrooms	2400	24%
plumb nation	1900	20%
choice replacement toilet seat shop	390	71%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
bath sink cabinet	14800	16%
bathroom sink and cabinet	14800	16%
bathroom sink and cupboard	14800	16%
restroom sink cabinet	14800	16%
bath wall cabinet	14800	13%
bathroom wall cabinet	14800	13%
bathroom wall cupboard	14800	13%
shower door	14800	6%
under sink bathroom cabinet	8100	30%
bath towel rail	6600	14%
hand towel rail bathroom	6600	14%
bathroom storage unit	6600	15%
bathroom mixer tap	6600	7%
bathroom cabinet with mirror and light	6600	6%
toilet roll holder and stand	6600	6%
bathroom vanity cabinet with sink	5400	39%
loo brush and holder	5400	31%
toilet brush and holder	5400	31%
bathroom wall cabinet with mirror	3600	23%
shower curtain and pole	3600	16%
tall bathroom cabinet storage	2900	44%

## Emerging Products

# Emerging Products

Keyword	Search Volume	Interest Trend
gold toilet paper holder	2900	15%
bathroom storage with mirror	2400	30%
wooden vanity bathroom	2400	31%
stone bathroom mat	1900	66%
bathtub glass shower doors	1900	24%
shower riser kit	1600	29%
brushed brass toilet roll holder	1300	33%
shower rod	880	20%
faucet toilet	260	260%

Receding Brands

# Receding Brands

Keyword	Search Volume	Interest Trend
wickes	1830000	-14%
better bathrooms	18100	-18%
triton showers	18100	-6%
taps uk	12100	-60%
lusso stone	12100	-12%
qs supplies	9900	-14%
tap warehouse	9900	-14%
ideal standard	9900	-7%
crosswater	9900	-4%
bristan	8100	-18%
heat and plumb	8100	-5%
plumbing world	4400	-7%
shower trays uk	3600	-25%
trading depot	3600	-8%
bella bathrooms	2400	-25%
shower spares	1900	-8%
showers to you	1600	-13%
uk bathroom store	1600	-15%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
mirrors for the bathroom	74000	-18%
bathroom suites	49500	-18%
toilet roll holder	49500	-13%
bathroom storage	49500	-6%
bath accessories	40500	-24%
bathroom accessories	40500	-24%
bath shelf	27100	-6%
shower caddy	22200	-18%
loo brushes	22200	-13%
toilet brush	22200	-13%
shower cubicles	22200	-6%
shower enclosure	18100	-7%
bath furniture	14800	-12%
tap mixers	12100	-18%
black accessories for bathroom	12100	-24%
black bath accessories	12100	-24%
shower curtains rails	12100	-12%
bath pillow	9900	-15%
bathroom sets	9900	-14%
pillow for tub	9900	-15%
black toilet roll holder	9900	-18%

## Receding Products

# Receding Products

Keyword	Search Volume	Interest Trend
toilet holder black	9900	-18%
black shower screen	9900	-18%
basin and tap	9900	-14%
basin tapware	9900	-14%
back to wall toilet bowl	9900	-12%
shower screen over bath	3600	-24%
bathroom sink and vanity unit	3600	-29%
fitted bathroom cabinets	3600	-31%
fitted bathroom furniture	3600	-31%



**Next** is dominating the brand search game.

**This is far more than technical SEO fundamentals, achieving this requires a full frontal assault on search.**

**Brett Janes**  
**Managing Director**

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[Book a Chat](#)



# Ooo Nice Clients...

Dreams

carpetright.

Lindt 

HARVEY MARIA®  
— FABULOUS FLOORS —

sunny

 early  
learning  
centre

PÂTISSERIE  
VALERIE

  
FLOORING KING

  
The Entertainer  
TheToyShop.com

PAPIER

 BRITA®

 JUSTMYLOOK

  
TOTALLY wicked®

LiveScoreBet™

  
healthspan

PORCELANOSA



Sleep & Snooze is a challenger brand in the Beds & Mattresses space.

They partnered with Salience to increase brand awareness and drive press coverage, with the core aim  
Of placing their brand directly in front of consumers.

Taking a search-first approach to digital pr we made sure that our strategy focussed on obtaining high-quality, relevant links.

### How we did this?

In order to grow brand awareness and build relevant links, we first had to narrow down the core topics which their subject matter expert could speak on with authority.

For Sleep & Snooze these topics were: sleep hygiene & bedroom interior design.

This meant we were able to outreach expert advice to journalists in the lifestyle and interiors press on:

- **Bedroom Feng Shui**
- **The Coastal Grandma Interior Trend for Bedrooms**
- **Bedscaping**
- **Mattress and Bedding Hygiene**

### THE RESULTS

61 Pieces of coverage

10 Relevant High DA Links

# Google Analytics

Google Analytics, where would we be without this tool in the modern digital landscape? It's hard to imagine navigating your digital & search marketing data without using this tool, and because of this, we know it won't be going anywhere anytime soon. It is, however, easy to imagine Google Analytics changing and updating.

In an expected move, Google's Universal Analytics is being sunsetted and will stop processing data at the beginning of July in 2023 according to a recent announcement from Google. With the push towards the adoption of their new, next-generation version of Google Analytics, GA4.

Google is encouraging the immediate switch to GA4. As doing so, will give us the chance to build historical data before the inevitable switch in over a year's time.

GA4 is Google's latest iteration of Google Analytics that will combine its data from both your websites and apps. The main difference GA4 is offering is the way in which it collects data. Instead of the sessions we've spent so many years being used to, GA4 will highlight Users and Events in its place. Basically GA4's event data model will process each user interaction as its own, standalone event.

As some of you reading this may know, rolling out a new product or service has its risks, there's always that looming fear that it won't be well received or liked. Unfortunately for Google when they initially released GA4 to the public, they've fell victim to this issue across many parts of the digital world. There has been a widespread disdain for GA4 since its launch. The Search Marketing community has widely described it as unusable, awful & horrible. In using it ourselves where we have found GA4 to be an unintuitive tool that makes a lot of data that is easily found in Universal Analytics difficult to locate and hard to access.

As with many of their updates and changes across their services, Google is encouraging an immediate switch to GA4 despite us having over a year to do so, you might be asking why? As mentioned above, GA4 is difficult and unwieldy, Universal Analytics is more popular and still here to use. The main reasoning for switching to GA4 sooner, rather than later, will give us the chance to build historical data and optimise our accounts within GA4 before the inevitable switch in over a year's time. We will also get a chance to spend more time adjusting and becoming acquainted with the overall changes in data and UI compared to Universal Analytics.

**Struggling with the  
migration to GA4?**

**Speak with an expert.**

# Got a

Come across any head-scratchers in this report so far?

Get in touch for a no-strings chat and we'll run you through any metrics and how they apply to your brand.



Email us



Call us



Live Chat

# Question?



// **Salience.**