

2023 U.S. Houzz Bathroom Trends Study



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Big Ideas



General Contractors in High Demand

Nearly 9 in 10 homeowners (86%) rely on professionals to help with bath renovations, particularly general contractors (53%). The hiring of GCs increased by 5 percentage points compared with last year.

Many Primary Bathrooms Get Bigger

One in 5 homeowners (22%) enlarges the primary bathroom during a renovation. The most common areas homeowners draw square footage from for this are closets (44%), bedrooms (24%) and hallways (7%). One in 6 homeowners (17%) creates a larger bathroom footprint with an addition. Nearly 3 in 5 bathrooms (59%) measure 100 square feet or more after a renovation.

It's no surprise that with the extra space, more than 3 in 5 homeowners (61%) increase the size of their shower. Among these, 20% go significantly larger, increasing the shower size by more than 50%.

Planning for Aging

Two-thirds of homeowners (66%) address special needs during a bath renovations, up from 54% in 2021. The needs of aging household members remain the top priority, both currently (38%) and for the future (50%). Nearly half (44%) of renovating homeowners are preparing for special needs to arise within the next five years.

Remodels Command More Bucks

The median spend on all bathroom remodels has grown by 50%, increasing from \$9,000 in 2021 to \$13,500 in 2022. The median spend for major and minor remodels has increased by 33% and 60%, respectively.

Wood Is the New White for Vanities

For upgraded vanities, wood is now the color of choice for the majority of renovating homeowners (33%), taking the top spot from white this year (29%). Gray is also a fairly common choice (13%), despite a decline in popularity of 2 percentage points year over year.

Sustainability Matters

The overwhelming majority of homeowners (87%) choose sustainable options for their renovated bathrooms. The most popular choices are LED lightbulbs (62%), water-efficient fixtures (46%), a timeless design (44%), energy-efficient features (34%) and light dimmers (34%). The most frequently cited reasons for making sustainable choices are cost-effectiveness in the long run (69%) and environmental friendliness (54%).

Scope & Spend



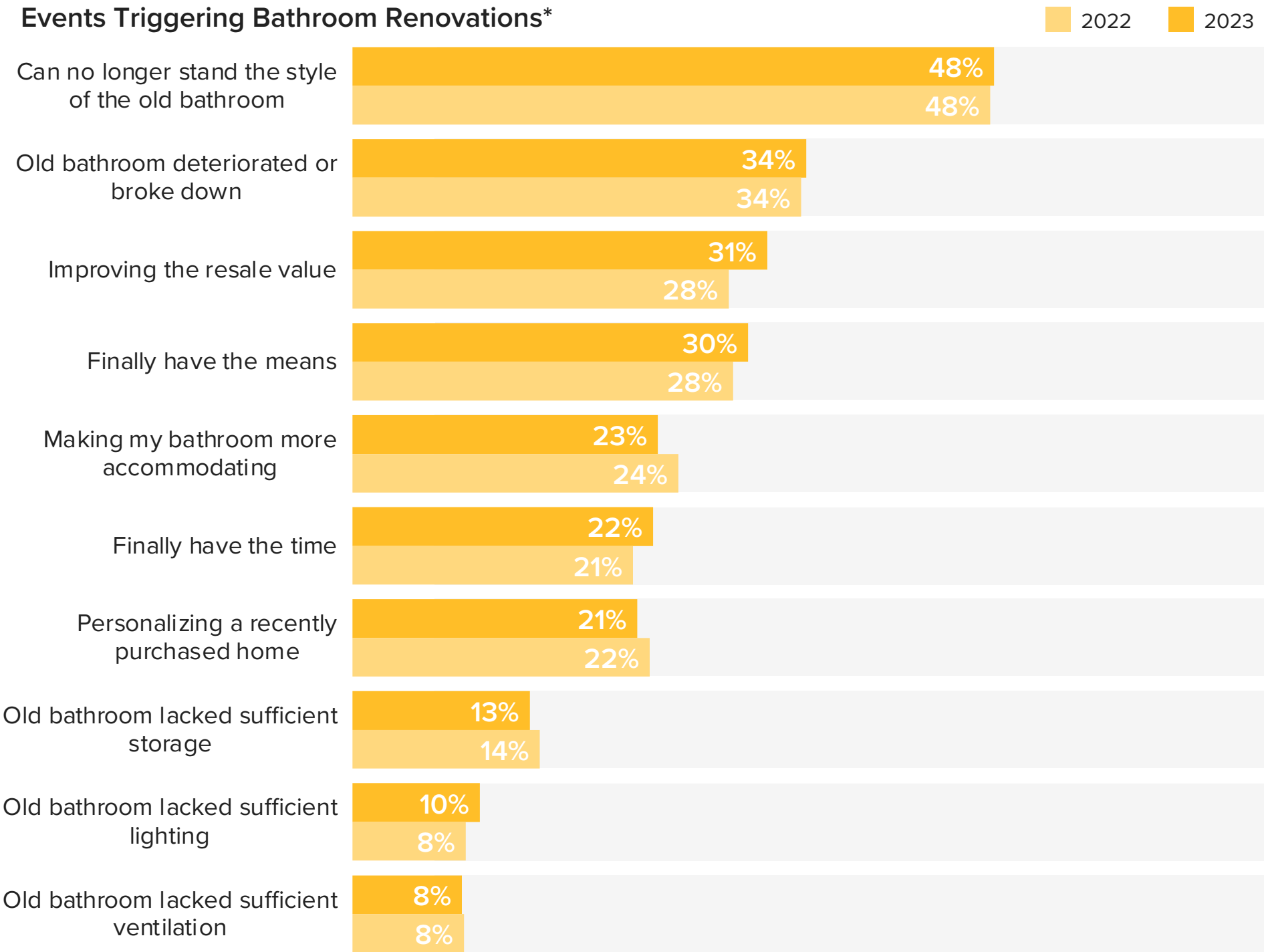
Necessity Often Spurs Remodels

Motivations for remodeling a bathroom vary, but many people cite necessity: More than a third of homeowners (34%) undertake bathroom remodels because the bathroom has deteriorated or broken down. Many people (23%) also make their bathrooms more accommodating for family members.

