

# 2022 U.S. Houzz Bathroom Trends Study





# Contents

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3	Big Ideas
4	Scope & Spend
9	Look & Feel
14	Products & Features
30	Methodology & Appendixes



# Big Ideas



## Vanities Take the Spotlight

More than three-quarters of homeowners (76%) upgrade their vanity cabinets during a primary bathroom renovation. Vanities are becoming focal points due to their color or tone, with 3 in 10 homeowners (30%) choosing wood, followed by gray (14%), blue (7%), black (5%) and green (2%). Renovators are investing in their vanities, with 3 in 5 (61%) choosing a custom or semicustom option.

## Median Spend Jumps 13% Year-Over-Year

The national median spend for primary bathroom projects increased nearly 13%, to \$9,000, while higher-budget projects (with the top 10% of project spend) saw a 17% jump, to \$35,000 or more. Those doing a major bathroom renovation, which includes a shower upgrade, spent three times more on their renovation than those doing a minor renovation (\$15,000 versus \$5,000, respectively).

## Enhanced Home Systems

More than 3 in 5 homeowners (62%) upgrade home systems, the most frequent enhancement in the bathroom; the percentage is up by 3 points from last year. Top home system projects include ventilation upgrades (59%) and the addition of heating systems, such as radiant heating (14%) and tankless water heaters (9%).

## Transitional Style Leaps Forward

Considering that outdated style is the top trigger for bathroom renovations (as cited by 48% of renovating homeowners), it's not surprising that nearly 9 in 10 renovators (87%) change their bathroom's style. Transitional style is now the top choice (25%), followed by modern and contemporary (16% each).

## Shower Updates Increase

Already popular shower upgrades are becoming even more common during bathroom renovations, up by 2 percentage points year over year and now at 84%. When removing a bathtub, nearly 4 in 5 homeowners (78%) enlarge the shower, with 40% of those making it at least 25% larger. More homeowners this year also are relocating their shower following a bathtub removal (23%, an increase of 6 percentage points).



## Scope & Spend



# Style Changes Drive Renovations

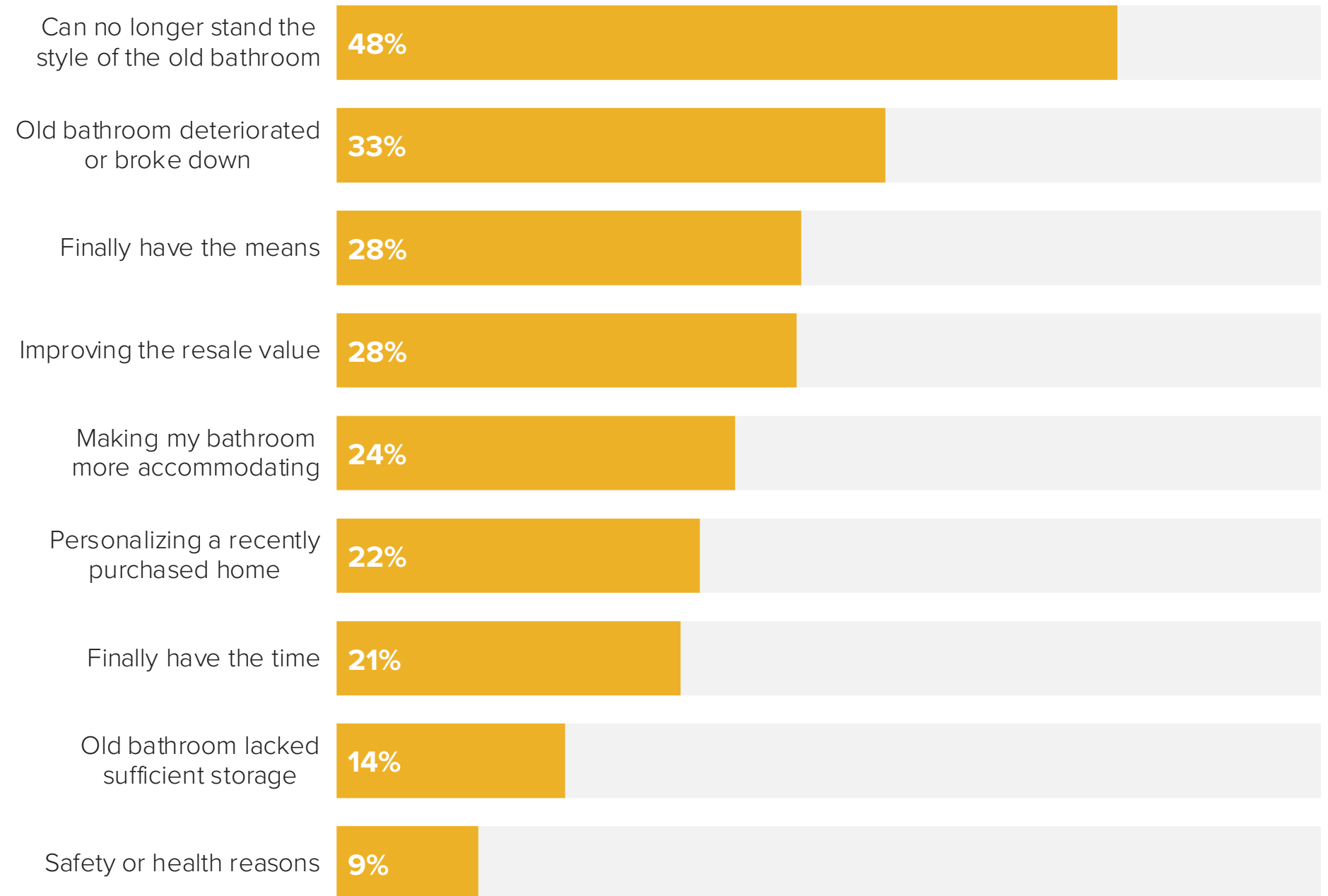
The No. 1 reason homeowners renovate their bathroom is that they can no longer stand the style; this reasoning motivates nearly half (48%) of homeowners. That said, necessity drives one-third of renovations: The second-most-common trigger, as cited by 33% of homeowners, is that the old bathroom deteriorated or broke down.

Many homeowners patiently wait for the right time to renovate; 28% cite “Finally have the means” and 21% cite “Finally have the time” as a trigger.

Some homeowners also upgrade the bathroom to be more accommodating or to address a safety or health risk, including removing toxic materials and clearing mold.

\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

## Events Triggering Bathroom Renovations\*

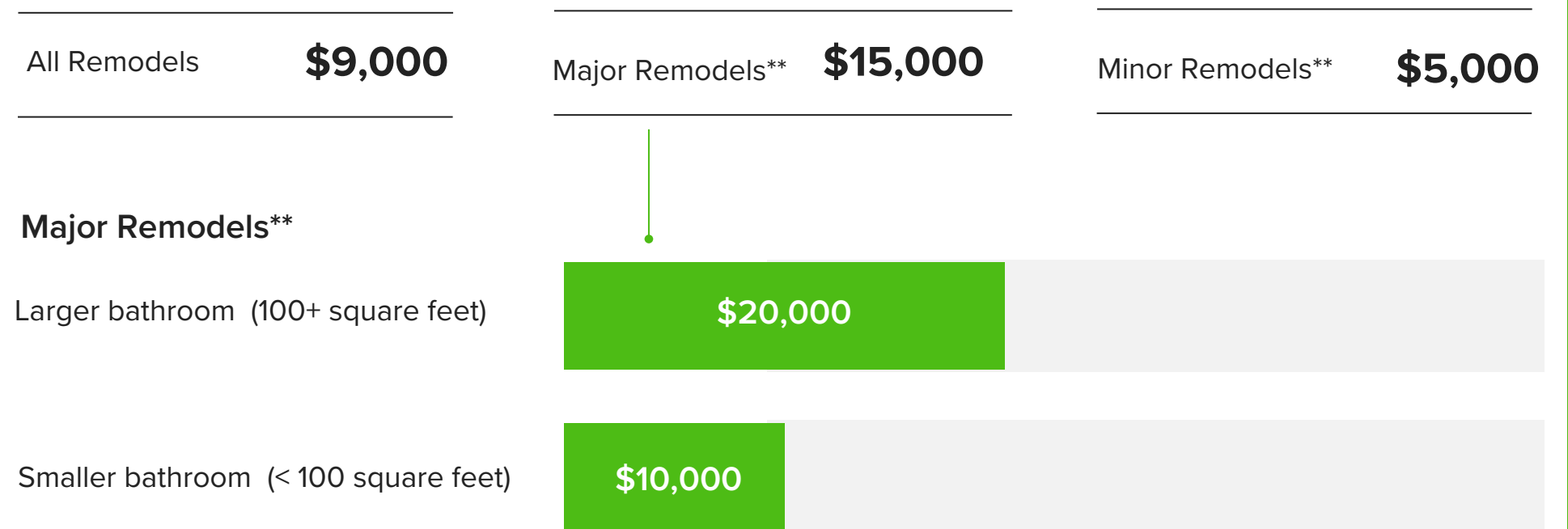


# Spend Grows

The national median spend increased nearly 13% across all bathroom remodels, to \$9,000, while the median spend on major and minor remodels remained \$15,000 and \$5,000, respectively.

Interestingly, the median spend on bathrooms 100 square feet or larger has been continually increasing for three years now. Size has a major impact on cost, as the median spend for major remodels of larger bathrooms (100-plus square feet) is twice that for bathrooms smaller than 100 square feet (\$20,000 and \$10,000, respectively).

## National Median Spend\* on Major and Minor Bathroom Remodels in 2021\*\*



## Change in Size of Renovated Bathroom\*\*\*

Smaller	<b>1%</b>
About the same	<b>79%</b>
Somewhat larger (up to 50%)	<b>14%</b>
Significantly larger (more than 50%)	<b>6%</b>

## Final Size of Renovated Bathroom\*\*\*

< 100 square feet	<b>40%</b>
100 to 199 square feet	<b>38%</b>
200+ square feet	<b>22%</b>

\*Median spend on bathroom remodels is from [2022 Houzz & Home Study](#).

\*\*Major bathroom remodel refers to a remodel in which at least the shower is upgraded. Minor bathroom remodel refers to remodels without a shower upgrade.

\*\*\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.



# Home Systems Heat Up

As homeowners continue to make major changes during their bathroom remodels, upgrades to home systems (62%) remain the most frequent enhancement in the bathroom and have grown even further in popularity (up by 3 percentage points). Increasing the shower size is the second-most-popular bathroom upgrade.

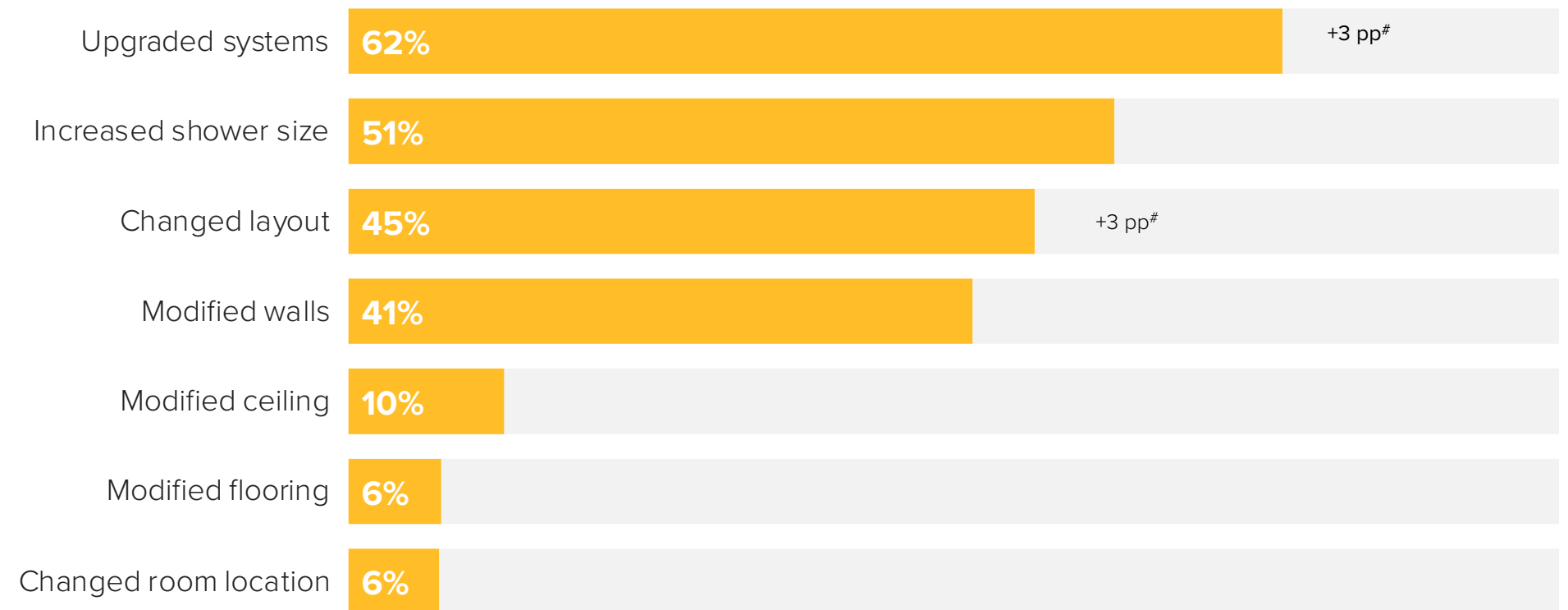
Additionally, more than 2 in 5 bathroom renovators change the layout (45%) or walls (41%), and 1 in 10 modifies the ceiling.

