

2019

HOUZZ & HOME - INDIA

August 2019



Overview of Home Renovation in 2018 and 2019

Big Ideas

RENOVATION ACTIVITY REMAINS STEADY

Homeowners tackle an average of three rooms per project, with more than one third of homeowners renovating kitchens (33 percent). Living rooms, guest bathrooms, master bathrooms and master bedrooms are also common projects (28, 27, 25 and 25 percent respectively).

RENOVATION ACTIVITY DRIVEN BY YOUNGER GENERATIONS

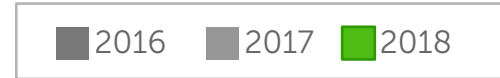
Millennials (ages 25 to 39) and Gen Xers (ages 40-54) combined represent more than three quarters of the renovation activity (78 percent), at a median spend of ₹3,00,000 and ₹2,50,000, respectively. Similar to expectations from previous years, 26 percent of homeowners planned to continue or begin renovations this year, with 41 and 35 percent of Millennials and Gen Xers, respectively, anticipating new projects.

MOTIVATIONS FOR RENOVATION

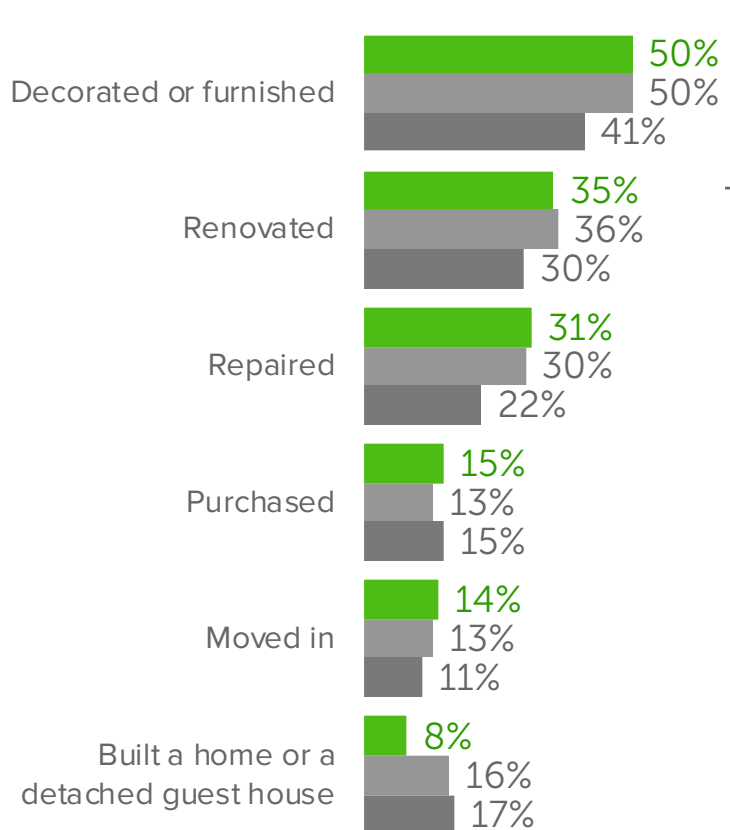
As homeowners consider whether to renovate their current home or to purchase a new home, the top two considerations for renovation are to stay in their current home or area, outranking return on investment. Wanting to stay in the current home is the biggest decision driver for Gen Xers and Millennials, whereas Baby Boomers (ages 55 to 74) chose to stay in their current home and renovate because they want a personalised home that fits their vision.

What We Are Doing in Our Homes

Charts below show the frequency of activities related to the primary home in 2016, 2017 and 2018, as well as the median renovation spend per renovating homeowner in 2016, 2017 and 2018, overall and by age, as reported by homeowners on Houzz India.

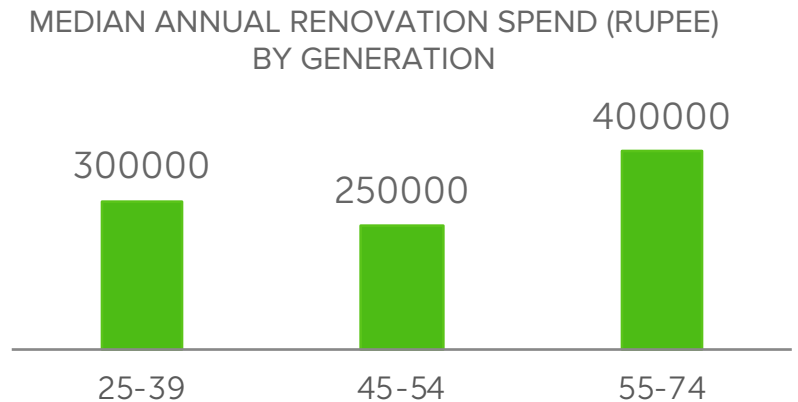


ACTIVITIES IN THE HOME BY YEAR



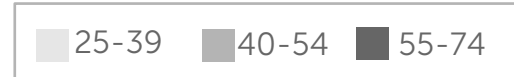
ANNUAL RENOVATION SPEND (RUPEE)