Outdated style, however, remains the top reason for a bathroom remodel, with 48% of respondents citing it. And about a third of renovating homeowners point to financial reasons: either improving the resale value of their home (31%) or finally having the means to renovate (30%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

Events Triggering Bathroom Renovations*



Remodels Command More Bucks Than Last Year

The median spend on all bathroom remodels has grown by 50% year over year, increasing from \$9,000 in 2021 to \$13,500 in 2022. The median spend for major and minor remodels has increased by 33% and 60%, respectively.

For major remodels of large bathrooms, the median spend has increased by 25% year over year, while for bathrooms smaller than 100 square feet, it has increased by 50% and is now \$15,000.

For minor remodels (meaning the shower area is kept as is) of baths of all sizes, the median spend is now \$8,000. That said, it is typically twice as costly to make minor upgrades to a bathroom that is larger than 100 square feet than to do the same for a bathroom that is smaller than 100 square feet (\$10,000 and \$5,000, respectively).

*Median spend on bathroom remodels is from the [2023 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.

National Median Spend* on Major** and Minor*** Bathroom Remodels in 2022

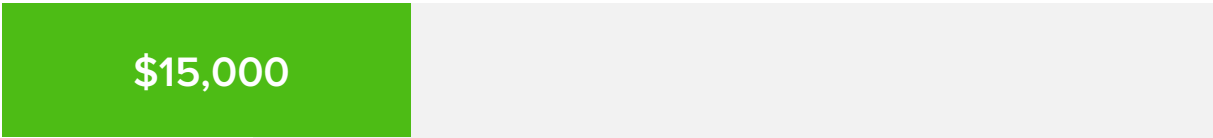
All Remodels	\$13,500	Major Remodels**	\$20,000	Minor Remodels***	\$8,000
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Major Remodels**

Larger bathroom (100+ square feet)

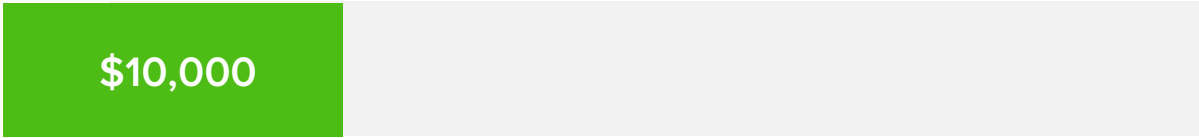


Smaller bathroom (< 100 square feet)

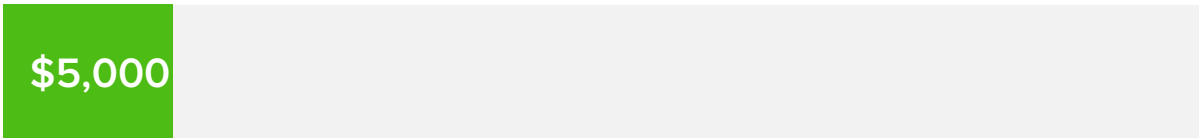


Minor Remodels***

Larger bathroom (100+ square feet)



Smaller bathroom (< 100 square feet)



Bathroom Expansions Often Steal Closet Space

While the majority of renovating homeowners (77%) maintain the size of their bathrooms, 22% go bigger. Nearly three in five bathrooms are 100 square feet or more following renovations (59%)

When asked what space was used for the increase, 44% of renovating homeowners said the closet followed by bedroom (24%), and hallway (7%). Additionally, 17% of renovating homeowners utilized a home addition.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

**Percentages reflect the proportion of homeowners who have increased or are increasing their bathroom size as part of their completed, current or planned bathroom renovation during 2022-23.