Nearly 3 in 5 homeowners (59%) add ventilation fans during their bathroom system upgrades. Radiant heating and tankless water heaters are second and third on the list, at 14% and 9%, respectively.

\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

## Major Changes During Bathroom Renovations\*



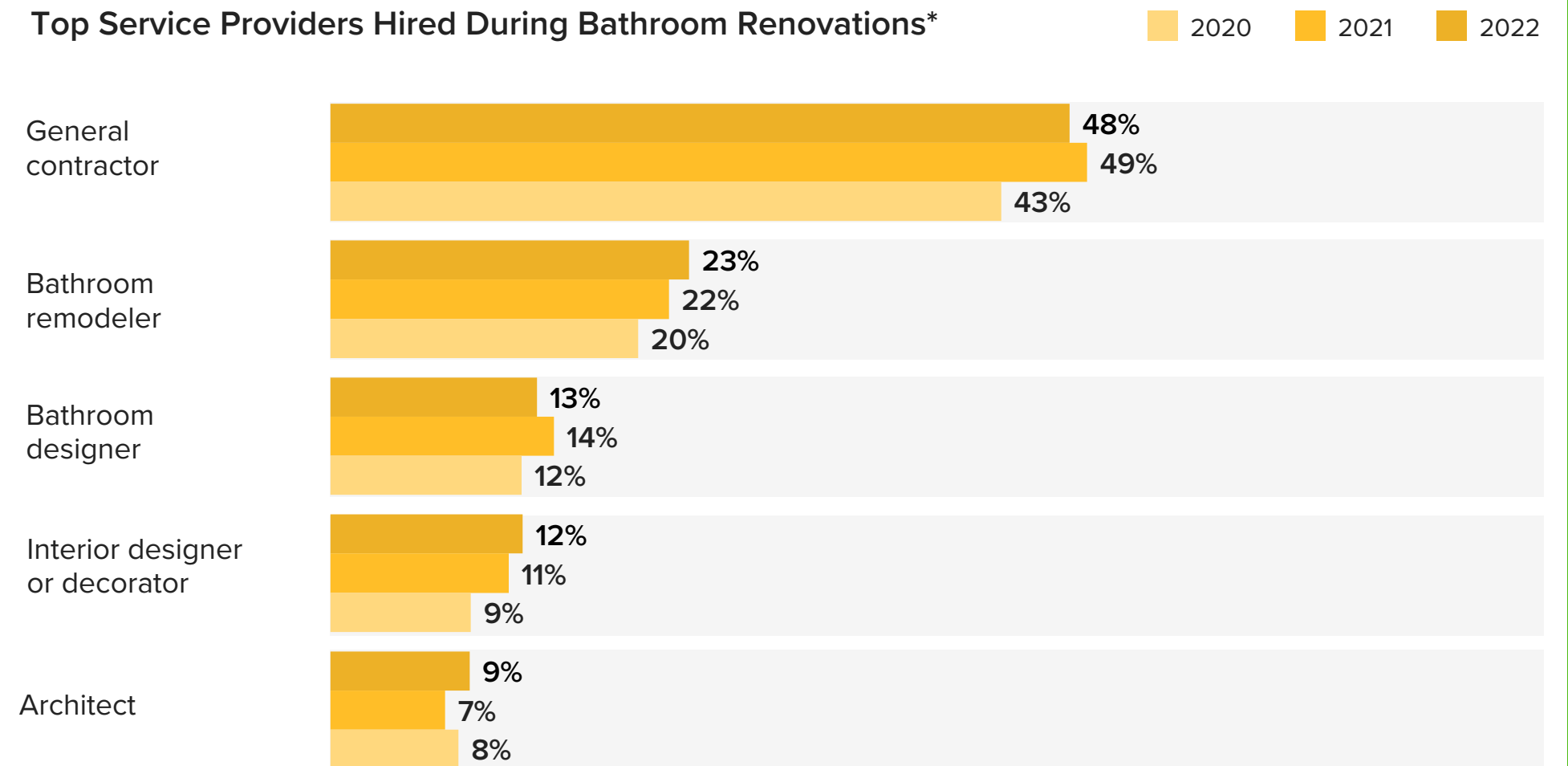
## New Systems Added During Bathroom Renovations\*

Ventilation fan	59%	Dehumidifier	3%
Radiant heating	-1 pp# 14%	Home entertainment	3%
Tankless water heater	9%	Greywater treatment system	1%
Water softener	6%		

# Strong Demand for Pros

More than 4 in 5 homeowners (85%) rely on professionals for help. Nearly half of renovators (48%) hire general contractors, while a smaller share hire bathroom remodelers (23%) and designers (13%). Additionally, nearly 1 in 5 hires one or more specialty service providers when upgrading the bathroom.

Top Service Providers Hired During Bathroom Renovations\*



Overall Pro Hiring\*

2022	<b>85%</b>
2021	<b>84%</b>
2020	<b>82%</b>

Hiring of Specialty Service Providers (Without a Project Manager)\*\*

2022	<b>17%</b>
2021	<b>17%</b>
2020	<b>20%</b>

\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2019-20, 2020-21 and 2021-22.

\*\*Specialty service providers refers to electricians, plumbers, tile specialists, cabinetmakers and other tradespeople. Project manager refers to general contractors and remodelers.



# Look & Feel

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# Transitional Style Leaps Forward

Considering that outdated style is the top trigger for bathroom renovations, it's not surprising that nearly 9 in 10 homeowners (87%) change their bath style.

Transitional style has taken the lead from modern to become the style of choice among renovators. Modern and contemporary are the next two most popular styles (16% each), followed by traditional (11%) and farmhouse (5%).

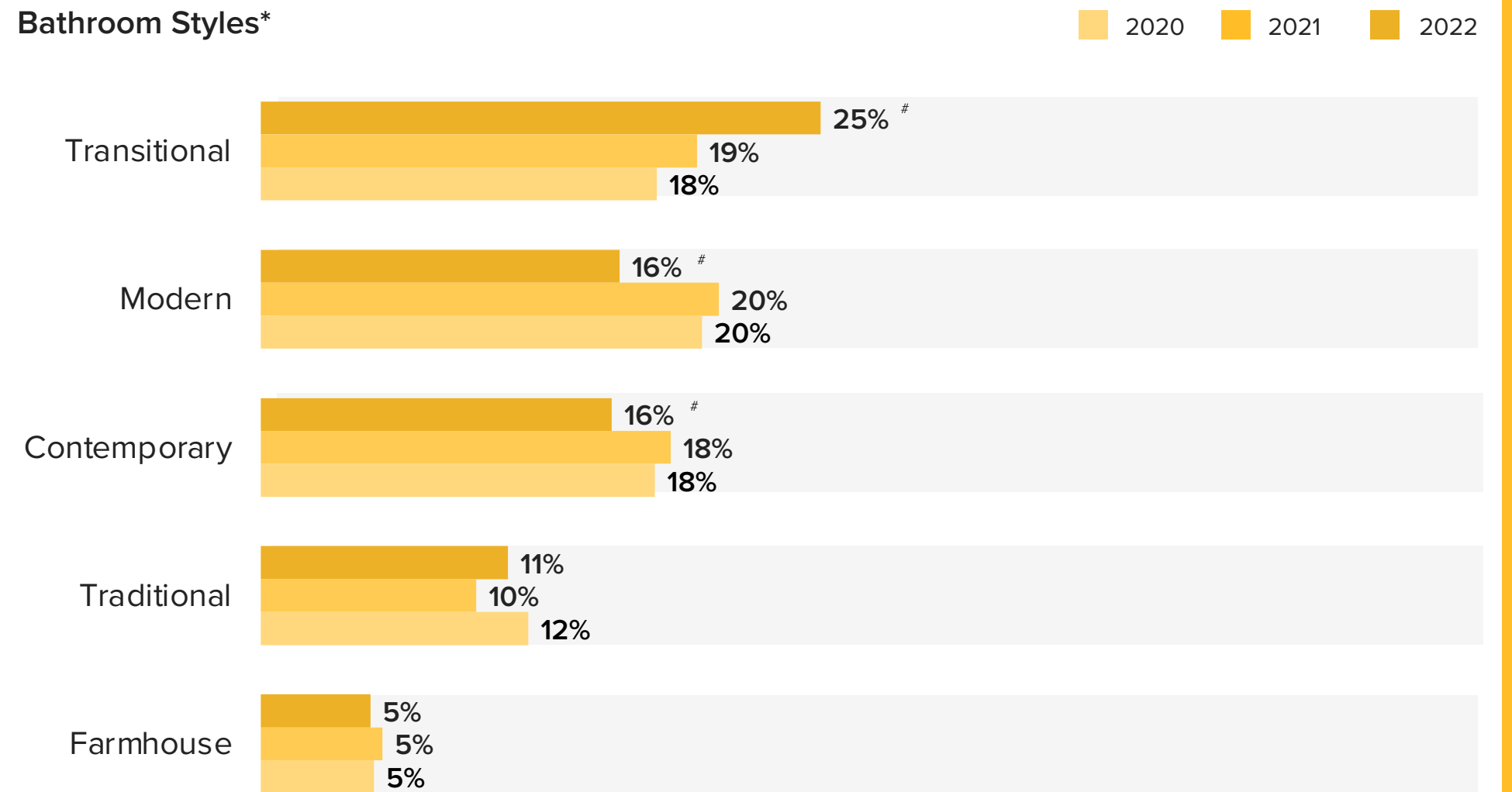
See Appendix A for additional information on bathroom styles over time.

\*Percentages reflect the proportion of homeowners who are changing or have changed the style of the bathroom as part of a completed, current or planned bathroom renovation in 2019-20, 2020-21 and 2021-22.

\*\*Percentages reflect the proportion of homeowners who are changing or have changed the style of the bathroom as part of a completed, current or planned bathroom renovation in 2021-22.

#Shows statistically significant difference between 2022 and 2021 study findings at 90%, 95% or 99% confidence levels.

## Bathroom Styles\*



## Style Change During Renovation\*\*

2022 **87%**



# Cleanliness Leads to Relaxation

More than 2 in 5 homeowners rest and relax in their upgraded bathroom. Among the many contributing elements are cleanliness (cited by 78% of renovators), lack of clutter (65%), soaking in the bath (58%) and taking long showers (58%). In addition to being the top relaxation aid, cleanliness also saw the biggest increase in popularity, up by 10 percentage points.

Natural light (49%), dimmable lighting (45%) and greenery (23%) gained popularity among homeowners seeking bathroom tranquility as well, up by 7, 7 and 4 percentage points, respectively.

\*Percentages reflect the proportion of homeowners who have completed or are completing a bathroom remodel, bathroom addition or bathroom decorating project during 2021-22.

\*\*Percentages reflect the proportion of homeowners who report that they use the bathroom to relax, among those who have completed or are completing a bathroom renovation during 2021-22.

