The Ultimate Upgrade:

Swimming Pool Trends 2025/2026: Luxury, Wellness, and Design

OnePoll



COMPASS by WaterStream

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Welcome



Over the past few years, the swimming pool industry in the UK has experienced a remarkable transformation. What was once seen by many as a luxury reserved for the few has now become a realistic and rewarding investment for a growing number of homeowners. I'm proud to say that our own sales have mirrored – and in many cases, outpaced – this national trend, with year-on-year growth that reflects both the health of the market and the passion of the people we serve.

The findings of this year's report underline what we have been witnessing first-hand: swimming pools are no longer just about occasional leisure, but about everyday wellbeing, design, and lifestyle. More homeowners than ever are recognising the benefits – from the joy of family time and the boost to property value, to the daily wellness advantages of having a pool just steps away from their back door.

The research, carried out by OnePoll in June 2025 in line with the Market Research Society's code of conduct, surveyed 2,000 homeowners across the UK. The results paint an overwhelmingly positive picture. The appetite for high-quality, well-designed pools is expanding across regions and demographics. Importantly, we're also seeing a cultural shift: the pool is becoming the heart of the home.

Looking ahead, we remain committed to helping homeowners make the most of this opportunity. Our vision is to lead the way in creating beautiful and long-lasting pools that enrich lives and redefine what it means to enjoy your own space.

I hope this report offers valuable insights for anyone curious about where the market is heading and why now is an exciting time to be part of the pool nation.

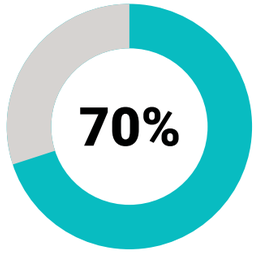
Alex Kelsey

Director, Compass Pools by Waterstream

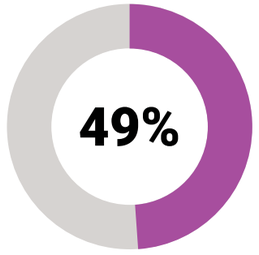
More Than A Pool:

The rise of the home wellness sanctuary

Family wellness shapes the way we live and looking after your own and your family's health is key to a happy home life. This is a core motivation for investing in a swimming pool for your home.