	2016	2017	2018
MEDIAN	200,000	300,000	300,000
90TH PERCENTILE	1,850,000	1,920,000	2,000,000

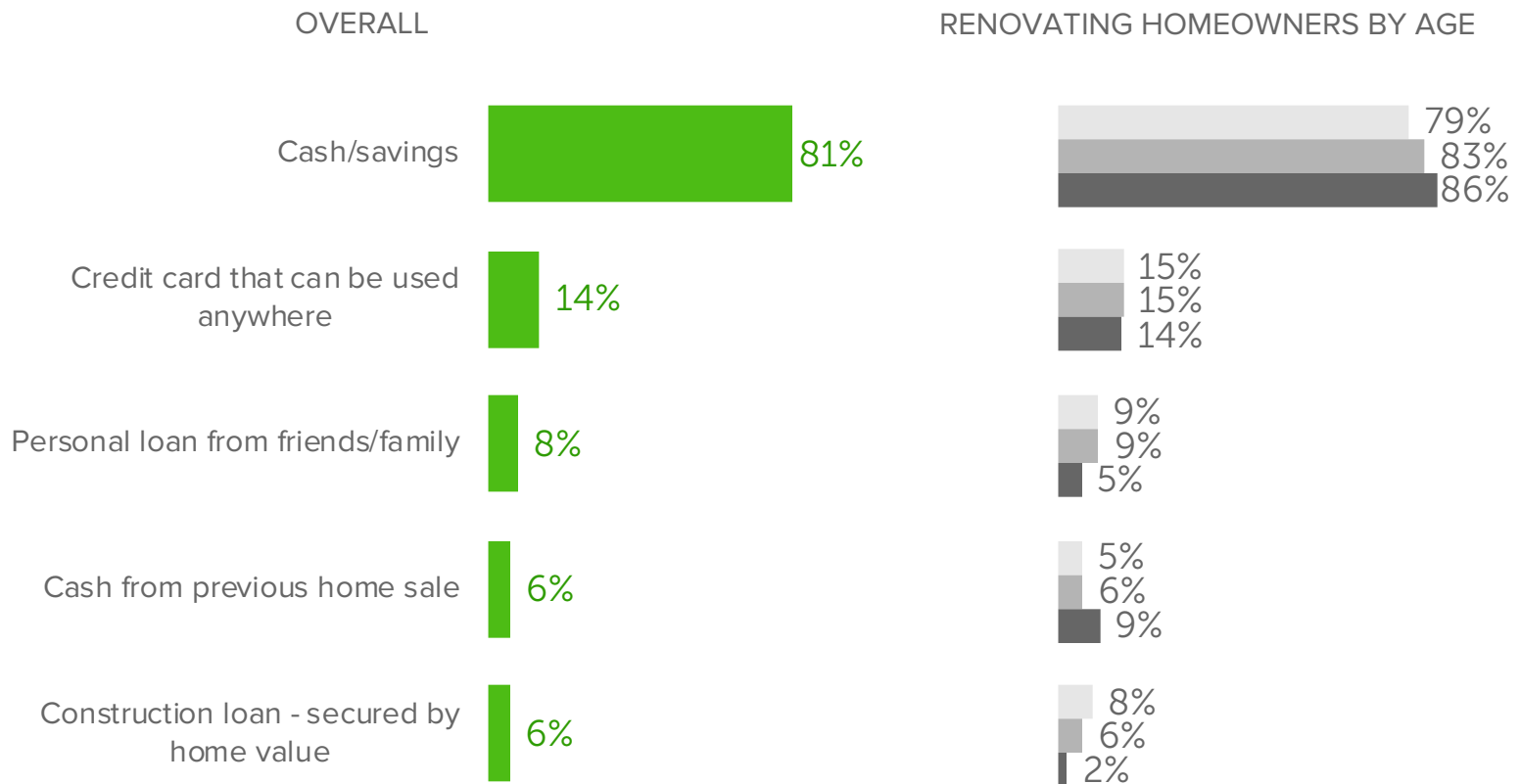


How We Are Funding Our Home Renovations

Charts below show the frequency of top five funding sources for home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018. Year-over-year comparison are not possible due to a change in question wording.