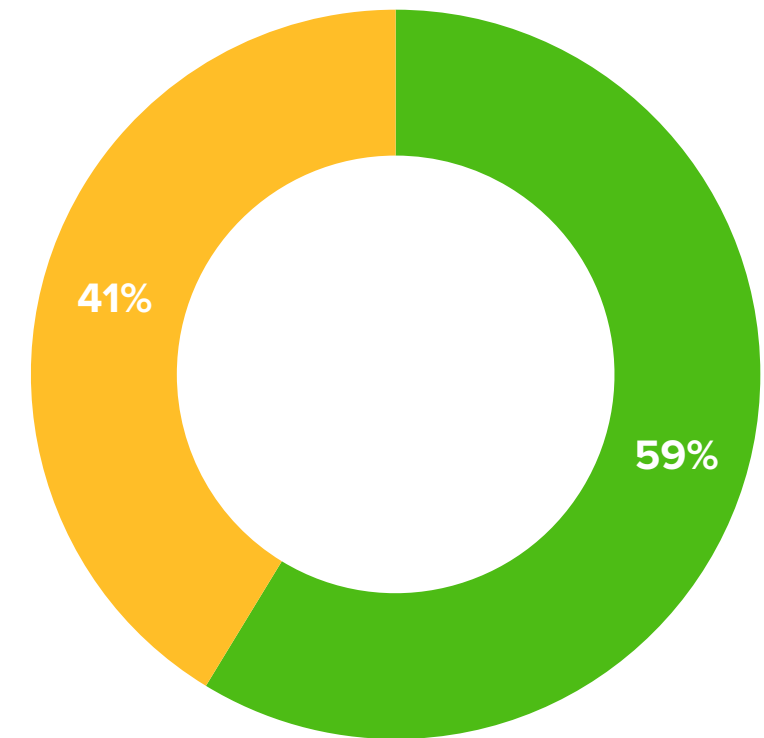
#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

## Use of Bathroom for Relaxation After Renovation\*

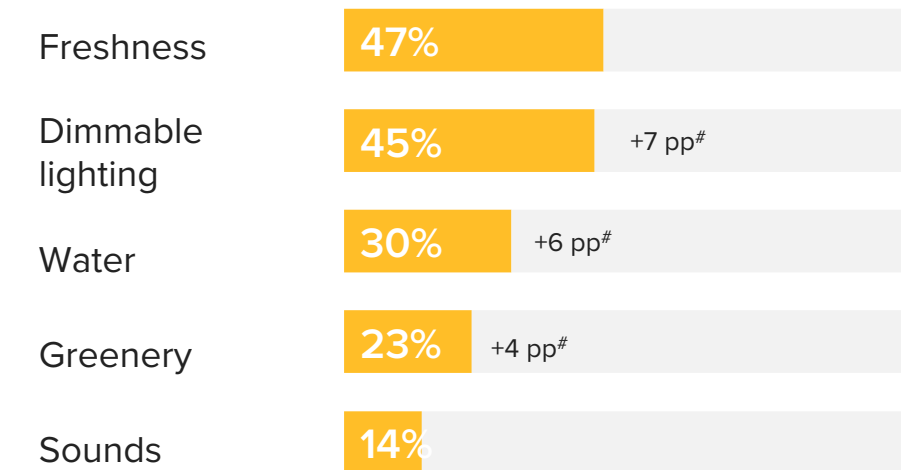
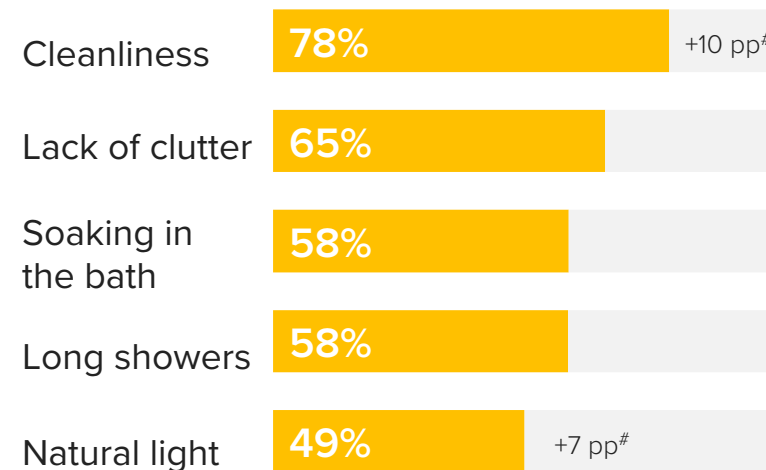
- Do not use the bathroom to rest and relax
- Use the bathroom to rest and relax

**41%**

Use the bathroom to relax and rest



## Bathroom Features That Help With Relaxation\*\*

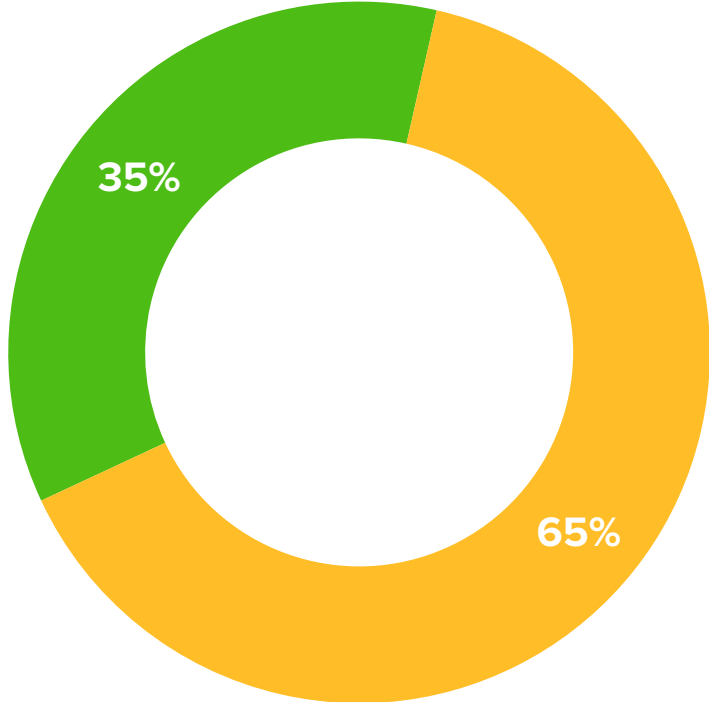
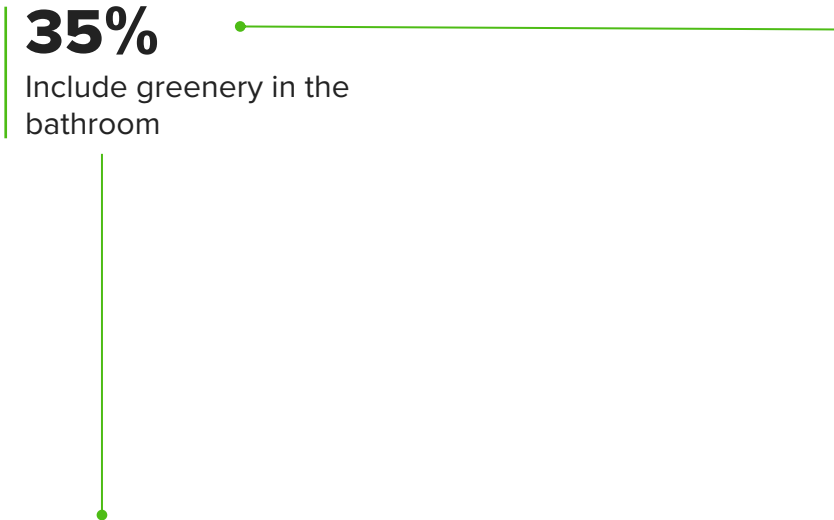


# A Pop of Green Is Popular

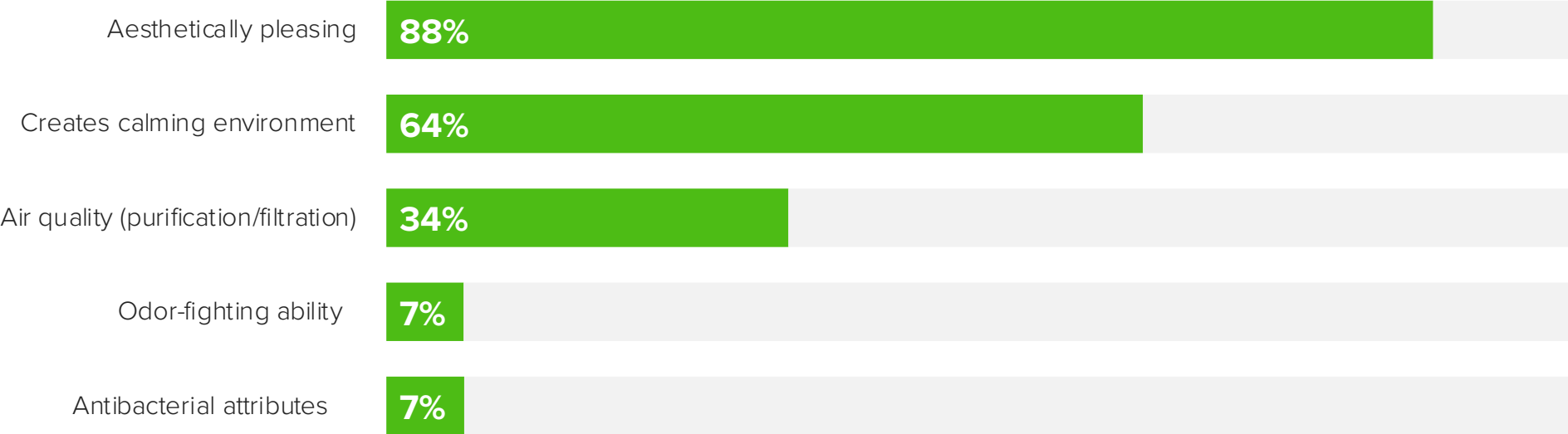
Homeowners are increasingly adding greenery while renovating their bathrooms (35%). The overwhelming majority (88%) say it adds to the aesthetics; a smaller majority (64%) say it creates a calming environment. Practical benefits such as air purification (34%), odor-fighting ability (7%) and antibacterial attributes (7%) also play a role.

## Greenery in Bathroom After Renovation\*

- Have greenery in the bathroom
- Do not have greenery in the bathroom



## Reasons for Including Greenery in Renovated Bathrooms



\*Percentages reflect the proportion of homeowners who have completed or are completing a bathroom remodel, bathroom addition or bathroom decorating project during 2021-22.



# Wood Might Become the New White for Vanities

For upgraded vanities, wood (chosen by 30% of renovators) has come in a close second behind white (32%) as the color of choice. Blue also is fairly common, chosen by 7% of renovators.

For countertops, homeowners are gravitating toward solid colors. Multicolored options are down by 4 percentage points, while beige is up by 2 percentage points.

Walls outside and inside the shower continue to feature white, up by 3 percentage points each; gray is the second-most-popular choice for both.

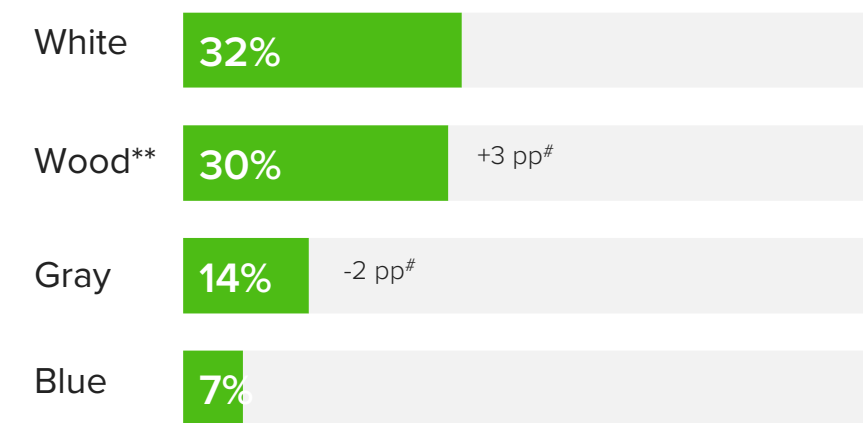
\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

\*\*Wood includes light, medium and dark tones.