Bathroom Size After Renovations*

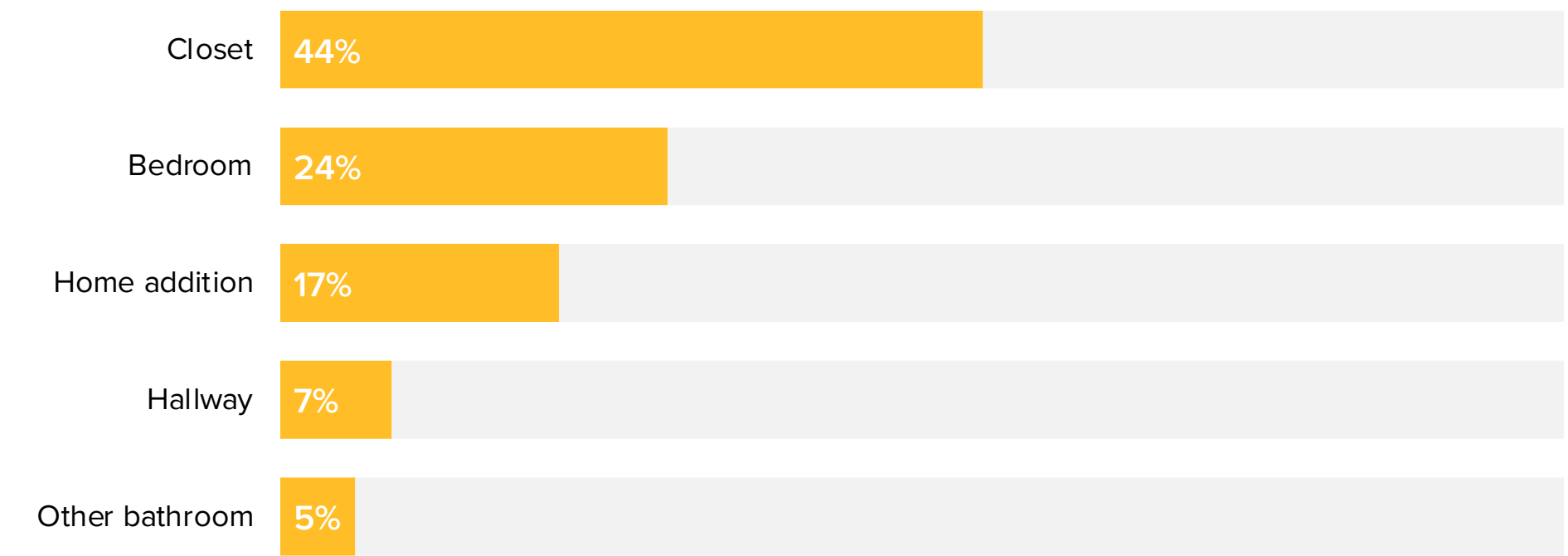
Change in Size of Renovated Bathroom

Smaller	1%
About the same	77%
Somewhat larger (up to 50%)	15%
Significantly larger (more than 50%)	7%

Final Size of Renovated Bathroom

< 100 square feet	41%
100 to 199 square feet	37%
200+ square feet	22%

Top Spaces Used to Increase Bathroom Size**

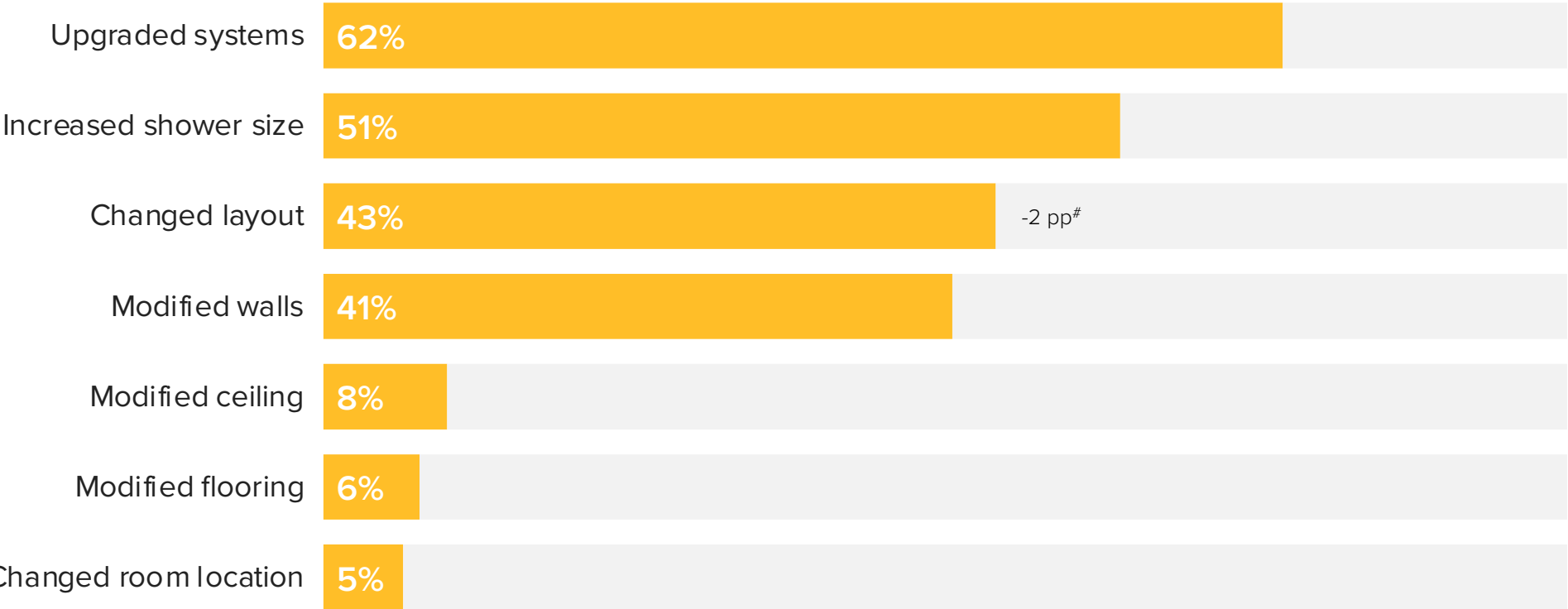


Ventilation Tops System Upgrades

Upgrading systems remains the most popular major bathroom improvement, at 62%. A ventilation fan (61%), radiant heating (16%) and a tankless water heater (9%) are the most common systems added.

While renovating their bathrooms, many homeowners also increase the shower size (51%), change the layout (43%) and modify the walls (41%).