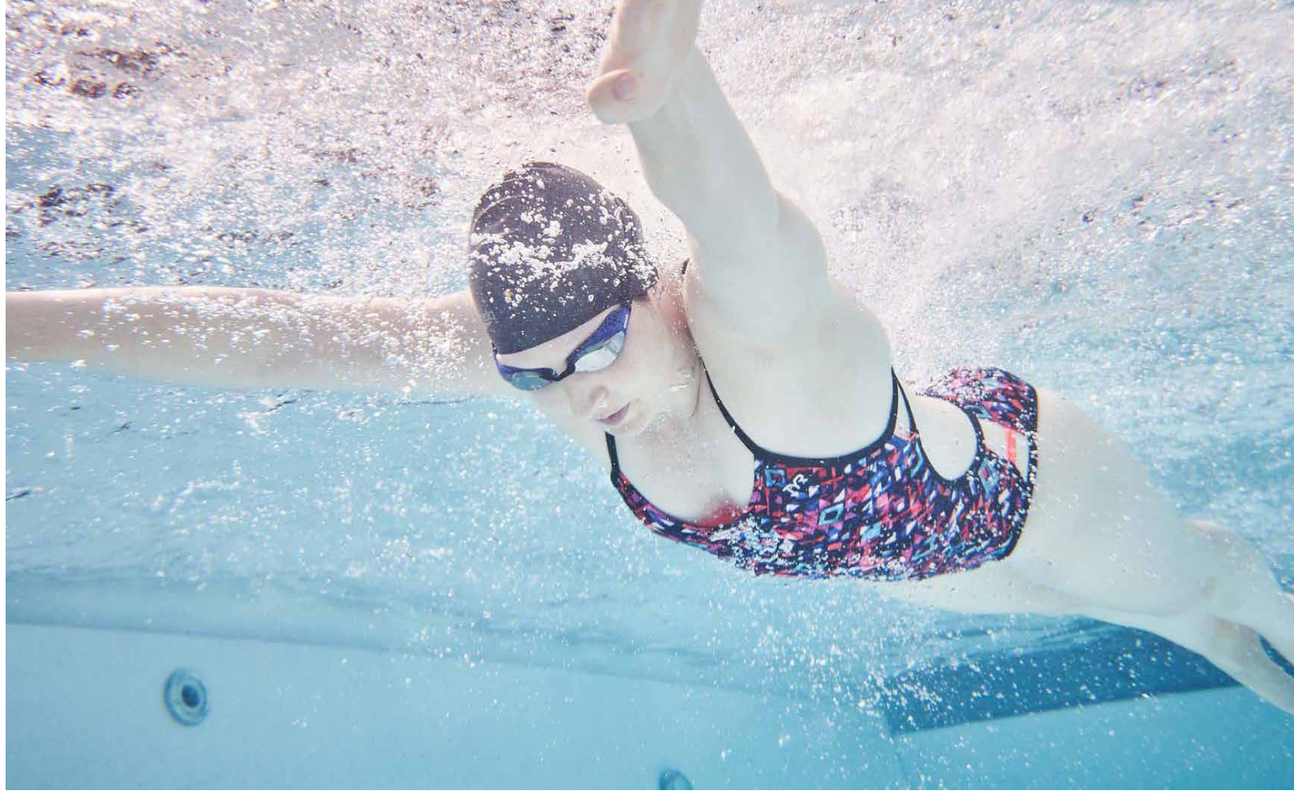


Believe a swimming pool will improve wellness, health and fitness



Almost half of UK residents believe that having a pool will help combat stress and aid relaxation





The vision is clear:

A swimming pool is a private sanctuary, a place to decompress from the pressures of modern life and a dedicated space to keep fit.



47%

see a pool as an opportunity to exercise more



35%

of homeowners highlighted the desire for an activity they could enjoy with friends and family

For many families, a swimming pool is as much about emotional connection as it is about health and fitness. Whether it's the gentle, skin-friendly water of our Compass Nature range or a dedicated fitness pool for daily laps, a pool is a functional centrepiece that elevates a family's quality of life.

From Aspiration to Asset:

Redefining the modern luxury home



Forget the home cinema or the state-of-the-art gym; a swimming pool is the ultimate luxury home improvement for Brits, topping the wish list for homeowners across the nation.

According to B&Q: The Way We Live Now 2025, UK homeowners are settling in for the long term, with over half planning to stay in the same place for at least another five years. We've discovered that homeowners are dreaming bigger when it comes to enhancing their properties, further highlighting the trend that across generations people are buying, enhancing and improving their homes for life.

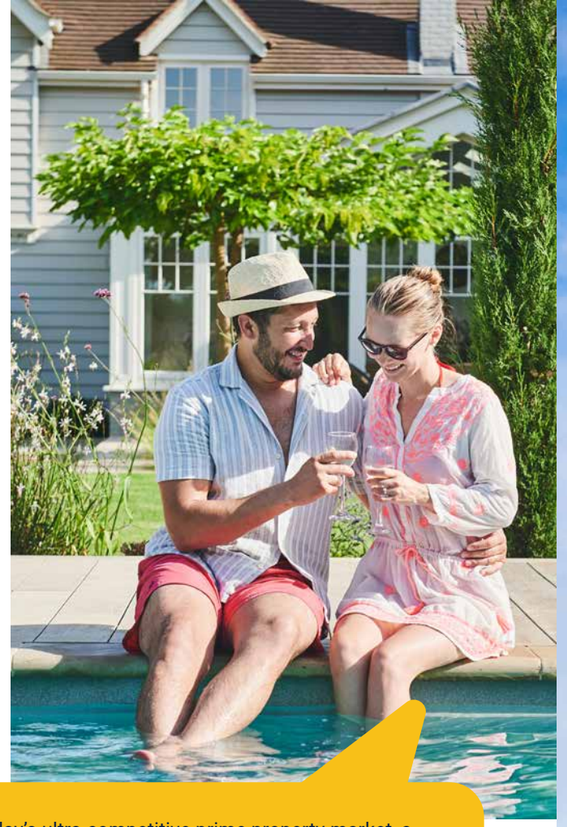
Beyond financial:

The motivation to purchase a swimming pool extends beyond financial return. It's an investment in a desirable way of living.

29%

of homeowners recognise that a pool adds tangible value to their prope rty

A swimming pool is increasingly seen as a key element of a modern, luxury home.

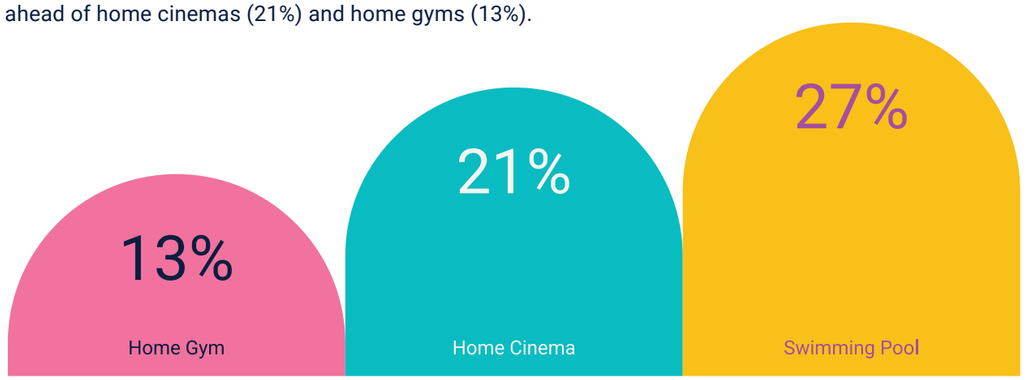


In today's ultra-competitive prime property market, a beautifully designed luxury swimming pool is no longer just an indulgence, it's a strategic asset. Whether it's a sleek contemporary pool with smart control lighting for an urban townhouse or a natural-style installation in a countryside estate, the right pool elevates both lifestyle and value. Buyers at the top end are drawn to homes that deliver standout features and wellness-led design. A premium pool, especially one that's energy-efficient and intelligently designed and can be used for entertaining, wellness and leisure purposes, can be the deciding factor in achieving a record-breaking sale

Oliver Bishop, Director of Elliot Oliver Lettings

More than a quarter of the UK:

(27%) would love a swimming pool, making it the most desired addition ahead of home cinemas (21%) and home gyms (13%).





Small Space, Big Impact

For many homeowners, the dream of owning a pool has been tempered by practical concerns. However, modern pool technology and innovative designs have rendered many of these old anxieties obsolete, making pool ownership more accessible than ever.

The biggest perceived obstacles for having a pool:



Small garden, endless swimming:

The notion that you need a vast garden is perhaps the most common misconception. We've seen a surge in demand for compact luxury, with models like the Compass Fit 50 requiring a footprint of just five metres long. When paired with a counter-current turbine, this transforms the pool into an endless swimming lane, offering a powerful fitness solution without sacrificing the entire garden.