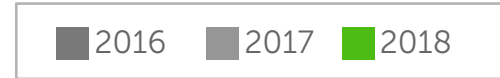


TOP FIVE RENOVATION FUNDING SOURCES IN 2018

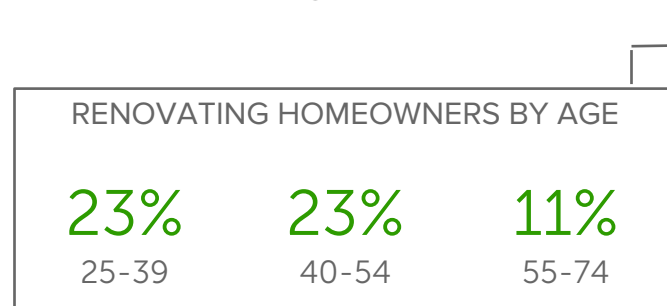
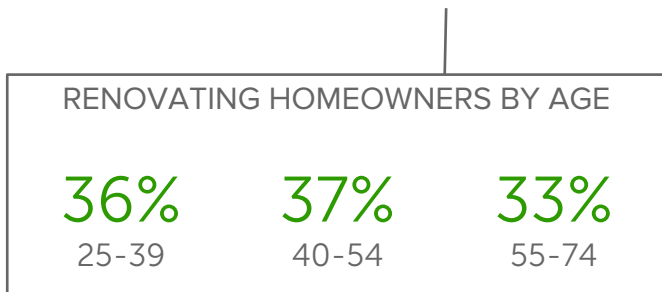
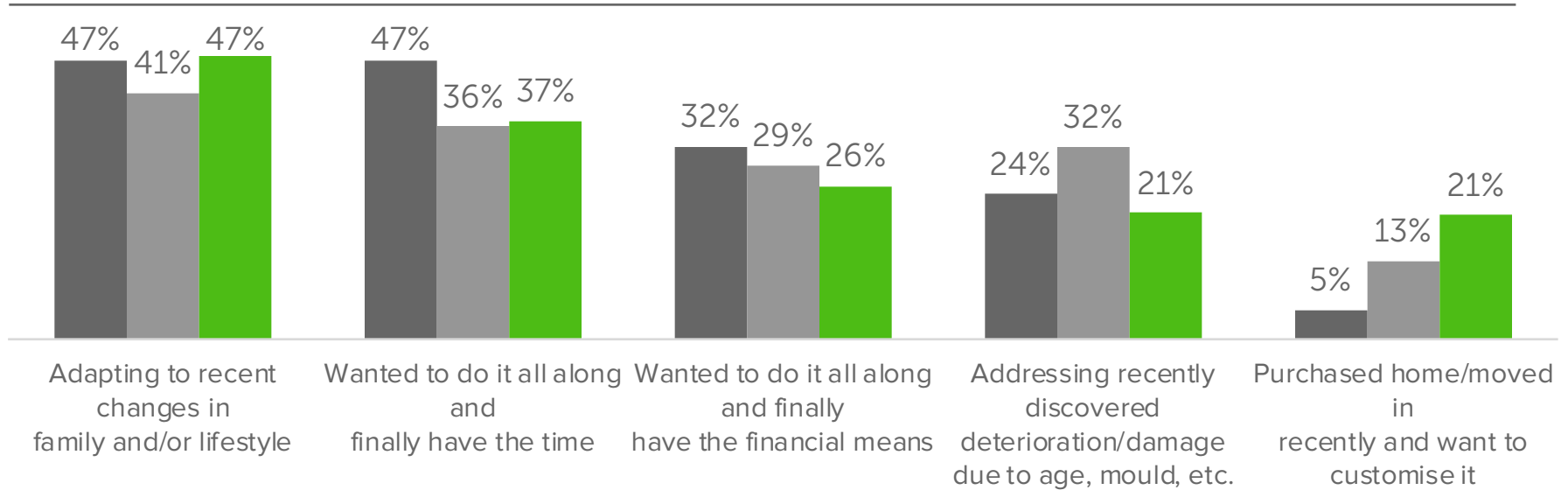


Why We Are Renovating Now

Chart below shows the frequency of top five reasons for starting renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2016, 2017 and 2018.



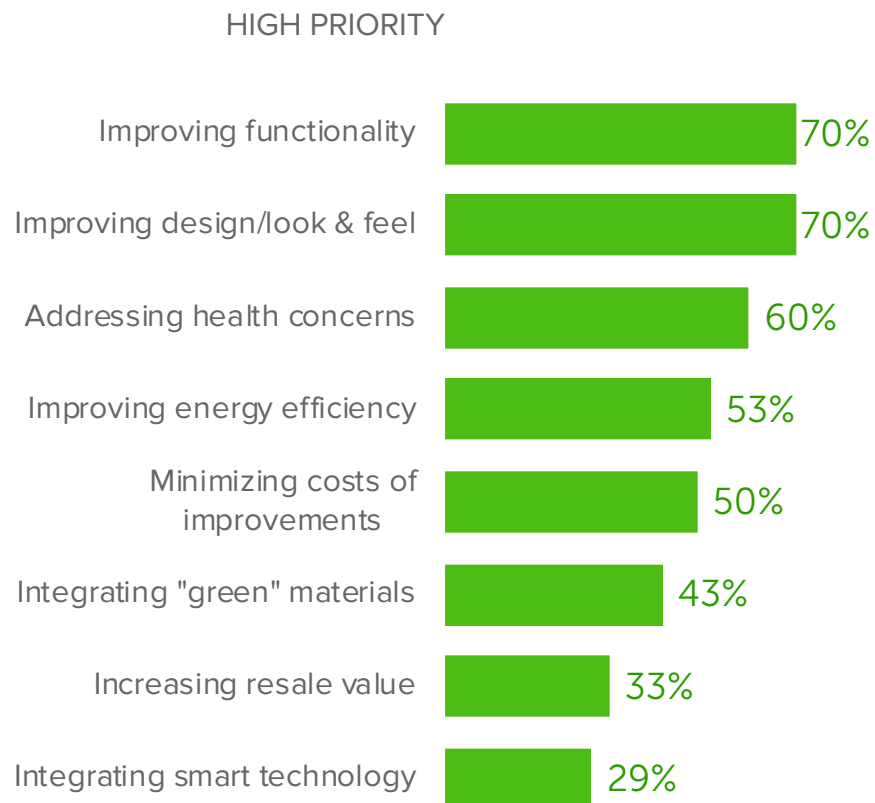
TOP FIVE REASONS FOR STARTING RENOVATIONS BY YEAR



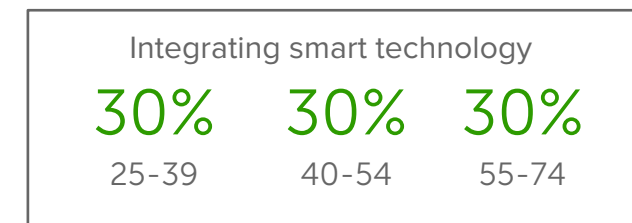
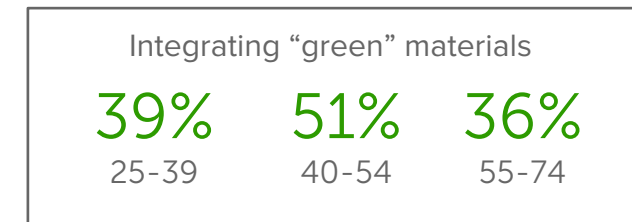
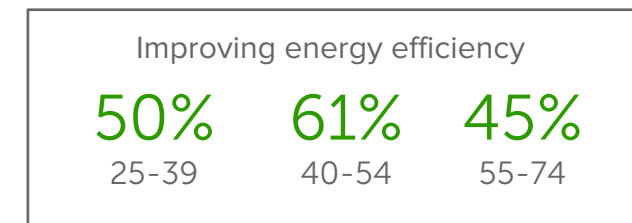
What We Prioritize During Renovations