Major Changes During Bathroom Renovations*



New Systems Added During Bathroom Renovations*

Ventilation fan	61% ^{+2 pp#}	Water softener	5%
Radiant heating	16% ^{+2 pp#}	Dehumidifier	3%
Tankless water heater	9%	Home entertainment	3%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

General Contractors in High Demand

Nearly 9 in 10 homeowners (86%) rely on professionals to help with bath renovations, particularly general contractors (53%). The hiring of GCs increased by 5 percentage points compared with the previous year.

Homeowners are also hiring cabinetmakers, interior designers, bathroom designers and architects more frequently this year (23%, 14%, 14% and 10%, respectively).

Given that so many homeowners work with general contractors, the direct hiring of specialty service providers has decreased from 17% to 15% year over year.

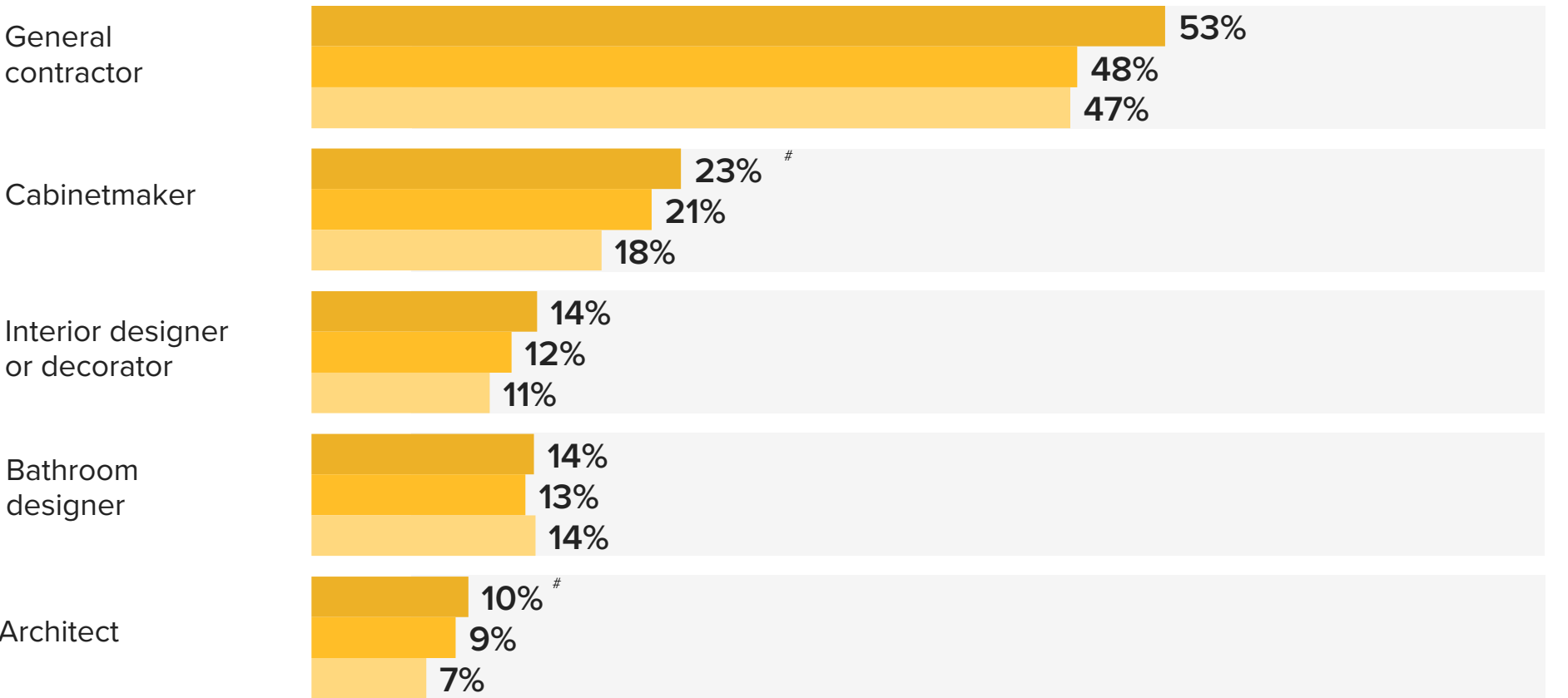
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21, 2021-22 and 2022-23.

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

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Top Service Providers Hired During Bathroom Renovations*



Overall Pro Hiring*

2023	86%
2022	85%
2021	84%

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

2023	15%
2022	17%
2021	17%

Look & Feel



Transitional Style Holds at No. 1

Nearly 9 in 10 homeowners (86%) change the style of their bathroom during a remodel, and the most popular style for the second year in a row is transitional (23%).

Contemporary style has slightly edged out modern this year (16% versus 15%, respectively), followed by traditional (11%) and farmhouse (5%).