5m

The footprint required for a Compass Fit 50

When paired with a counter-current turbine, this transforms the pool into an endless swimming lane

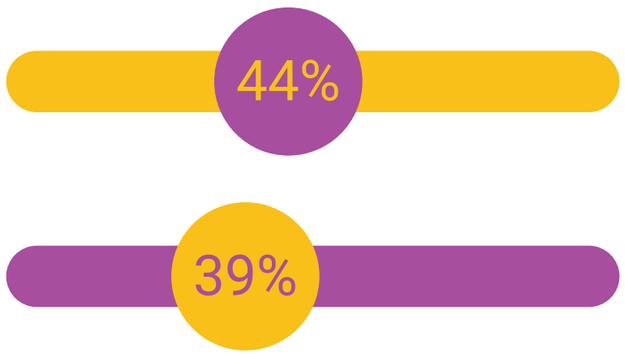
An Investment That Pays Off:

Concerns over cost and upkeep are also being addressed through superior technology. A Compass Pool is a long-term investment, with running costs, including heating and cleaning, from as little as £5 per day. The prefabricated nature of our One-Piece pools also drastically reduces installation time and disruption.



£5

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of homeowners believe a swimming pool costs £75,000+

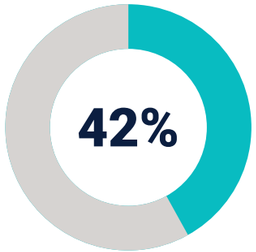
admit they have no idea how much it would be



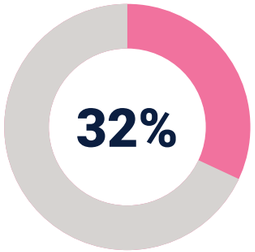
Of course, this is a considered purchase. 44% of homeowners believe a swimming pool costs £75,000+, with 39% admitting they have no idea how much it would be. A high-performance ceramic composite pool from Compass Pools is a strategic asset, with project costs typically starting from around £60,000. As property experts note, a beautifully designed, energy-efficient pool can be the deciding factor in securing a record-breaking sale.

The Rise of Integrated Design

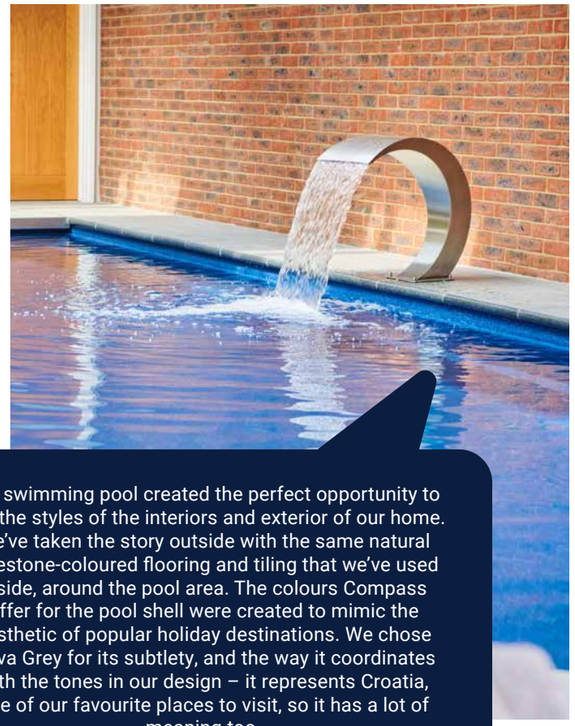
The modern luxury swimming pool is a masterpiece of design, a must-have that seamlessly integrates style, architecture and interiors. Homeowner preferences are shifting towards sophisticated aesthetics, with our sales data showing a distinct trend for darker pool finishes like deep greys and anthracites with metallic flecks. This sophisticated and dramatic colour palette aligns well with contemporary architectural styles and creates a stunning and unique visual impact in homes and gardens.



of prospective pool owners would prefer an indoor pool



of Brits want both an indoor and an outdoor pool



Our swimming pool created the perfect opportunity to mix the styles of the interiors and exterior of our home. We've taken the story outside with the same natural limestone-coloured flooring and tiling that we've used inside, around the pool area. The colours Compass offer for the pool shell were created to mimic the aesthetic of popular holiday destinations. We chose Nova Grey for its subtlety, and the way it coordinates with the tones in our design – it represents Croatia, one of our favourite places to visit, so it has a lot of meaning too.