Chart below shows the frequency of priorities during renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

TOP RENOVATION PRIORITIES IN 2018

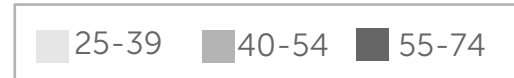


RENOVATING HOMEOWNERS BY AGE

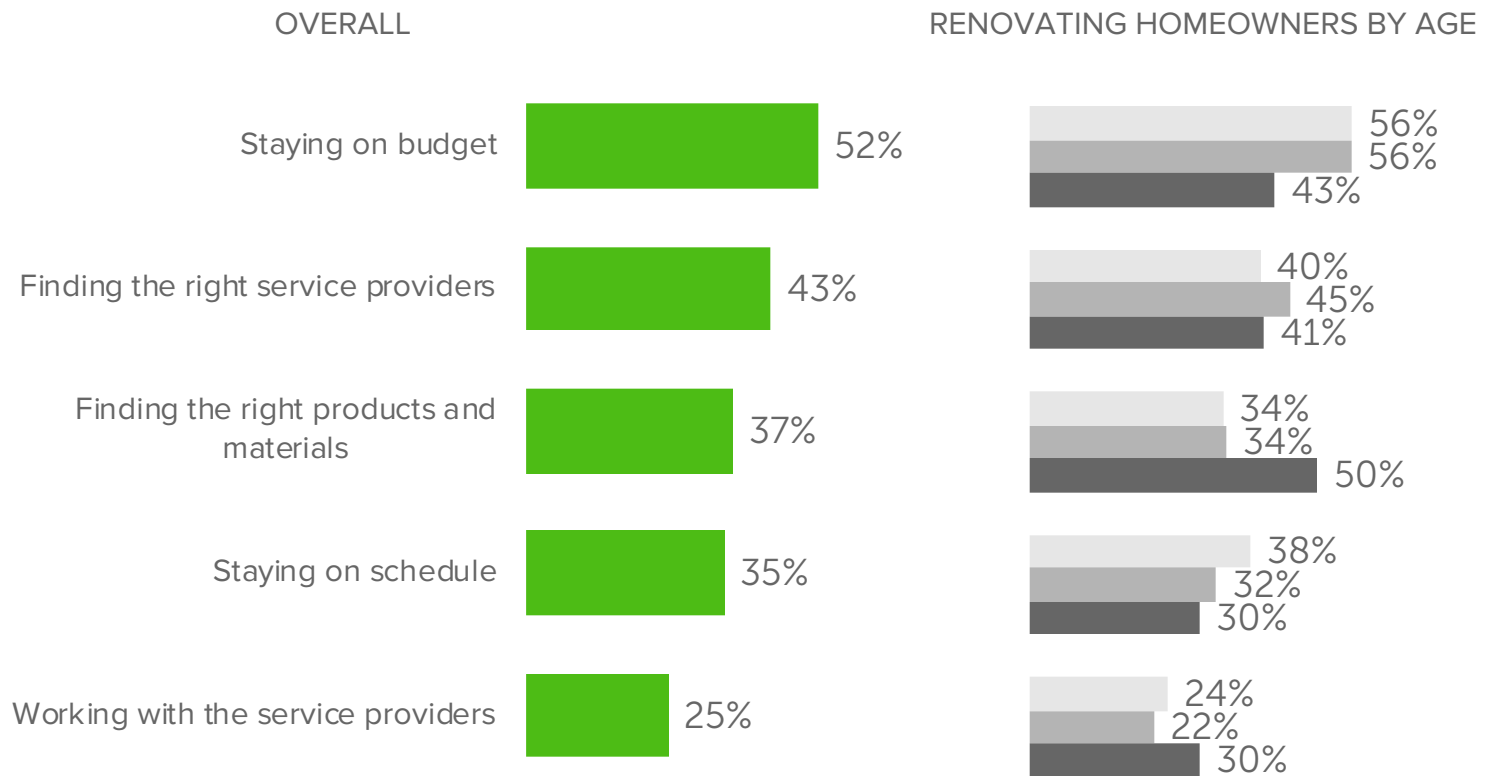


What Renovation Challenges We Face

Charts below show the frequency of top five challenges during home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