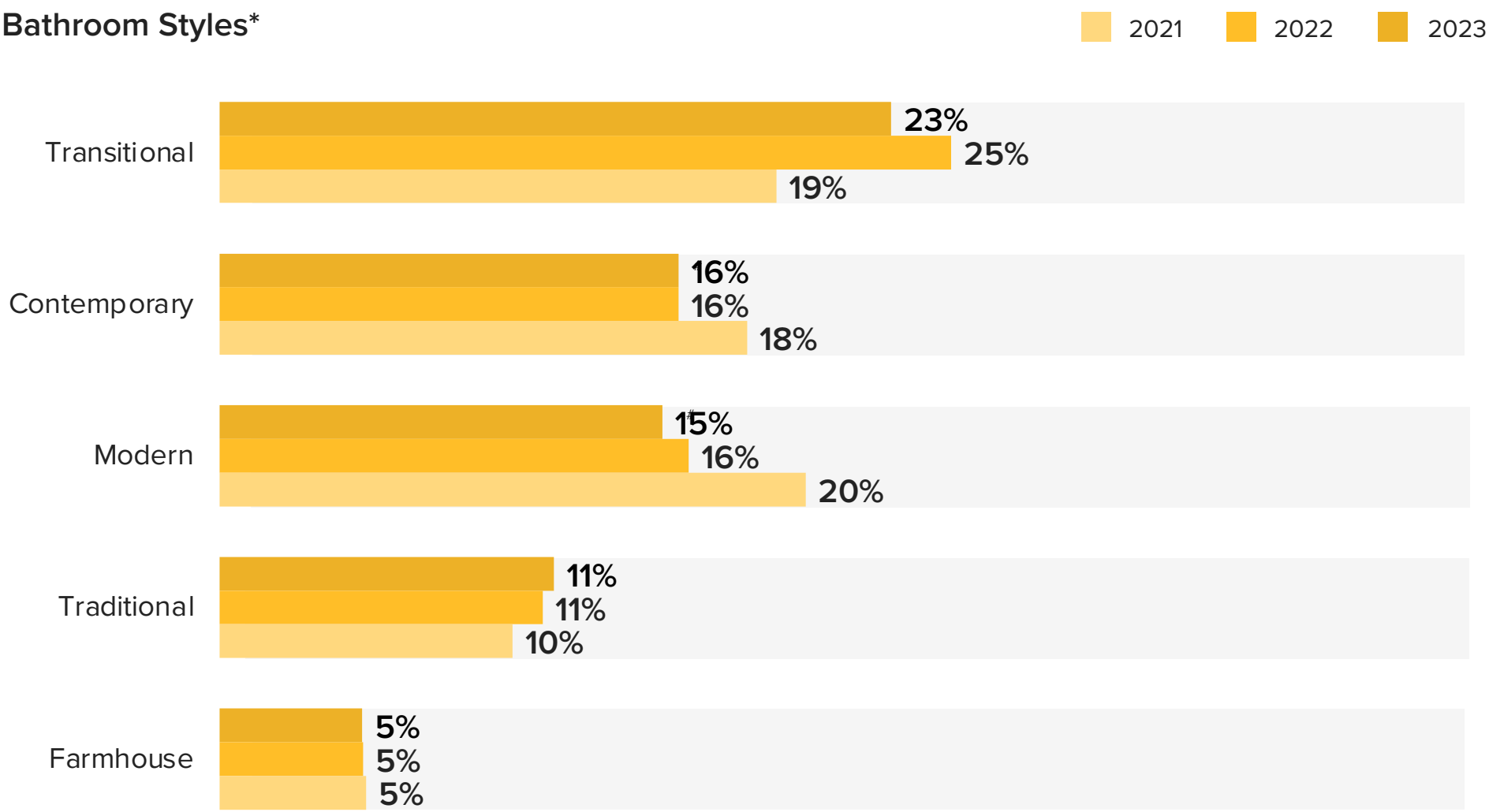
See Appendix A for additional information on bathroom styles over time.

*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 2020-21, 2021-22 and 2022-23.

**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 2022-23.



Bathroom Styles*



Style Change During Renovation**



Wood Is the New White for Vanities

For upgraded vanities, wood is now the color of choice for the majority of renovating homeowners (33%), taking the top spot from white this year (29%). Gray is also a fairly common choice (13%), despite a decline in popularity of 2 percentage points year over year.

For countertops, the majority of homeowners (63%) still go with white. However, white shower walls have lost favor; the percentage of homeowners choosing them is down by 6 points from the previous year. Gray has come in a distant second this year for walls inside and outside the shower (16% and 20%, respectively).

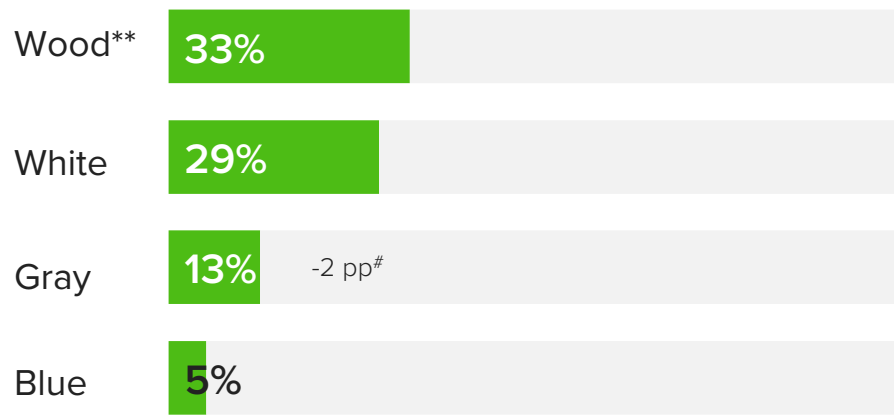
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