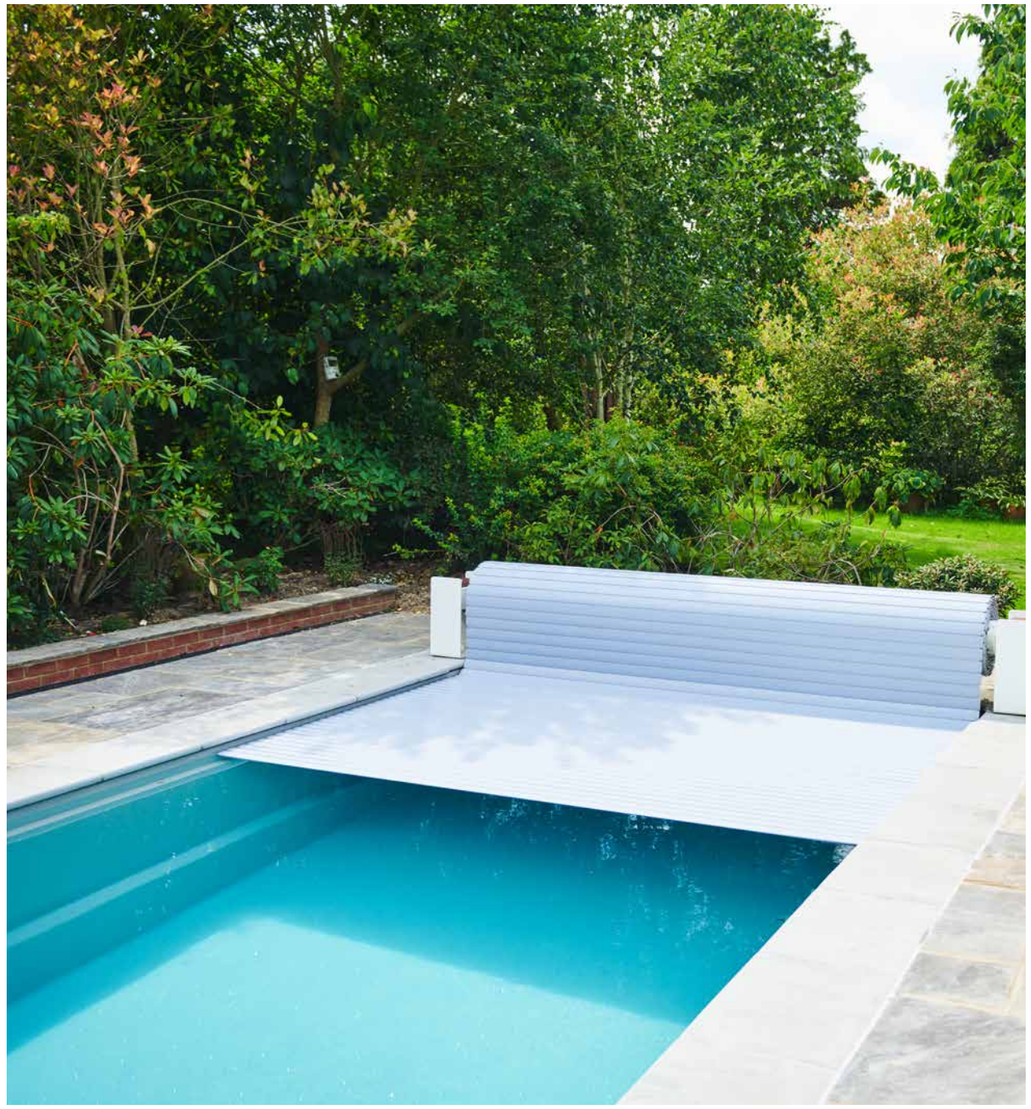
Sophie Bland, Interior Designer and Founder of Sixty London Road

32% of Brits show a desire of both equally wishing for an indoor and outdoor pool, so a cohesive design throughout the home and extending into the garden is essential. Interior Designer and Compass Pools customer Sophie Bland said using the same flooring and colour palette inside and around the pool area creates a powerful, unified design story.