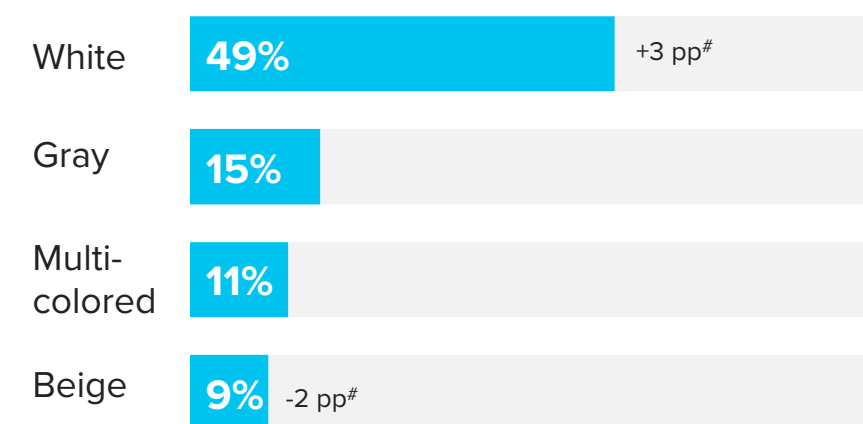
#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

## Top Colors\*

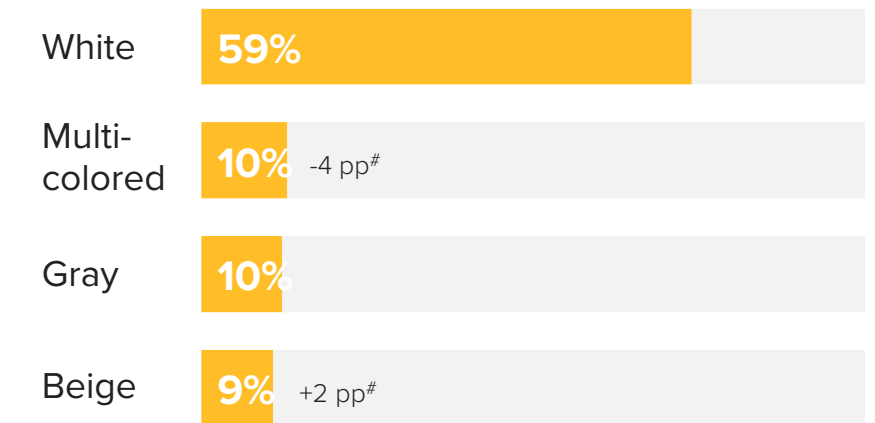
### Vanity



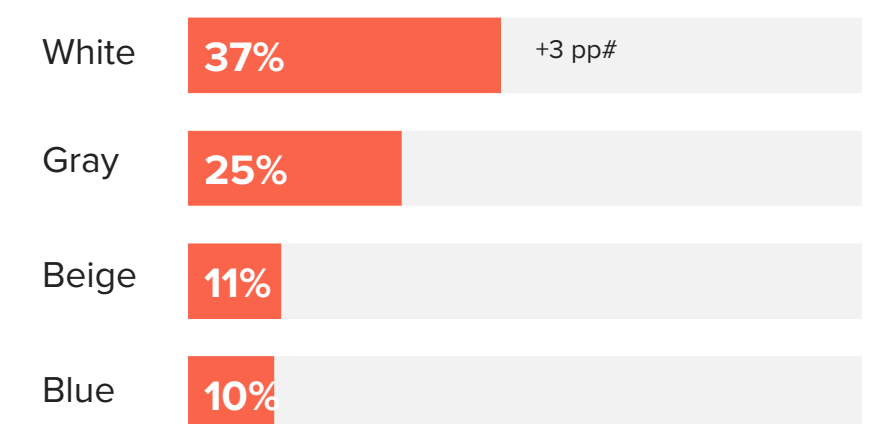
### Walls (shower)



### Countertops



### Walls (nonshower)



# Products & Features

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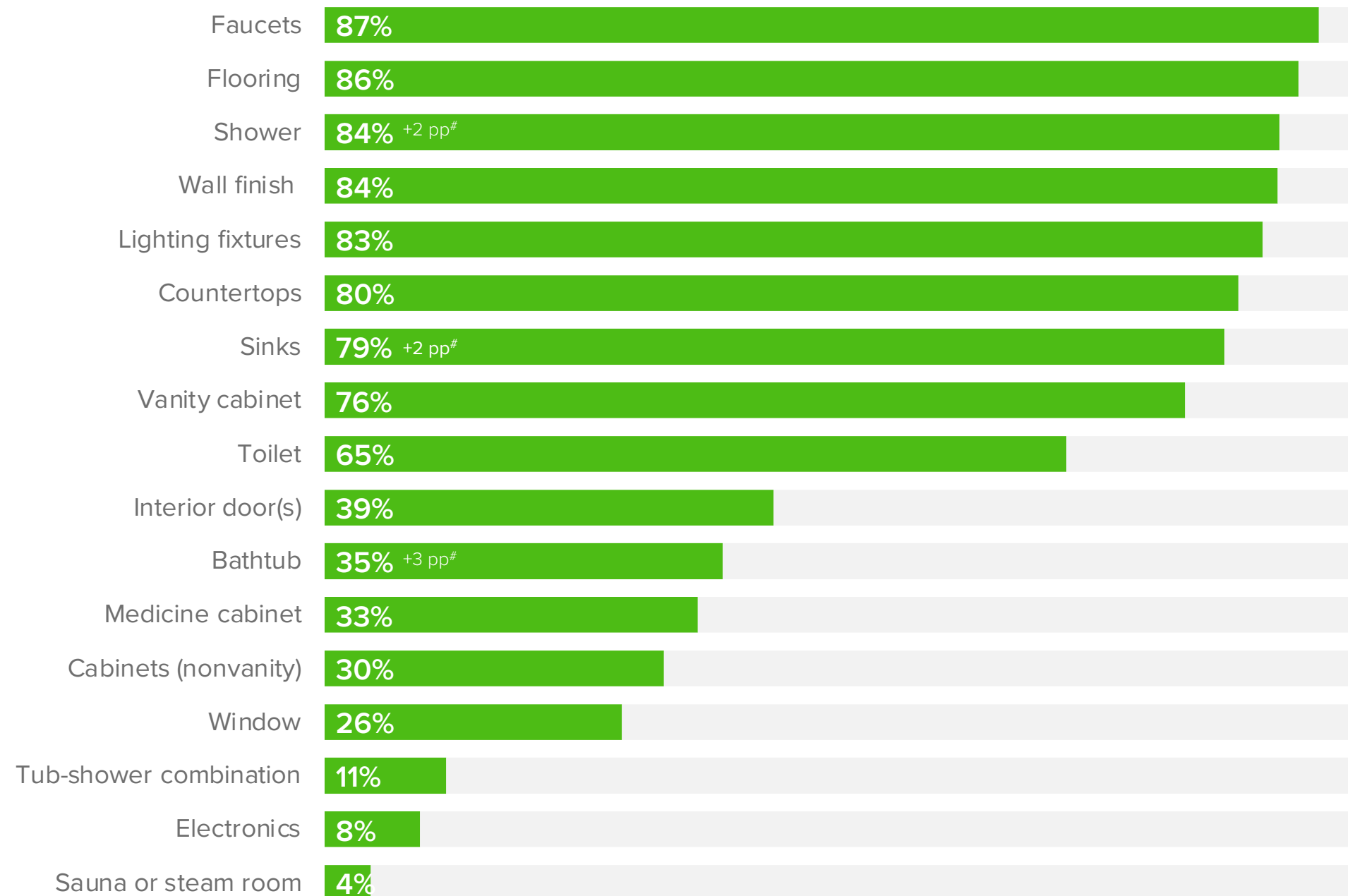


# Shower Upgrades Gain Steam

Shower upgrades have become even more popular this year, seeing an uptick of 2 percentage points and now chosen by 84% of homeowners undertaking a major bathroom upgrade. More renovators also are upgrading sinks and bathtubs this year (79% and 35%, respectively).

Homeowners are replacing more minor features as well, including faucets (87%), lighting fixtures (83%) and electronics (8%).

## Feature Upgrades During Bathroom Renovations\*



\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

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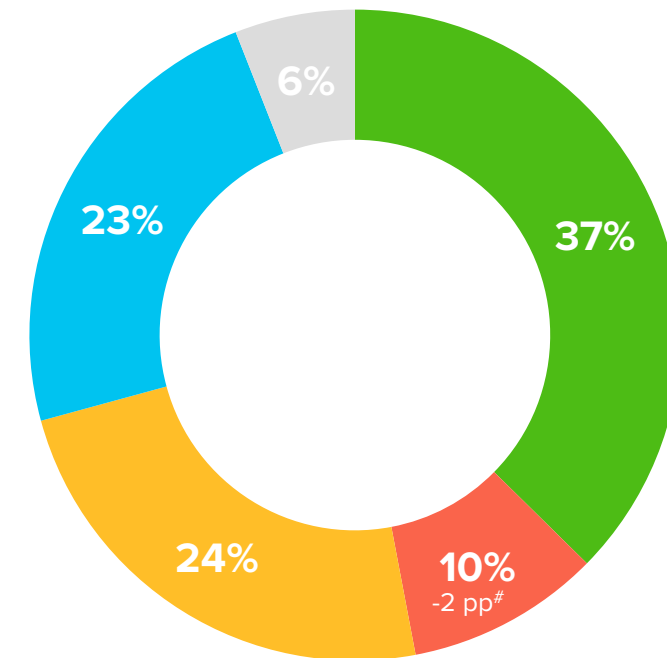
# Showers Make a Move

Among the 24% of homeowners who remove the bathtub, 23% relocate the shower, an increase of 6 percentage points. And while the majority still continue to enlarge the shower following bathtub removal, fewer renovators are now choosing this option, as seen by a percentage drop of 7 points.

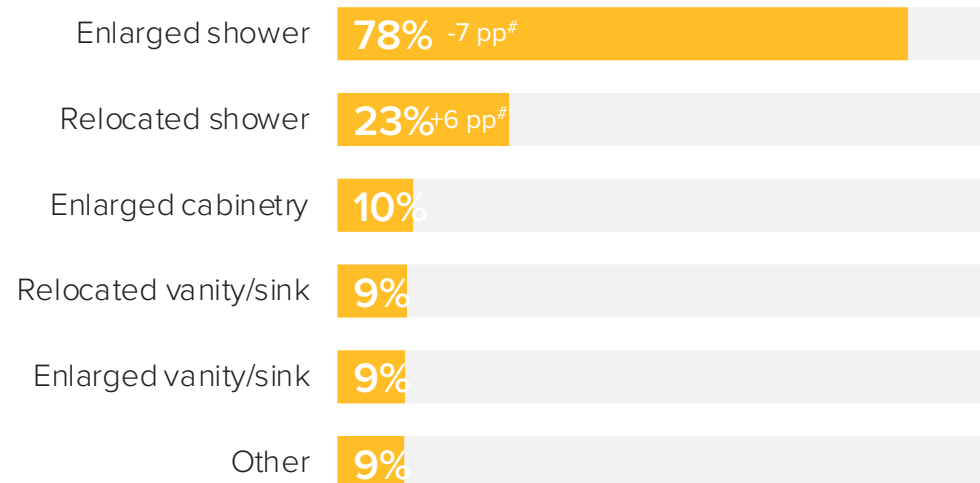
One in 10 homeowners taking out the tub uses the extra space to enlarge cabinetry, while almost the same share (9%) relocate and enlarge a vanity-sink combination.