**Wood includes light, medium and dark tones.

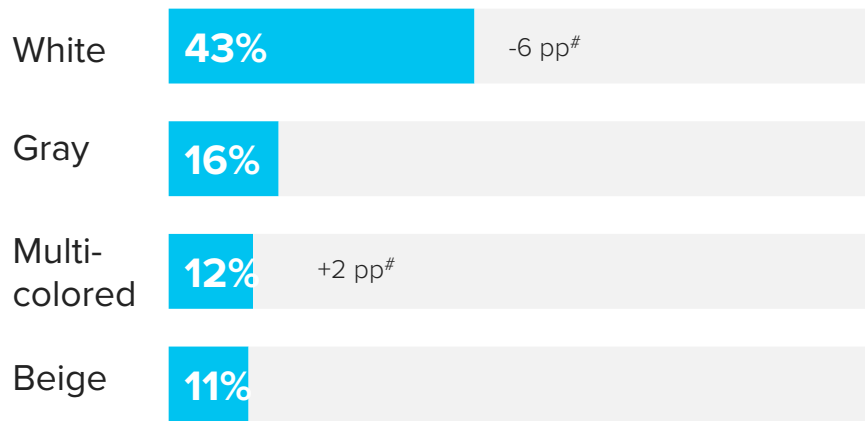
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Top Colors*

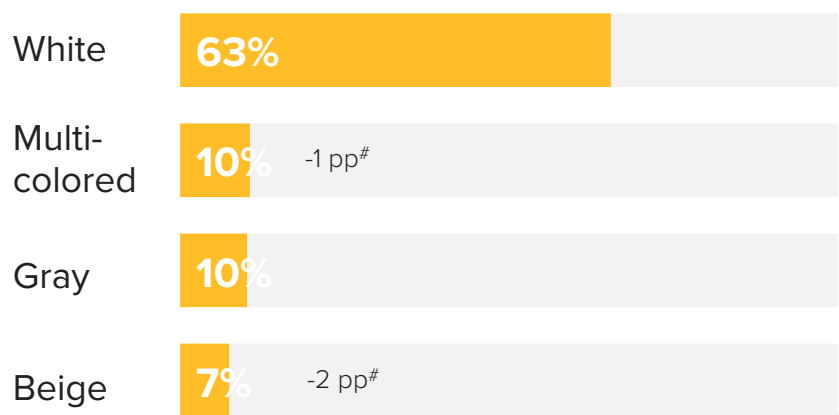
Vanity



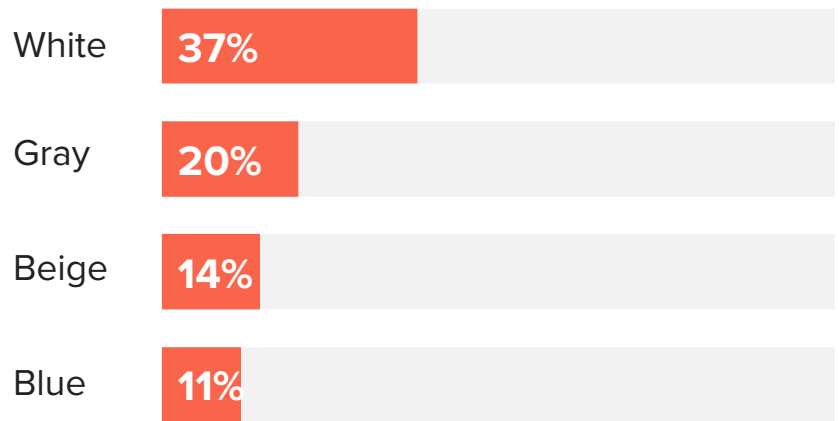
Walls (shower)



Countertops



Walls (nonshower)