As the demand for holistic design continues to grow, aligning technical expertise with artistic vision helps bring to life environments where every element is in perfect harmony. Whilst aesthetics are crucial, practical considerations also play a major role in successful integration. Designers and landscapers must account for sightlines, privacy, safety and maintenance.

Sustainability:

The new non-negotiable

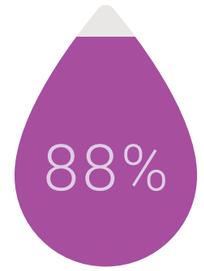


Sustainability is no longer a niche interest but a primary consideration. British homeowners have a deep-seated desire for a pool that not only enhances wellbeing but also aligns with environmental values.

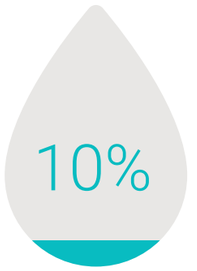
The demand for eco-conscious solutions is driving innovation across the industry. Homeowners are actively seeking pools equipped with energy-efficient technology designed to minimise their environmental impact.

Cutting Costs, Not Comfort:

The most effective are air source heat pumps and automatic solar covers, which absorb the sun's energy to warm the water naturally while preventing heat loss. Heat pumps currently cover around 10% of all heating needs globally and it is estimated that 1 in 10 homes are now using heat pumps.



of potential pool owners consider water and energy consumption important factors to consider



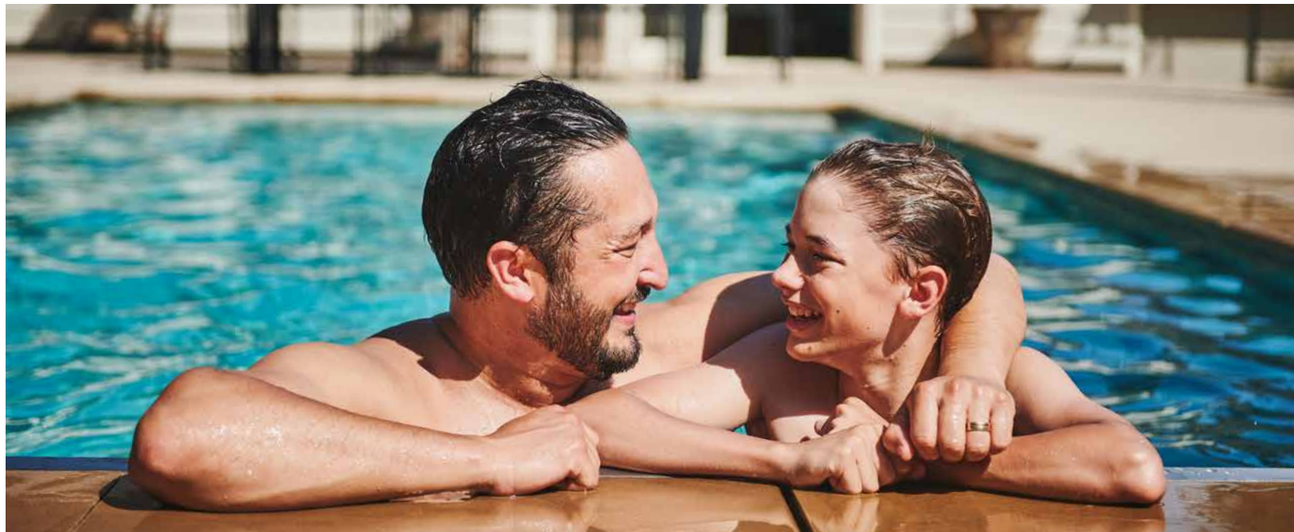
Heat pumps currently cover around 10% of all heating needs globally



Homeowners are actively seeking pools equipped with energy-efficient technology



The most effective are air source heat pumps and automatic solar covers



Natural Pools:

The new standard in pool water wellness

A quiet revolution is transforming the very water we swim in, driven by a growing desire for wellness and a move away from harsh chemicals. Our latest sales trends reveal that this is no longer a fringe movement; an impressive 35% of our customers are now specifically seeking natural pool solutions.