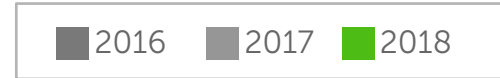


TOP FIVE RENOVATION CHALLENGES IN 2018

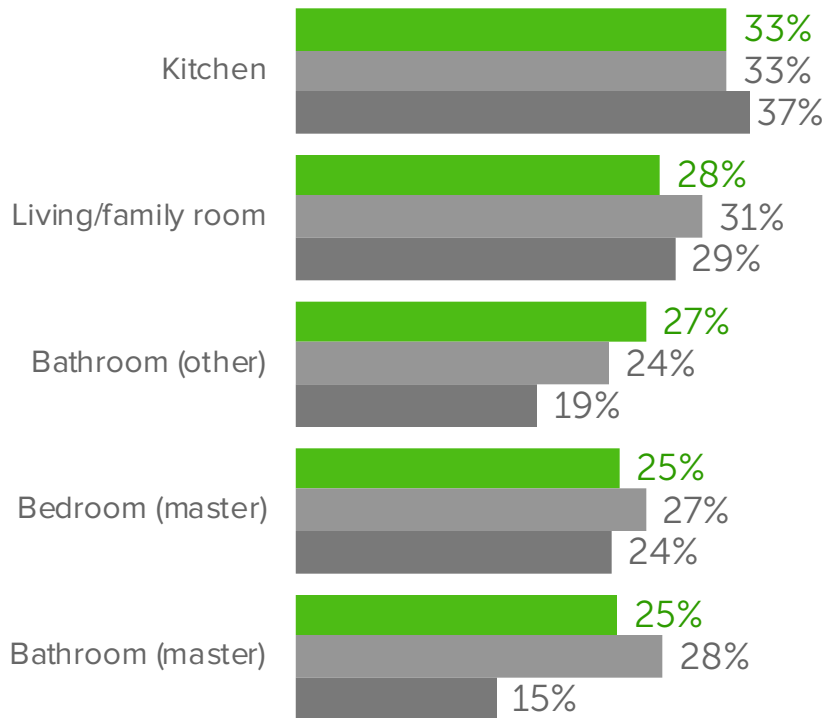


Where We Focus Our Efforts

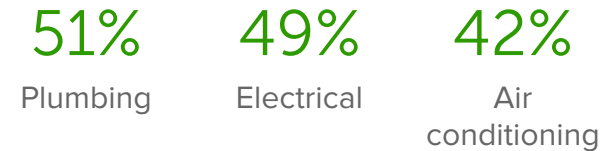
Charts and tables below show the frequency of most popular 2016, 2017 and 2018 renovations of interior rooms, as well as 2018 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.



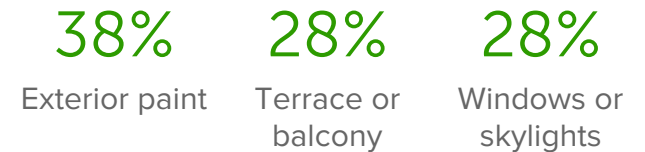
TOP INTERIOR ROOM RENOVATIONS BY YEAR



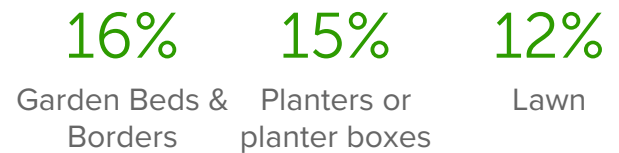
TOP HOME SYSTEM UPGRADES IN 2018



TOP EXTERIOR FEATURE UPGRADES IN 2018



TOP OUTDOOR FEATURE UPGRADES IN 2018



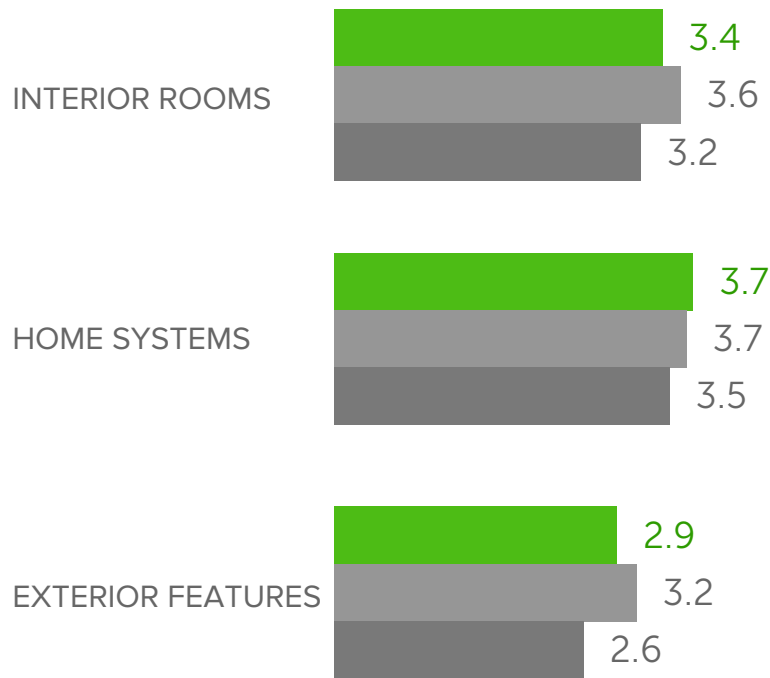
How Many Features We Upgrade

Charts and tables below show the average number of upgrades during home renovations in 2016, 2017 and 2018, and frequency of these upgrades by age, as reported homeowners who renovated their primary homes.

