

2023

Houzz U.S. Emerging Winter Trends Report



Greater Connections to the Outdoors

Bedroom window seat up **360%**

Living room bay window up **134%**

Four-season room up **126%**



Entertainment-Focused Gathering Spaces

Sectional with coffee table up **4,608%**

Family room with tv over fireplace up **339%**

Living room with built-in entertainment up **253%**

Small home theater up **106%**



Secret or Hidden Spaces

Trap doors up **255%**

Kitchen with hidden pantry up **148%**

Speakeasy home bar lounge up **108%**

Kids' reading nook up **105%**

Wine bar and cellar under stairs up **60%**



Green Color Palettes

Light green kitchen cabinets up **132%**

Sage green walls up **110%**

Teal living room up **72%**

Dark green exterior up **66%**

Green bathroom tile up **53%**

Pewter green up **27%**



Methodology

Data reflects year-over-year growth in U.S.-based searches on Houzz from January-September 2023 versus January-September 2022.