35%

of our customers are now specifically seeking natural pool solutions.



15%

of homeowners would choose a natural pool that uses biological filtration over a traditional chlorinated system

The motivation is clear: wellness. Homeowners want a swimming experience that is kinder to their body. The Compass Nature range is at the forefront of this trend, using cutting-edge hydraulic technology combined with 100% natural Dead Sea minerals to create the cleanest, softest water available. The result is a calming, almost meditative swimming environment that supports health and mental clarity, representing the best of both worlds: the usability of a traditional pool with the eco-conscious benefits of a natural one.

From Occasional Luxury To All-Season Asset

The notion of the British swimming season being confined to a few fleeting weeks is becoming a thing of the past. Today's pool owners are investing in technology that transforms their pool into a year-round feature. Year on year we are experiencing the hottest springs and scorching summers, rivalling temperatures of Europe and beyond. This forward-planning mindset is reflected in our sales data, which shows that the most popular time to purchase a pool is in the last quarter of the year, allowing ample time for installation and landscaping to be completed for the following summer.

Most pools are purchased in the last quarter, giving time for installation and landscaping before summer.



46%

of homeowners would like to install a swimming pool at their property if budget and space allowed for it

63%

of Brits planned to take a UK break in 2025 (June 2025 Holiday Letting Pulse Report)



According to the June 2025 Holiday Letting Pulse Report 63% of Brits planned to take a UK break in 2025, with a climate that reflects going abroad, a UK staycation feeds the desire to make year-round swimming a reality in the UK.

This is made possible by significant advances in pool technology. Key to this is a combination of highly efficient heating and superior insulation. Air source heat pumps provide consistent and affordable warmth, while automated solar safety covers work to absorb and retain the sun's energy, drastically reducing heat loss.



The Real Story of the Modern Pool

The dream of owning a swimming pool is often clouded by long-standing myths about cost and practicality. However, the reality of today's technologically advanced pools is vastly different, making it crucial to separate outdated fiction from modern fact.

Myth: Swimming pools are expensive to heat and maintain.

Reality: This is an outdated perception. Modern, well-designed pools have surprisingly low running costs, which can be as little as £5 per day for heating, cleaning, and insurance. Furthermore, maintenance is minimal on Compass ceramic composite pools due to their smooth, non-porous, algae-resistant surface.

Myth: Swimming pools are just for kids and summer parties.

Reality: While pools are fantastic for family fun, UK homeowners revealed their purpose runs much deeper. The top perceived lifestyle benefits of pool ownership are stress relief and relaxation (49%) and having more opportunity to exercise (47%). The pool is now viewed as a private training space and a sanctuary for mental wellbeing. The significant rise in fitness and lap pools, often equipped with turbines for continuous swimming, proves their value for adults seeking year-round fitness.



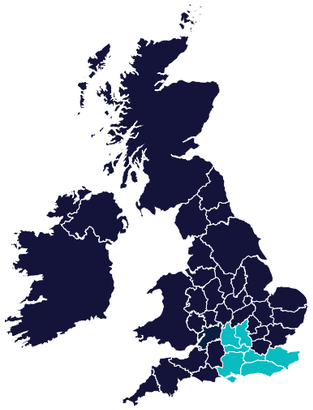


Myth: You cannot install or fill a swimming pool during a hosepipe ban.

Reality: This is a common but critical misunderstanding. In the UK, the use of a hosepipe for filling a newly built swimming pool or for topping up an existing one is generally exempt from restrictions during a temporary ban. Responsible water usage is still paramount, which is why modern pool features are so important. An automatic safety cover can drastically reduce water evaporation, conserving water throughout the season. A well-maintained pool with a cover uses less water over a year than a lawn of the same size.