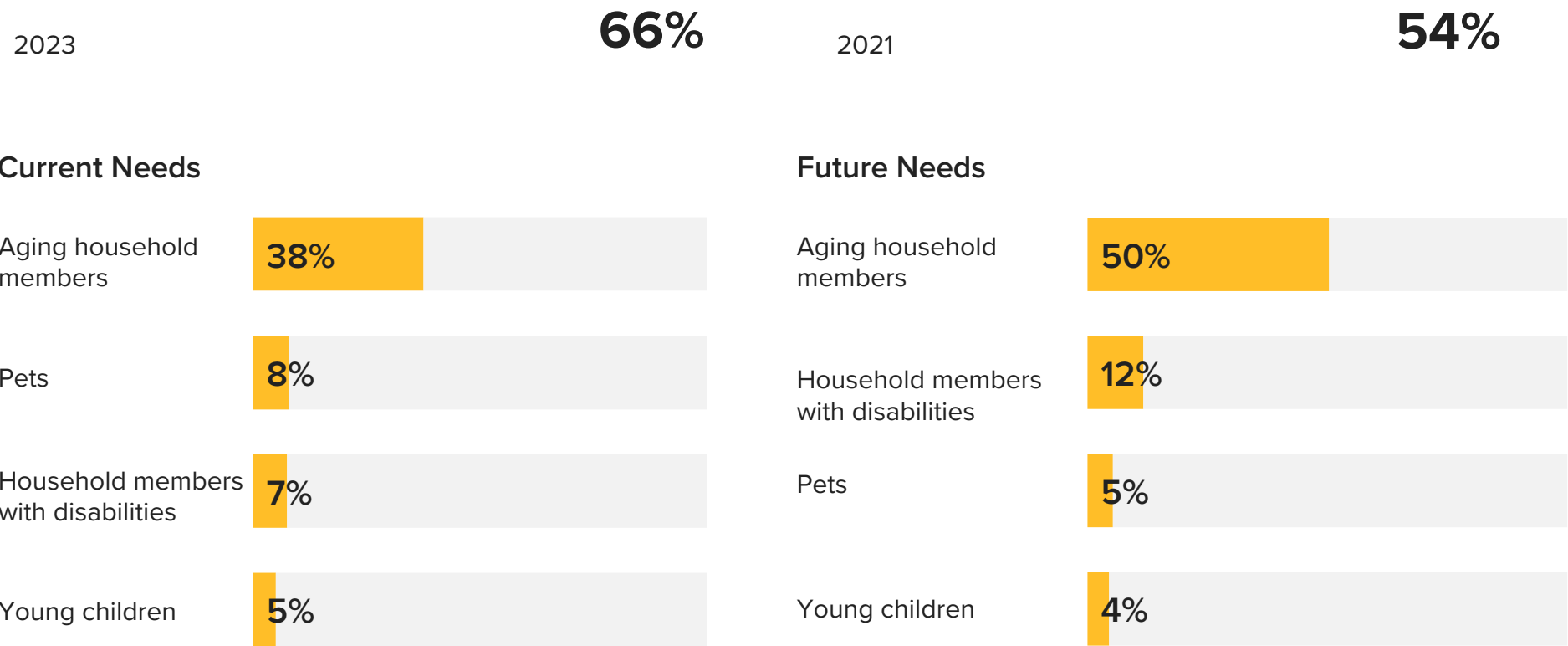
Planning for Aging

Two-thirds of homeowners (66%) address special needs during their bath renovations, up from 54% in 2021. The needs of aging household members remain the top priority, both currently (38%) and for the future (50%).

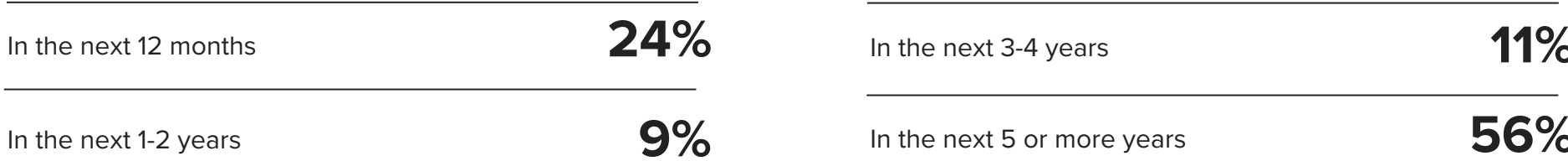
Nearly half of renovating homeowners (44%) are preparing for special needs to arise within the next five years.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