## Bathtub Status After Bathroom Renovations\*

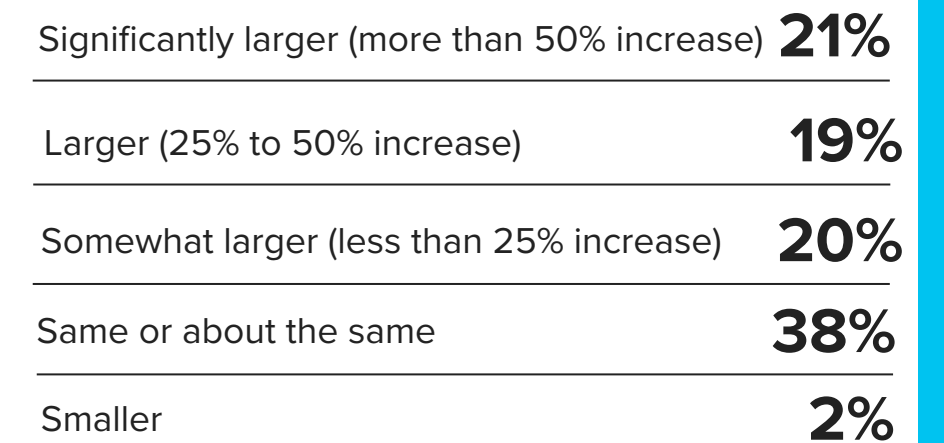
- Upgraded
- Kept unchanged
- Removed
- None (no tub prior to renovation)
- Other



## Elements Added After Bathtub Removal\*\*



## Size of New or Upgraded Shower\*\*



\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-21.

\*\*Percentages reflect the proportion of homeowners who remove a bathtub altogether as part of a completed, current or planned bathroom renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

# Flat-Bottom Tubs Take an Even Greater Lead

Over the past four years, freestanding flat-bottom tubs have continually become more popular (chosen by 50% of renovators in 2019, 53% in 2020, 54% in 2022 and 58% in 2022). The second-most-popular style is an alcove tub, selected by 1 in 4 homeowners.

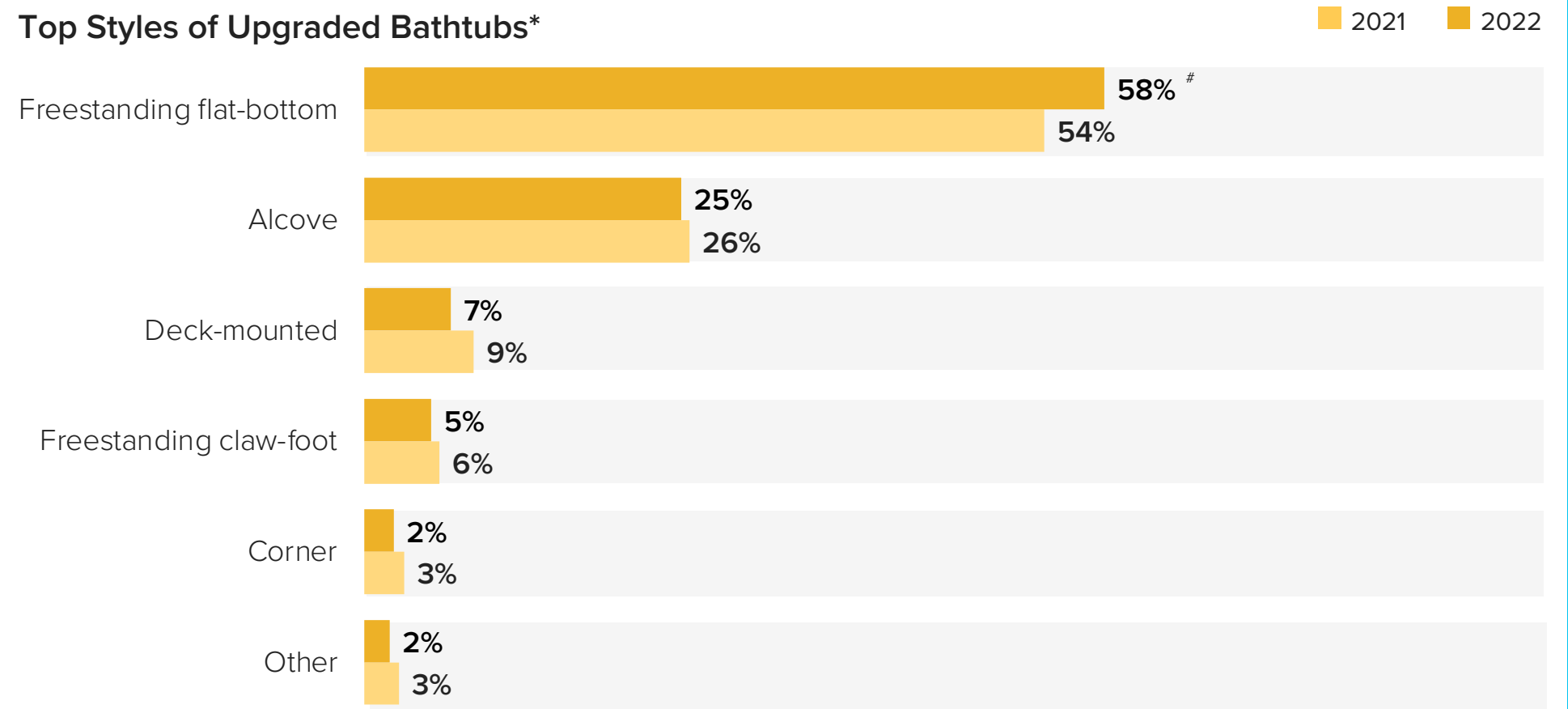
Regardless of style, more than half of homeowners (54%) opt for a tub made of acrylic; fiberglass came in a distant second this year (16%). Only 1 in 10 renovators chooses cast polymer, a combination of engineered natural stone, polymeric materials and resins.

For upgraded bathtubs, soaking versions remain the top choice (71%).

\*Percentages reflect the proportion of homeowners who are adding or have added a new bathtub or are replacing or have replaced an existing bathtub as part of their completed, current or planned bathroom renovation during 2020-21 or 2021-22.

#Shows statistically significant difference between 2022 and 2021 study findings at 90%, 95% or 99% confidence levels.

## Top Styles of Upgraded Bathtubs\*



## Top Materials of Upgraded Bathtubs\*

Acrylic	54%
Fiberglass	16%
Cast polymer	10%
Enameled cast iron	9%

## Top Types of Upgraded Bathtubs\*

Soaking	71%
Standard	19%
Walk-in	-2 pp# 1%



# Tiles Cover Shower Flooring and Walls

The majority of homeowners choose tile as the primary material for upgraded shower flooring and walls (87% and 91%, respectively). Ceramic or porcelain tiles dominate in the shower, with 60% of homeowners choosing it for flooring and 82% using it for walls. Marble tiles came in a distant second, with 15% selecting it for shower floors and 12% using it on shower walls.

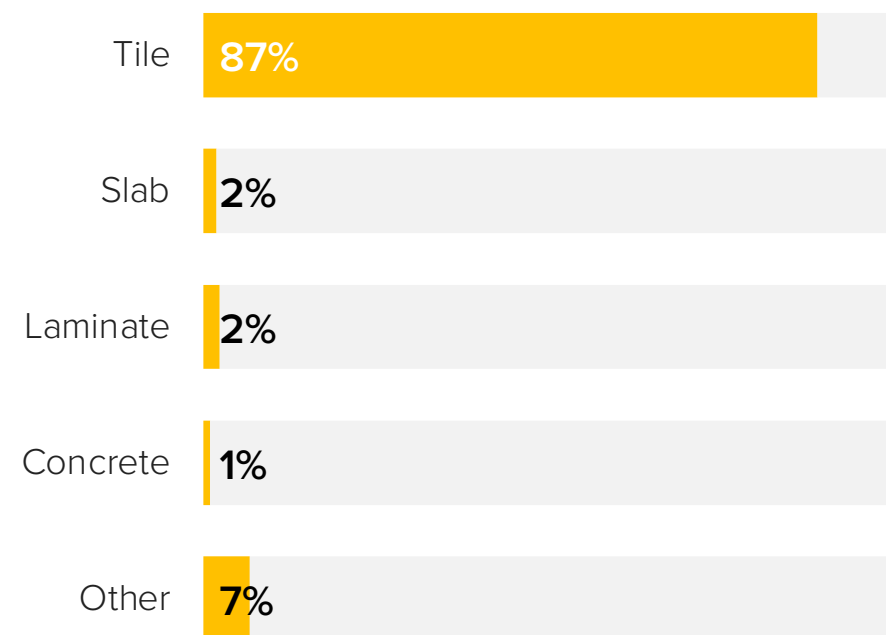
A much smaller share of homeowners select laminate (2%) or concrete (1%) for shower flooring. And when upgrading shower walls, a small share simply paint (6%) or use wood (1%).

\*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2021-22.

\*\*Percentages reflect the proportion of homeowners who have selected tiles or slabs for their shower flooring or walls as part of their completed, current or planned bathroom renovation during 2021-22.