UK Pools:
Where the Tide is Turning

The past year has seen a broadening of the UK's swimming pool market – both geographically and demographically. Whilst established hotspots like the South East continue to lead the way, our latest sales data reveals exciting growth pockets emerging in areas traditionally less associated with pool ownership.



What's Next? Trend Forecast

Looking ahead, our analysis suggests clear directions for the UK pool market:

Technology-Driven Pool Ownership

Over the next few years, smart pool systems will become a standard feature for new installations. Homeowners will be able to manage everything from cleaning cycles to heating schedules through voice commands or mobile apps. At the same time, advances in solar-assisted heating and high-performance insulation will make year-round swimming more accessible and cost-effective, even in cooler parts of the UK.

The Rise of Compact & Creative Design

As more people look to maximise their available space, the demand for plunge pools, swim spas, and striking architectural "statement" pools is set to grow. These designs will often blend well into landscaping, creating a harmonious connection between the home and the outdoors. Lighting, water features, and naturalistic styling will transform pools into design centrepieces, offering both beauty and functionality.

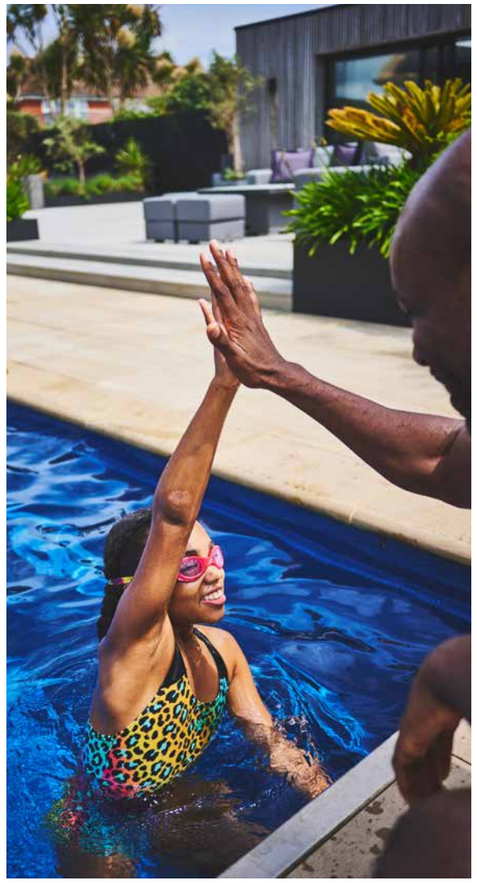
Pools as Wellness Hubs

With health and wellbeing now a central consideration for homeowners, swimming pools are evolving into multi-faceted wellness spaces. Increasingly, they will be paired with saunas, cold plunge zones, and hydrotherapy features to create holistic relaxation and recovery environments. This will fuel the growth of the "daily dip" culture, where short, regular swims are valued for their benefits to mental clarity, physical recovery, and overall lifestyle balance.

About Waterstream

Waterstream is the leading specialist in the UK swimming pool industry, known for its expertise and innovation in designing and installing high-quality swimming pools. Waterstream is the exclusive distributor of Compass Ceramic Pools in the UK and are renowned for their innovative designs, energy-efficient solutions, and exceptional customer service. They take a One-Piece carbon ceramic shell from Compass and, using over 20 years of expertise and experience, fabricate, install and maintain each pool from their headquarters in Sussex to deliver a best-in-class pool ownership experience.





About Compass Pools UK

Compass Pools UK are the aspirational lifestyle swimming pool choice. When you invest in a Compass Pool, you're purchasing so much more than a swimming pool. You're purchasing the ultimate party accessory, a luxury upgrade for your outdoor space and a fitness product. You're unlocking the lifestyle you've dreamed of. You're getting that holiday feeling all year round. You're making memories to last a lifetime.

WATERSTREAM™

COMPASS enjoy the moment

EVi POOLS

ALEXANDER JAMES



To speak to our team of experts about which Compass Pool is right for you then call us on

0333 456 7111

www.compass-pools.co.uk

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