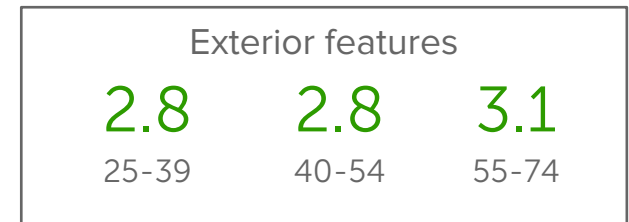
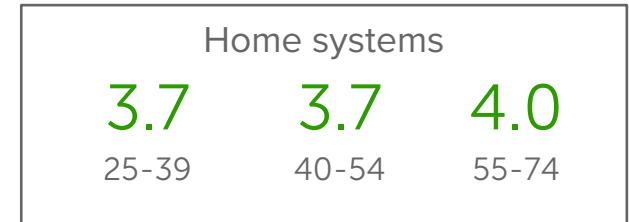
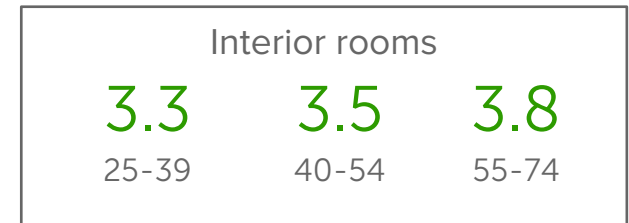


NUMBER OF UPGRADED FEATURES BY YEAR

OVERALL UPGRADED FEATURES



RENOVATING HOMEOWNERS BY AGE



How We Plan Our Home Renovations

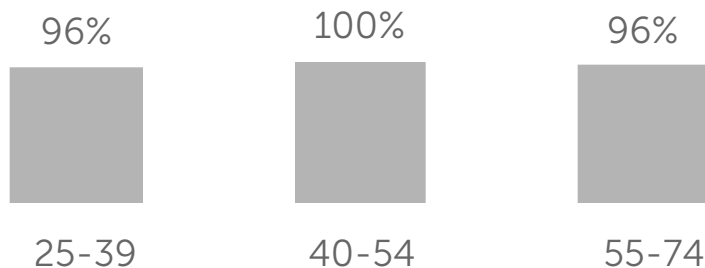
Charts and tables below show the frequency of professional hiring in 2016, 2017 and 2018, overall and by age, as reported by homeowners who renovated their primary homes.