## Top Materials in Upgraded Showers\*

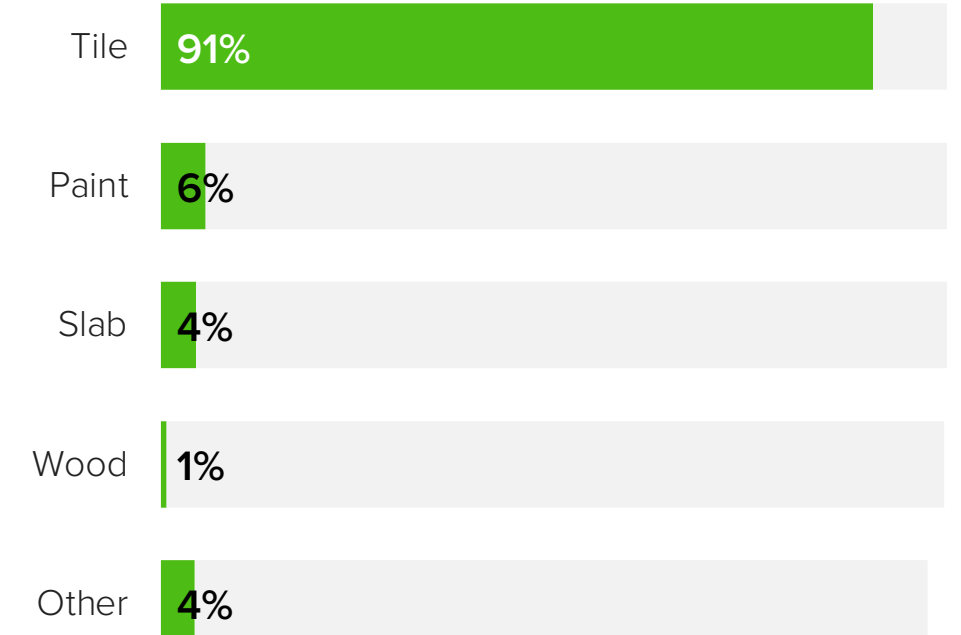
### Shower Flooring



### Tile or Slab Materials in Upgraded Showers — Flooring\*\*

Ceramic or porcelain	60%
Marble	15%
Granite	5%
Slate	3%

### Shower Walls



### Tile or Slab Materials in Upgraded Showers — Walls\*\*

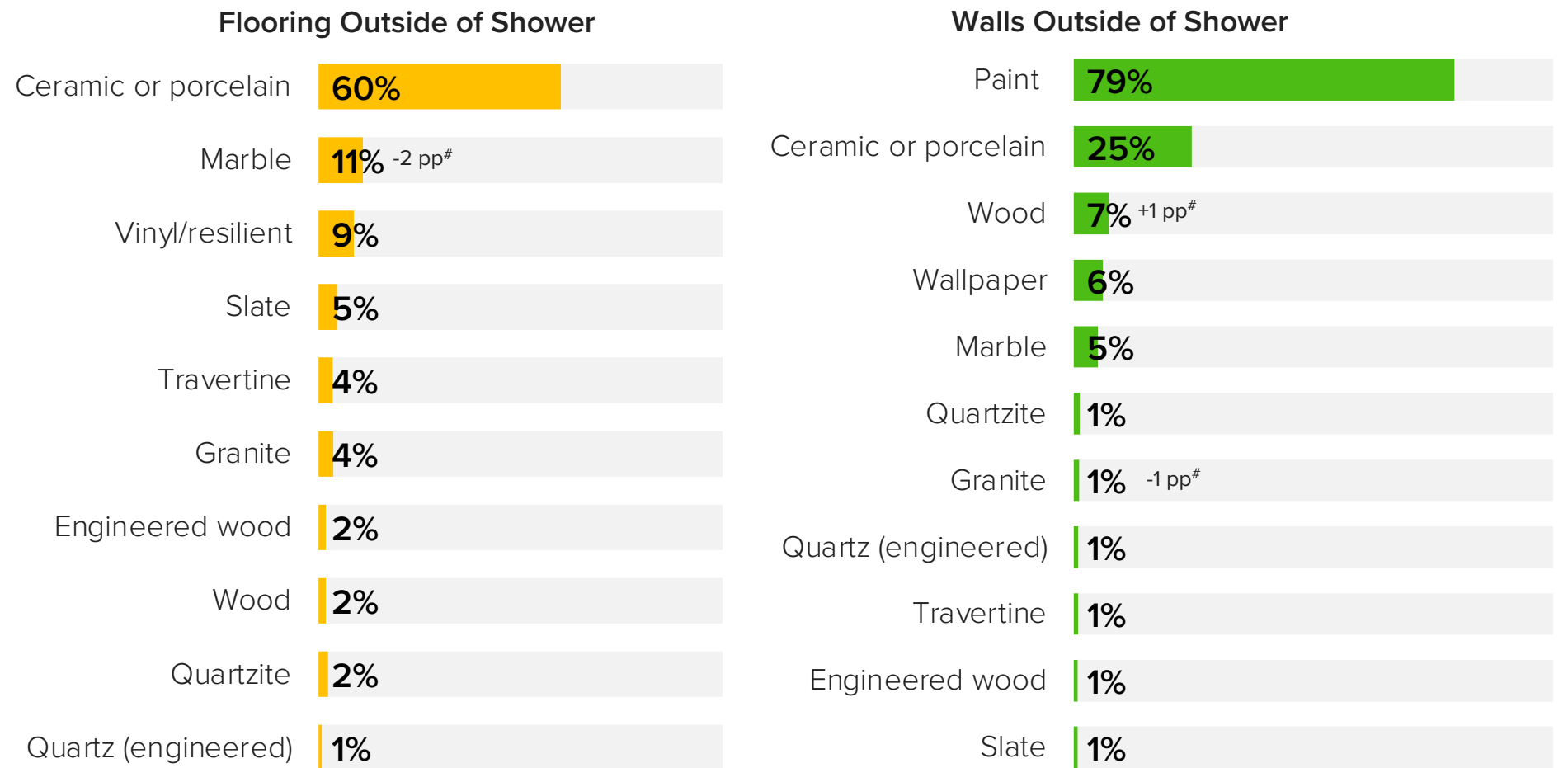
Ceramic or porcelain	82%
Marble	12%
Quartzite	4%
Travertine	3%

# Homeowners Watch Their Step

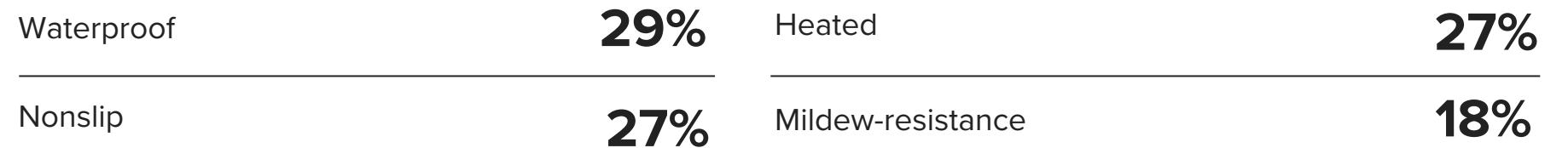
Nearly 3 in 10 renovators choose a material that is waterproof (29%) or nonslip (27%) for the bathroom floor. A similar share (27%) also install heating in the bathroom flooring outside the shower.

While ceramic or porcelain tiles are the most popular choice inside the shower, homeowners prefer paint (79%) for walls outside the shower. That said, ceramic or porcelain tiles are still the top choice for flooring in the main area of the bathroom.

## New Flooring and Wall Finishes Outside of Shower\*



## New Flooring Features Outside of Shower\*



\*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.



# A Strong Preference for Soft Closures

While the majority of homeowners (61%) continue to opt for customized vanities, the size of the vanities varies. Many homeowners choose standard widths, including 48 inches or smaller (40%), 60 inches (18%) and 72 inches (17%), while 17% prefer versions wider than 72 inches.

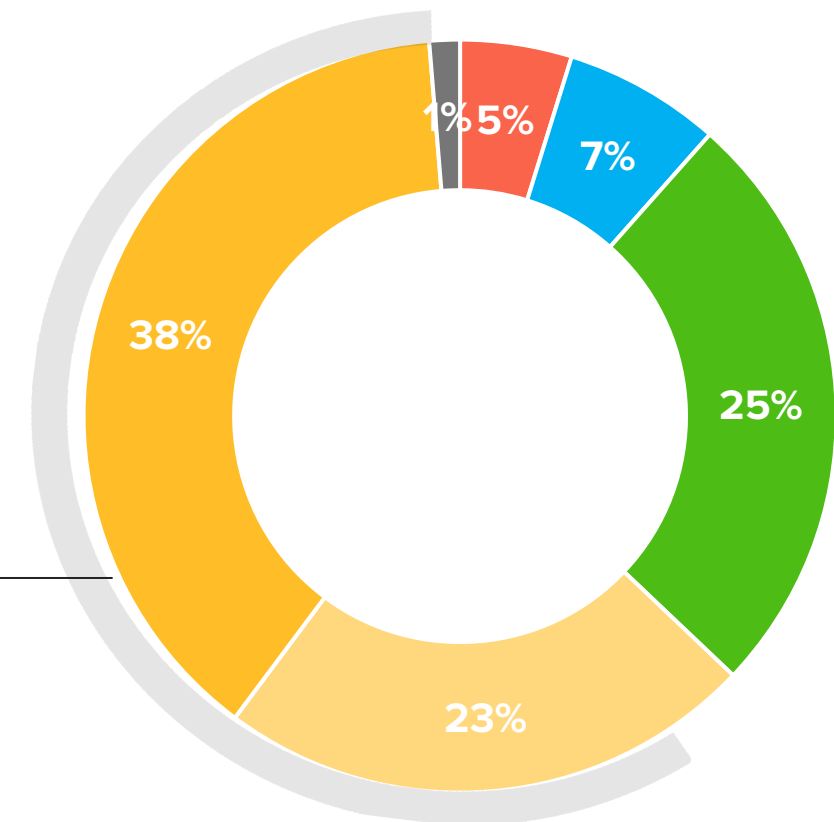
Soft-close features are disproportionately popular among renovating homeowners; drawers (82%) and doors (73%) that close softly are the top priority for upgraded vanities. Nearly a third of renovators opt for built-in functional and organizational features, such as electrical outlets (30%) and drawer organizers (27%).

\*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2021-22.

## Style of Upgraded Vanities\*

- Repurposed
- Ready-to-assemble
- Stock
- Semicustom
- Custom
- Other

**61%**  
Choose a custom or semicustom vanity



## Top Features of Upgraded Vanities\*

Soft close — drawers	<b>82%</b>
Soft close — doors	<b>73%</b>
Built-in electrical outlet	<b>30%</b>
Built-in drawer organizer	<b>27%</b>

## Top Widths of Upgraded Vanities\*

48 inches or less	<b>40%</b>
60 inches	<b>18%</b>
72 inches	<b>17%</b>
Larger than 72 inches	<b>17%</b>

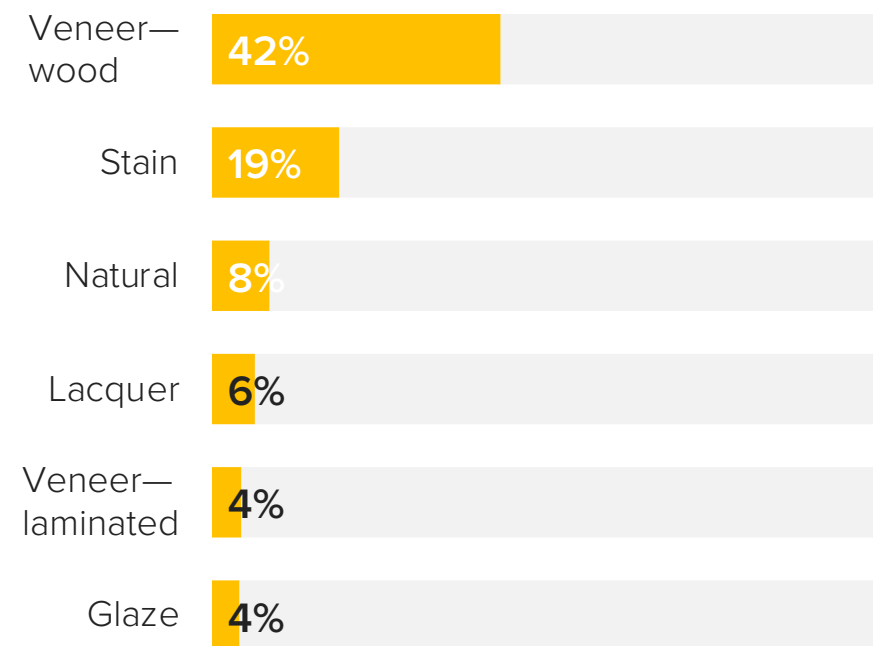
# More Matte Wood, Less Shine

The majority of renovating homeowners (42%) choose bathroom vanities with a matte wood-veneer finish. Additionally, the majority (60%) choose built-in vanities.

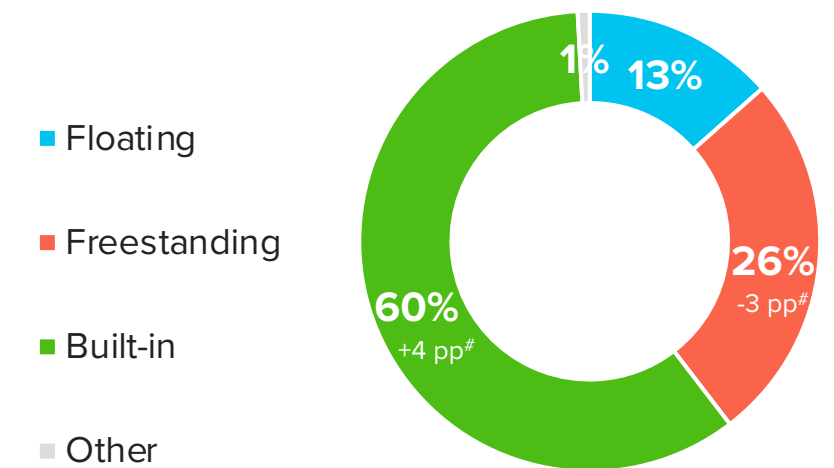
Engineered quartz is the top choice (40%) for vanity countertop material, followed by natural stone, including quartzite (19%), marble (18%) and granite (16%).

Interestingly, freestanding vanities are declining in popularity, chosen by only 26% of renovators.

## Finishes on Upgraded Vanities\*



## Mounting Styles of Upgraded Vanities\*



## Top Finish Types for Upgraded Vanities\*

Matte (not shiny)	<b>58%</b>
Semigloss	<b>26%</b>
Gloss (highly shiny)	<b>13%</b>

## Top Materials of Countertops for Upgraded Vanities\*

Quartz (engineered)	<b>40%</b>
Quartzite	<b>19%</b>
Marble	<b>18%</b>
Granite	<b>16%</b>

\*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.



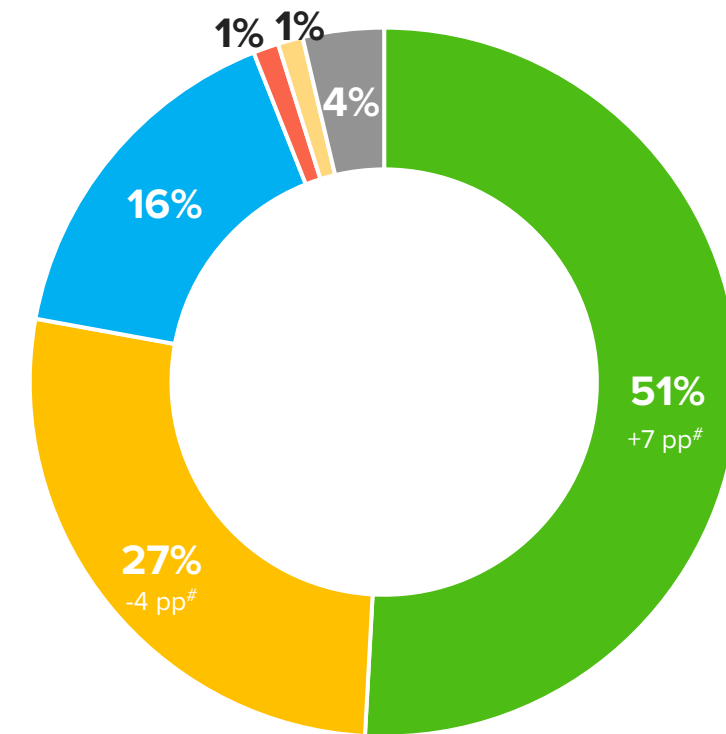
# Reaching Out for Shaker Doors and Bar Pulls

The majority of vanities (96%) have doors. Shaker style dominates for vanity cabinet doors (51%, up by 7 percentage points), followed by flat- and raised-panel styles. Bar pulls are the most popular type of vanity door handles (61%), followed by knobs (32%) and finger pulls (9%). Having no handles on a vanity door is chosen by 8% of homeowners who upgrade vanities.

Standing out among vanity door handle finishes are brushed nickel (32%), black (21%) and chrome (17%).

## Door Styles of Upgraded Vanities\*

- Shaker
- Flat-panel
- Raised-panel
- Glass-front
- Louvered
- No doors



## Top Door Handles for Upgraded Vanities\*

Bar pulls	<b>61%</b>
Knobs	<b>32%</b>
Finger pulls	<b>9%</b>
No handles	<b>8%</b>

## Top Finishes of Door Handles for Upgraded Vanities\*

Brushed nickel	<b>32%</b>
Black	<b>21%</b>
Chrome	<b>17%</b>

\*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2021-22.

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# Undermount Sinks Continue to Reign

For the fourth consecutive year since 2018, undermount sinks are growing in popularity, gaining 3 percentage points this year. Vessel and trough sinks, on the other hand, declined in popularity, to 7% and 3%, respectively.

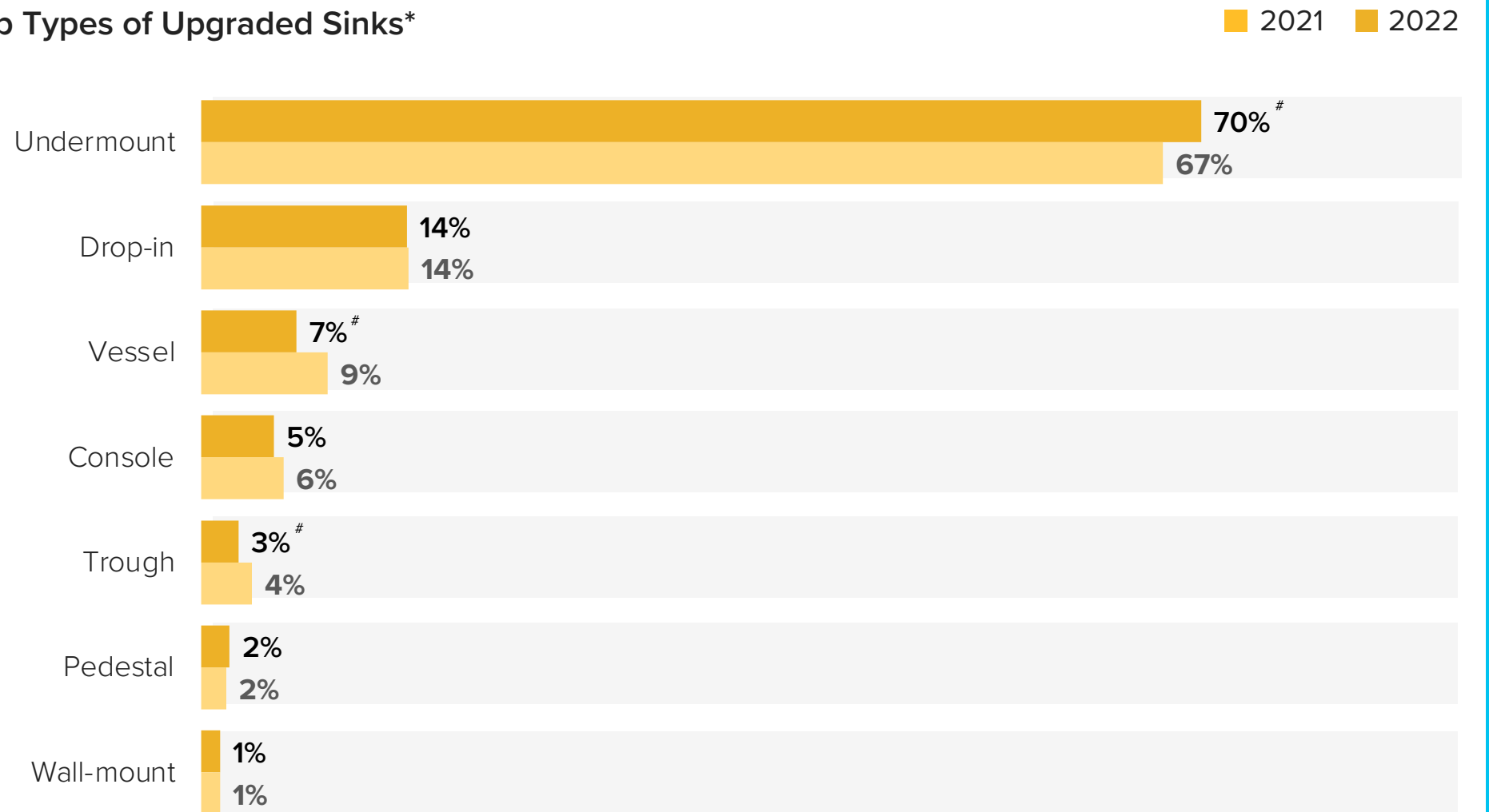
Double sinks are still popular, chosen by more than 3 in 5 homeowners (64%).

\*Percentages reflect the proportion of homeowners who have updated or are updating sinks as part of their completed, current or planned bathroom renovation during 2020-21 and 2021-22.

\*\*Percentages reflect the proportion of homeowners who have updated or are updating sinks and have installed or are installing two sinks as part of their completed, current or planned bathroom renovation during 2019-20, 2020-21 and 2021-22.

#Shows statistically significant difference between 2022 and 2021 study findings at 90%, 95% or 99% confidence levels.

Top Types of Upgraded Sinks\*



Double Sinks\*\*





# Mirrors Enhance Medicine Cabinets

Mirrors and lighting enhance medicine cabinets both inside and out. Among renovators, 66% choose mirrors on the cabinet's exterior and 36% choose mirrors inside.

Medicine cabinets are typically recessed or semirecessed (70%) into the wall, and are less commonly directly attached to the wall surface (25%).

\*Percentages reflect the proportion of homeowners who have updated or are updating medicine cabinets as part of their completed, current or planned bathroom renovation during 2021-22.

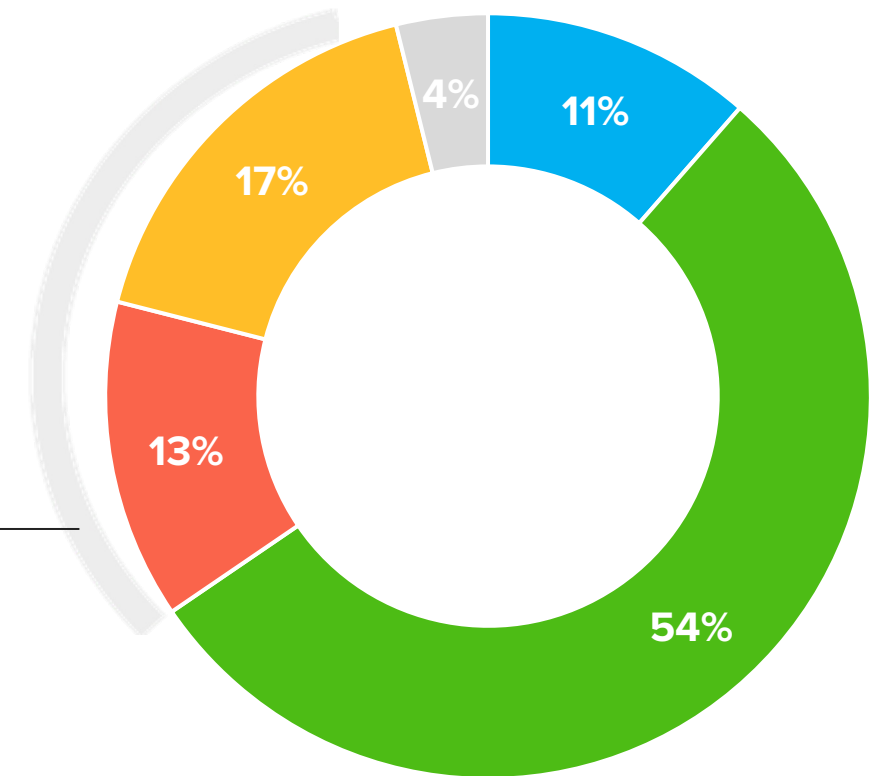
\*\*Recessed refers to the medicine cabinet's being recessed (flush or nonflush) or semirecessed into the wall.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

## Style of Upgraded Medicine Cabinets\*

- Ready-to-assemble
- Stock
- Semicustom
- Custom
- Other

**30%**  
Choose a custom or semicustom medicine cabinet



## Mirrors in Upgraded Medicine Cabinets\*

On the outside **66%**

On the inside **36%**

## Lighting in Upgraded Medicine Cabinets\*

On the inside **21%**

On the outside **20%**

## Top Features of Upgraded Medicine Cabinets\*

Hidden plugs **24%**

Anti-fog system **18%**

## Mounting Style of Upgraded Medicine Cabinets

Recessed\*\* **70%**

Surface **25%** -5 pp#

# Mirrors Shine On, Some With LED Lights

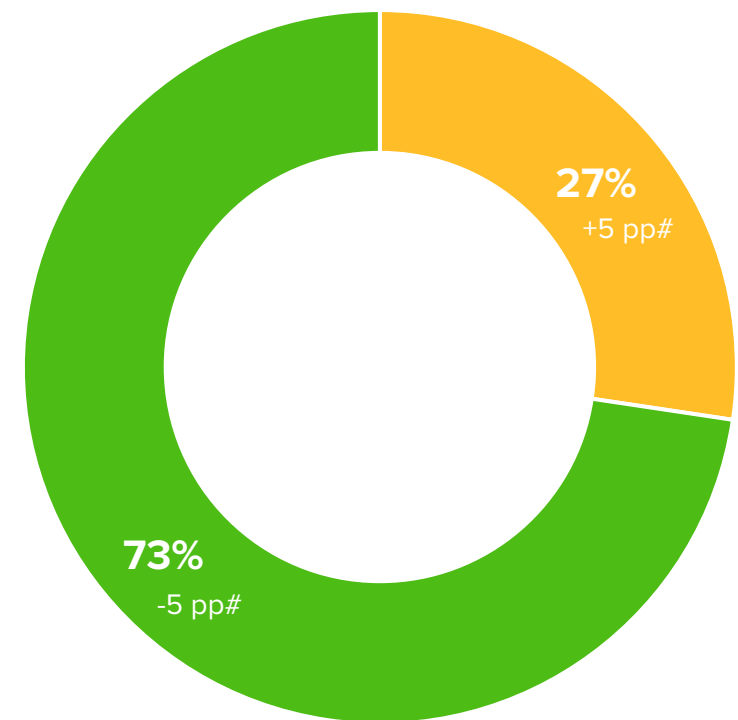
While the share is down by 5 percentage points, nearly three-quarters of homeowners (73%) install mirrors while upgrading the bathroom. The majority of renovators (50%) install two mirrors, and nearly 1 in 10 installs three or more.

Some mirrors are enhanced with LED lighting (21%) and/or an anti-fog system (21%).