PRO HIRING

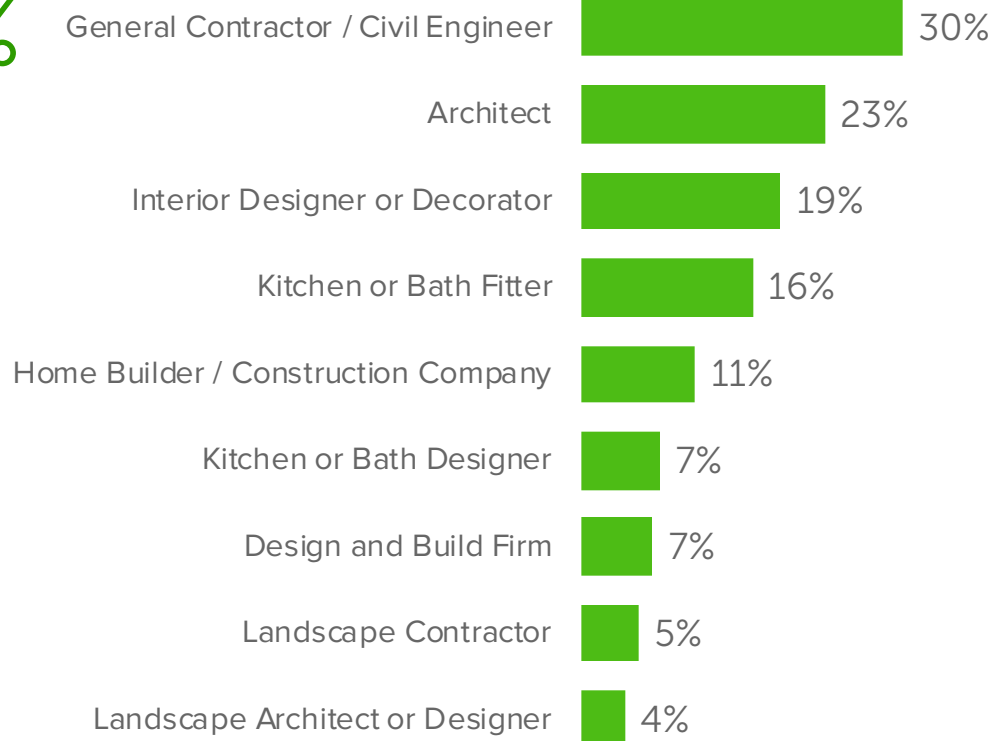
OVERALL PRO HIRING



PRO HIRING BY AGE



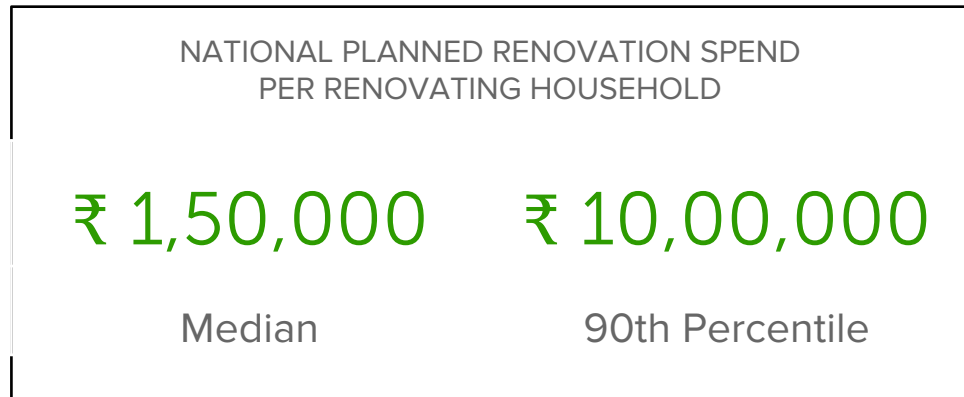
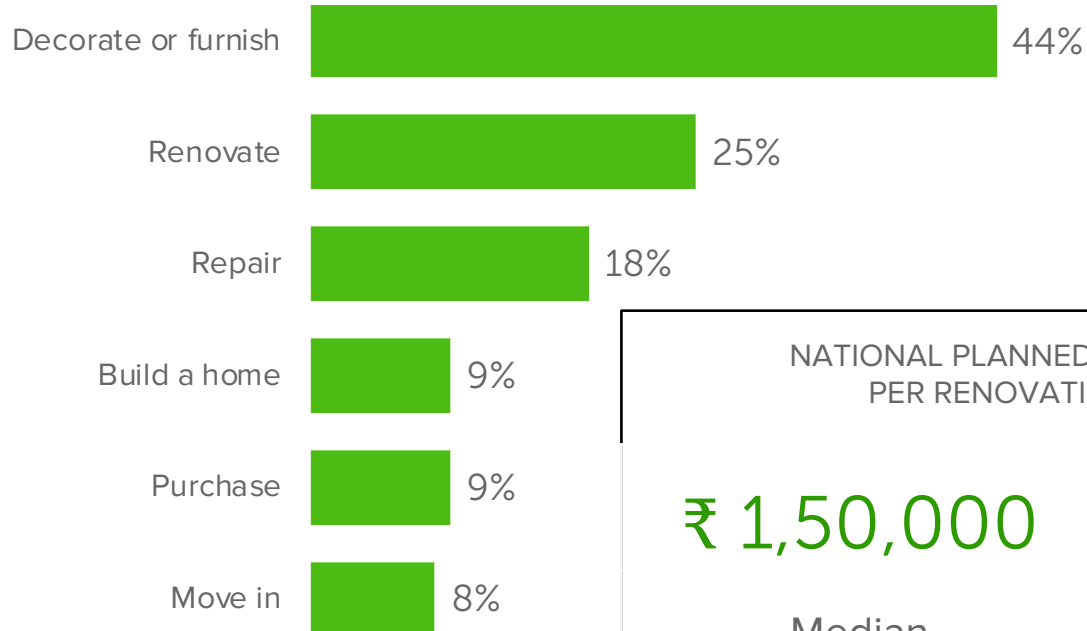
SPECIFIC PRO HIRING IN 2018



What We Are Planning for 2019

Chart below shows the frequency of planned activities and planned spend in 2019, related to the primary home, as reported by homeowners

PLANNED ACTIVITIES FOR 2019



Methodology

APPROACH

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users' home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users regarding trends in home improvement and design, fielded between April 3, 2019 and April 30th, 2019. The annual Houzz & Home study is the largest survey of residential renovation, building and decorating activity conducted. This survey covers every aspect of home renovation in 2018, from interior remodels and additions to home systems, exterior upgrades and outdoor projects. This includes the historical and planned spends, professional involvement and motivations behind these projects, as well as activities planned for 2019.

COMPLETES AND QUALIFICATIONS

The 160-question survey gathered information from Houzz users who identified themselves as 18 years old or older and homeowners. The final sample consists of 2,577 respondents in India. The current report relies on a subset of responses, i.e., Indian homeowners on Houzz (n=2,171) and Indian homeowners on Houzz who renovated their primary residence in 2018 (n=645).

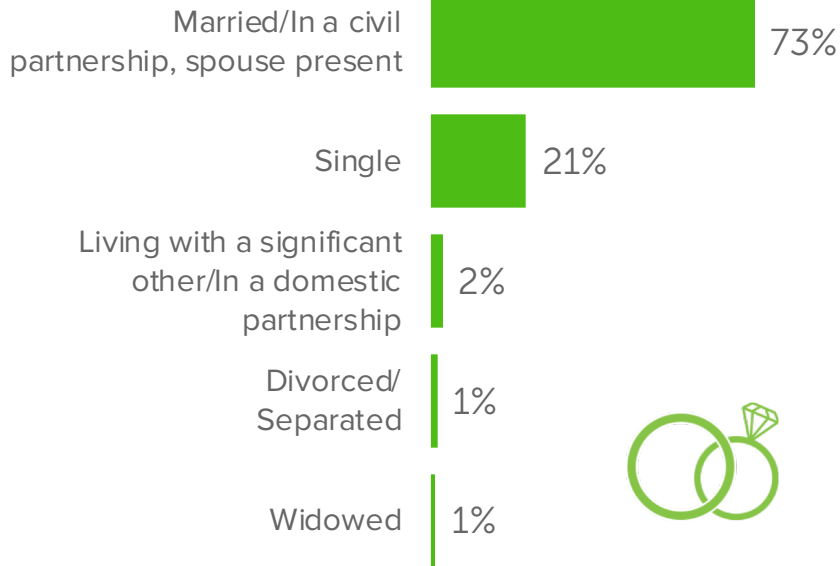
SAMPLING AND WEIGHTING

Data were gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data were reviewed to ensure representation of the Houzz user populations.