## Mirror Upgrades During Bathroom Renovations\*

- Not installing mirrors
- Installing mirrors

**73%**  
Install mirrors



## Number of Mirrors Installed\*\*

One	<b>41%</b>	Two	<b>50%</b>	Three or more	<b>9%</b>
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## Top Features of Upgraded Mirrors\*\*

LED lighting	<b>21%</b>	Anti-fog system	<b>21%</b>	Hidden plugs	<b>5%</b>
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\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

\*\*Percentages reflect the proportion of homeowners who have installed or are installing mirrors as part of their planned, completed or current bathroom renovation during 2021-22.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.

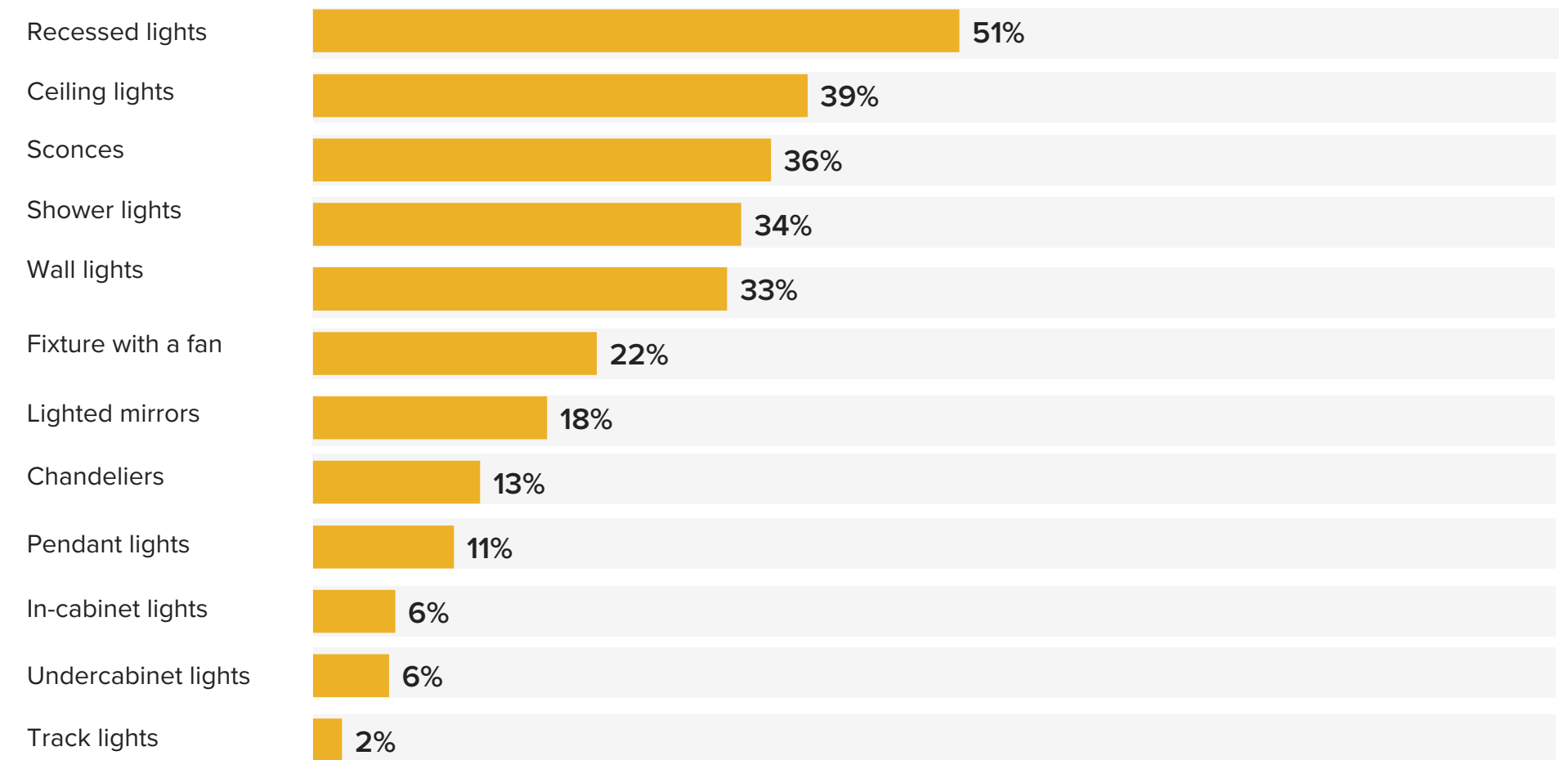
# Diverse Lighting Choices

Recessed lights are a popular choice, with more than half of renovating homeowners (51%) choosing them. More than a third of homeowners opt for ceiling lights (39%), sconces (36%), shower lights (34%) and wall lights (33%).

Only 6% of renovators select in-cabinet and undercabinet lights for their new bathroom.

For light fixture material, a metal-and-glass combination is still the No. 1 choice (66%), while 1 in 5 renovators (21%) opts for an all-metal version.

## Top Types of Upgraded Light Fixtures\*



## Top Materials for Upgraded Light Fixtures\*



\*Percentages reflect the proportion of homeowners who have updated or are updating light fixtures as part of their completed, current or planned bathroom renovation during 2021-22.



# Premium Features Enhance Bathrooms

Homeowners continue to upgrade their bathtubs (81%), showers (75%) and toilets (43%) with premium features. One-piece toilets (30%) have increased in popularity, while double-flush toilets (15%) have lost steam, down by 4 percentage points.

Three-quarters of homeowners (75%) incorporate premium features into their showers, but fewer selected a rainfall shower head (52%) or dual shower (19%) this year; the percentages are down by 3 and 4 points, respectively.

## Premium Features in Upgraded Toilets, Showers and Bathtubs\*

In Toilets		In Showers		In Bathtubs	
<b>43%</b>		<b>75%</b>		<b>81%</b>	
Premium Features		Premium Features		Premium Features	
One-piece toilet	30%	Rainfall shower head	-3 pp# 52%	Soaking tub	71%
Double-flush toilet	-4 pp# 15%	Dual shower	-4 pp# 19%	Space for two	17%
Wall-mount toilet	3%	Body sprayer	16%	Whirlpool/jets	14%
		Thermostatic mixer	13%	Lighting (built-in)	7%
		Mood lighting	8%		
		Steam shower	3%		

\*Percentages reflect the proportion of homeowners who have updated or are updating their showers, bathtubs and/or toilets as part of a completed, current or planned bathroom renovation during 2021-22.

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# More Choose High-Tech Faucets

The share of homeowners opting for high-tech elements in faucets (50%) has surpassed the share of those opting for the same in toilets (39%), showers (8%) and bathtubs (8%). More than a fifth of homeowners now have no-fingerprint faucets in their upgraded bathrooms, contributing to the rise in popularity of high-tech faucet features.

## High-Tech Features in Bathrooms\*

In Toilets		In Showers		In Bathtubs	
<b>39%</b>		<b>8%</b>		<b>8%</b>	
High-Tech Features		High-Tech Features		High-Tech Features	
Seat with bidet	+4 pp# <b>24%</b>	Mood lighting	<b>8%</b>	Built-in lighting	<b>7%</b>
Self-cleaning	+2 pp# <b>17%</b>	Digital controls	<b>5%</b>	Built-in heated backrest	-2 pp# <b>4%</b>
Seat with heating	+2 pp# <b>15%</b>	Shower head with LED	+1 pp# <b>2%</b>	Built-in scented mist dispenser	<b>2%</b>
Built-in night light	+3 pp# <b>13%</b>	Built-in sound	<b>2%</b>	Built-in sound and vibration	<b>1%</b>
Motion-activated seat	<b>10%</b>	Shower head with speakers	<b>1%</b>		
Overflow protection	<b>9%</b>				
Self-deodorizer	<b>9%</b>				
In Faucets		In Mirrors			
<b>50%</b> +13 pp#		<b>22%</b>			
High-Tech Features		High-Tech Features			
Water-efficient	<b>30%</b>	LED lighting	<b>21%</b>		
No fingerprints	+7 pp# <b>21%</b>	Anti-fog system	<b>21%</b>		
Touch/touch-free activation	<b>4%</b>	Shadow elimination system	<b>3%</b>		

\*Percentages reflect the proportion of homeowners who have updated or are updating their showers, faucets and toilets and/or have added or are adding a new bathtub or have replaced or are replacing an existing bathtub as part of a completed, current or planned bathroom renovation during 2021-22.

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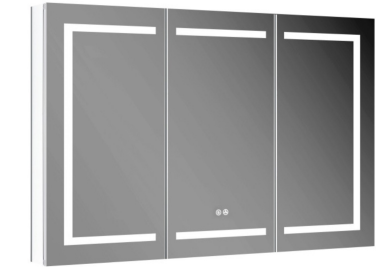
# Bathroom Bestsellers

Here are the top six bathroom categories in the Houzz Shop in 2022, including a bestseller in each.

**Bathroom  
Vanities**



**Medicine  
Cabinets**



**Bathtubs**



**Bathroom  
Sink Faucets**



**Bathroom  
Vanity  
Lighting**



**Showerheads  
and Body  
Sprays**



From top left:

- [MOD The Bahia Bathroom Vanity, 60"](#),
- [LED Medicine Cabinet with Defogger, 48x32,](#)
- [Manhattan Solid Surface Freestanding Tub, 65" by Castello,](#)
- [Fine Fixtures Square Single Hole Bathroom Faucet,](#)
- [Satin Brass, 3-Light Bath Bar, Natural Brass by Helmsman Lighting Works,](#)
- [Aqua Piazza Set with 12" Square Rain Shower & Handheld by Kubebath.](#)



# Methodology & Appendixes

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# 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 bathroom renovation projects, fielded between July 8 and July 26, 2022.

## Sampling and Weighting

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their bathroom project details, and people who did not meet the qualification criteria were eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

## Completes and Qualifications

The 60-question survey gathered information from a total of 2,570 users, who reported being 18 years old or older, being homeowners, and having completed a primary en suite bathroom or full guest/family en suite bathroom remodel or addition project in the past 12 months, or currently working on one or planning to start one in the next three months.

# Appendix A

## Bathroom Styles After Renovation\*

	2018	2019	2020	2021	2022
Transitional	16%	21%	18%	19%	25% <sup>#</sup>
Modern	15%	20%	20%	20%	16% <sup>#</sup>
Contemporary	20%	16%	18%	18%	16% <sup>#</sup>
Traditional	14%	9%	12%	10%	11%
Farmhouse	7%	4%	5%	5%	5%
Scandinavian	2%	4%	5%	5%	4%
Midcentury	1%	2%	2%	3%	3%
Beach	3%	4%	4%	3%	3%
Eclectic	4%	3%	3%	3%	2%
Craftsman	3%	3%	3%	2%	2%
Rustic	1%	3%	2%	1%	2%
Mediterranean	3%	3%	3%	2%	2%
Other	7%	11%	8%	9%	8%
No particular style	2%	2%	1%	1%	2%

\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2017-18 (2018 study), 2018-19 (2019 study), 2019-20 (2020 study), 2020-21 (2021 study) and 2021-22.

<sup>#</sup>Shows statistically significant difference between 2022 and 2021 study findings at 90%, 95% or 99% confidence levels.



# Appendix B

## Bathroom Colors After Renovation\*

	Walls – Shower	Walls – Nonshower	Flooring – Nonshower	Countertop	Vanity
White	49% <sup>+3 pp#</sup>	37% <sup>+4 pp#</sup>	21%	59%	32%
Gray	15%	25%	28%	10%	14% <sup>-2 pp#</sup>
Beige	11%	11%	13% <sup>+2 pp#</sup>	9% <sup>+2 pp#</sup>	3%
Multicolored	9% <sup>-2 pp#</sup>	2%	11% <sup>-3 pp#</sup>	10% <sup>-4 pp#</sup>	0%
Blue	4%	10%	2%	1%	7%
Brown	2%	1%	5%	1%	6%
Green	2%	6%	1%	1%	2%
Wood**	1%	1%	10%	2%	30%
Black	2%	1%	6% <sup>+1 pp#</sup>	4%	5%
Other	4%	4%	3%	3%	1%

\*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2021-22.

\*\*Wood includes light, medium and dark tones.

#Percentage point difference between 2022 and 2021 study findings; shows statistically significant differences at 90%, 95% or 99% confidence levels.