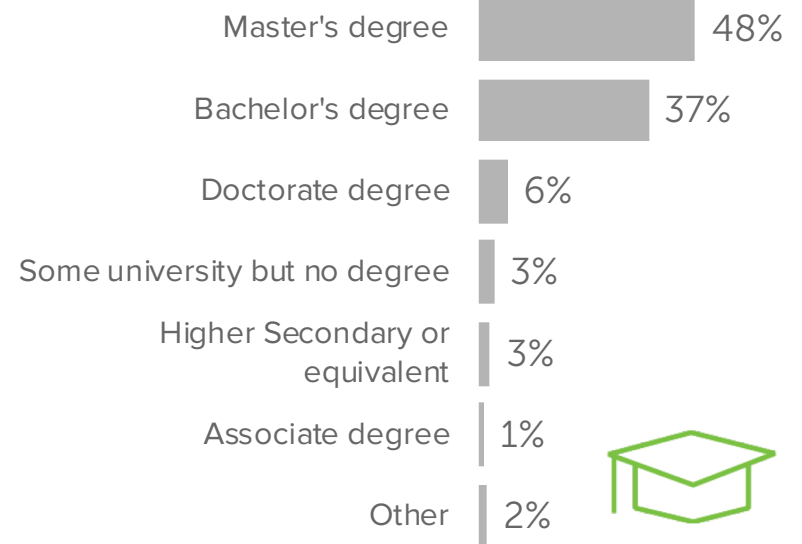
APPENDIX

A. 2018 Renovating Homeowner Demographics

MARITAL STATUS



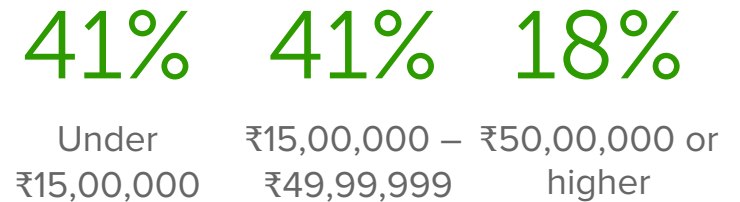
EDUCATION



55%

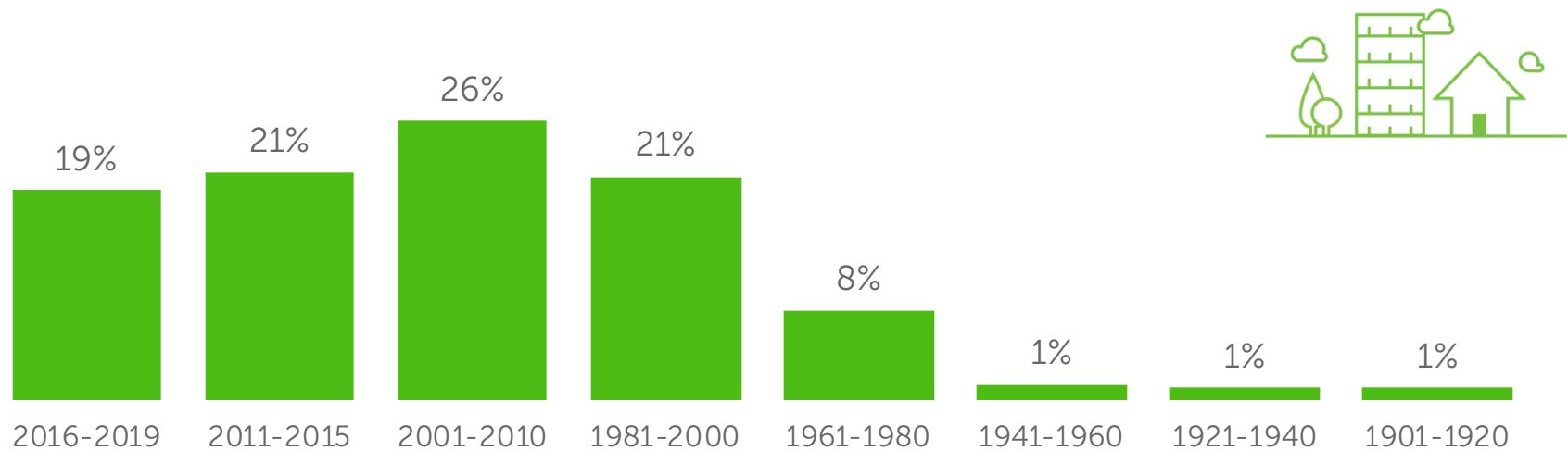
Have child(ren) living with them

ANNUAL HOUSEHOLD INCOME

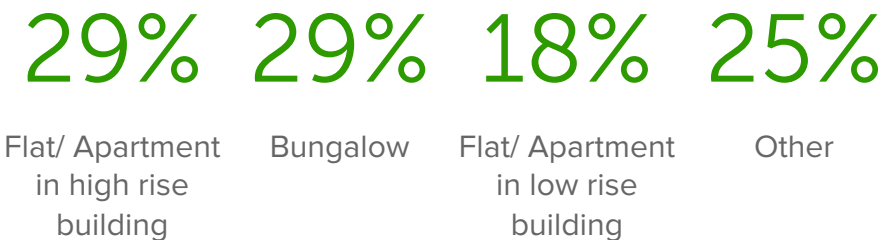


B. Characteristics of Homes Renovated in 2018

YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz India

PHOTOS	PROFESSIONALS	PRODUCTS	STORIES
Kitchen	Architects & Building Designers	Home Decor	Kitchen Guides
Bathroom	Interior Designers & Decorators	Furniture	Bathroom Guides
Bedroom	Civil Engineers & Contractors	Lighting	Bedroom Guides
Living	Design & Build Firms	Kitchen & Dining	More Room Guides
Dining	Kitchen & Bath Designers	Bedroom	Decorating Guides
Outdoor & Garden	Landscape Architects & Contractors	Storage & Organisation	Festival Guides
Baby & kids	Furniture & Accessories	Baby & Kids	Colour Guides
Wardrobe	Flooring & Carpet	Outdoor	Houzz Tours
Staircase	Bedding & Bath	Home Improvement	Lighting Ideas
Exterior	Tile, Stone & Countertop	Housekeeping & Laundry	Most Popular