Special Needs Addressed by Bathroom Renovations*



When Homeowners Expect Future Needs to Arise



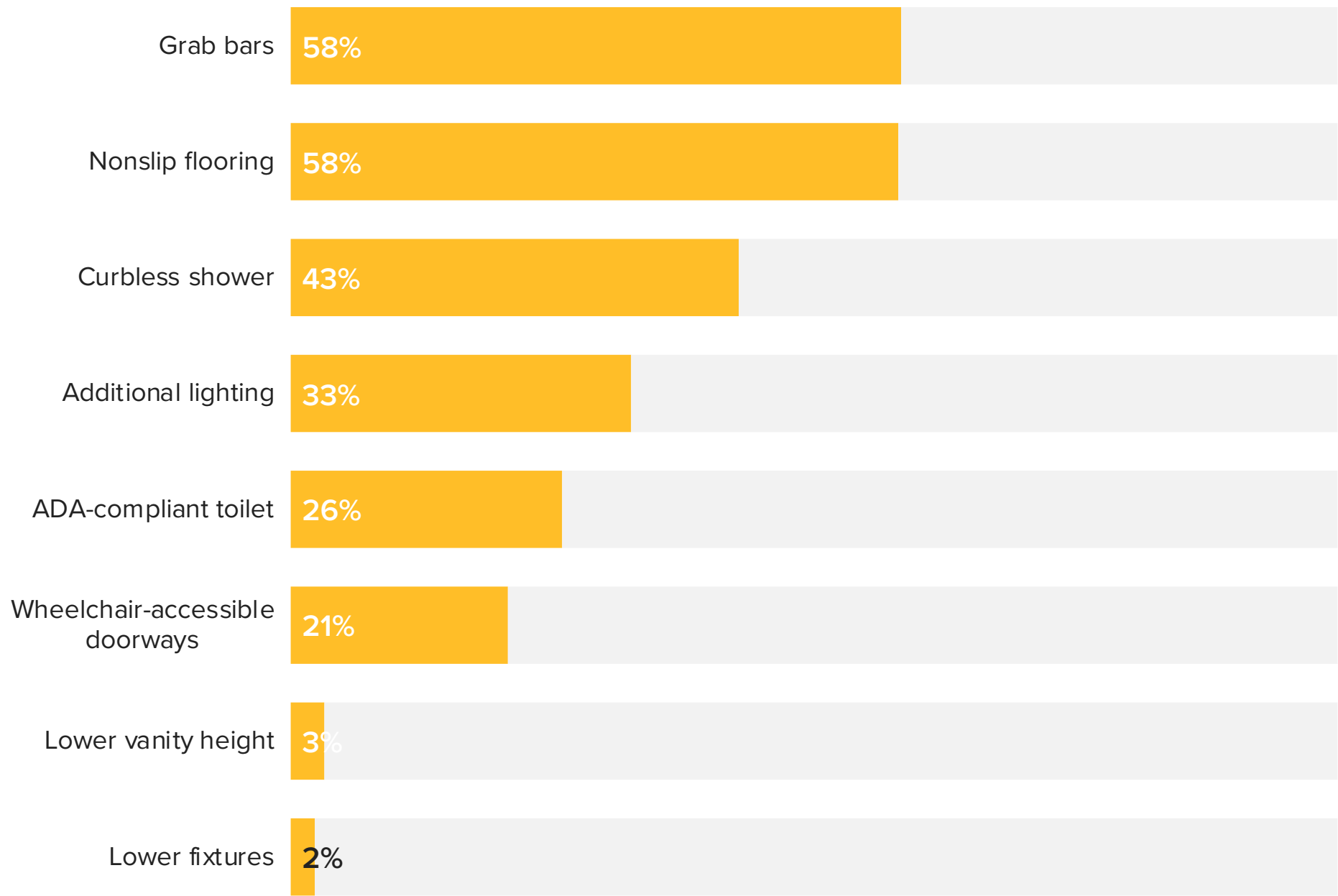
A Focus on Safety

To address the needs of aging household members, renovating homeowners incorporate features such as grab bars (58%), nonslip flooring (58%) and curbless showers (43%).

Some also make accommodations for wheelchairs, such as widening doorways (21%) and lowering vanity height and fixtures (3% and 2%, respectively).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation, and are addressing the current or future needs of aging household members, during 2022-23.

Top Features Incorporated to Address Aging in Place*



Products & Features



Many Features Get a Makeover

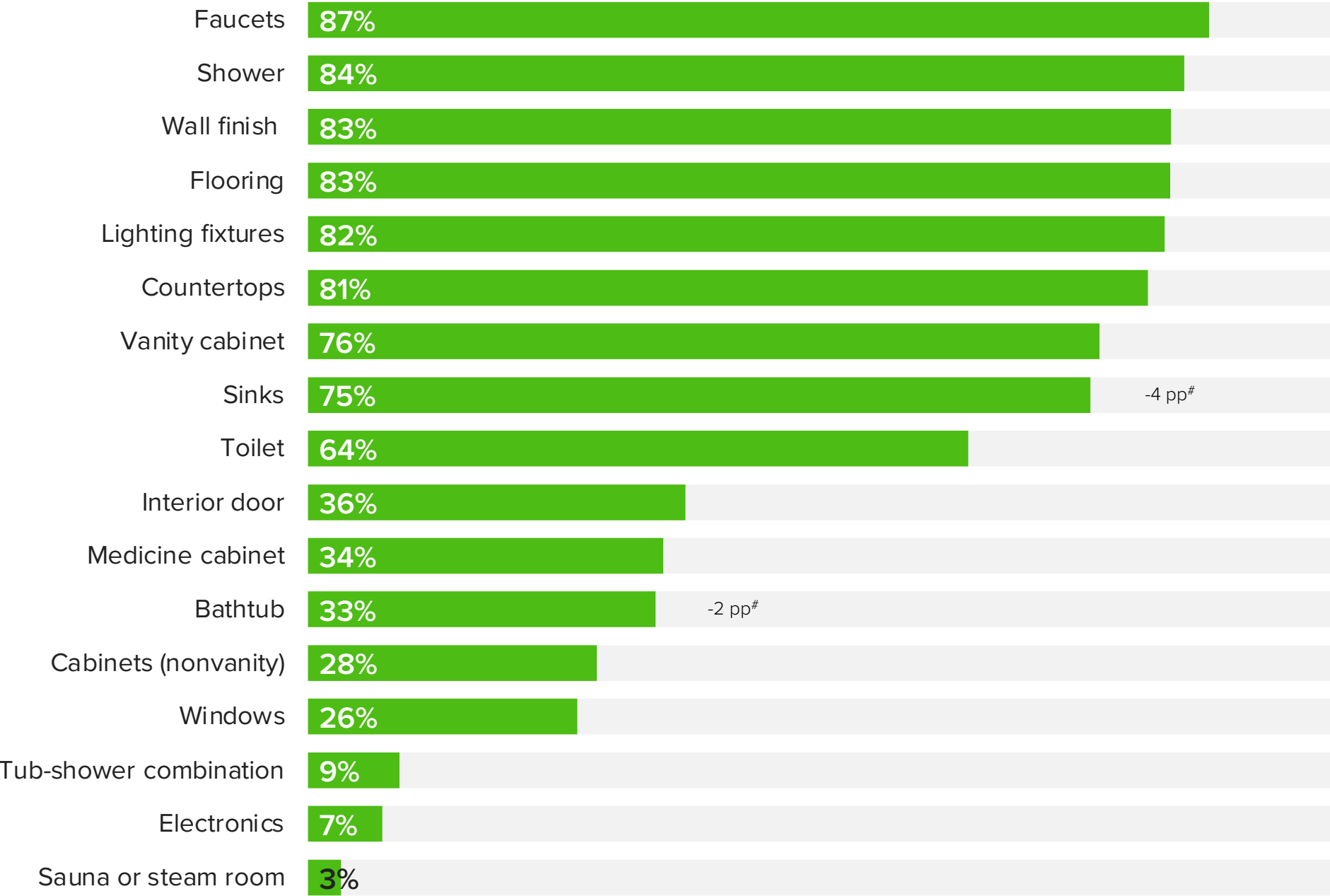
Faucets and showers are the most frequently upgraded features (87% and 84%, respectively), with wall finishes and flooring close behind (both at 83%).

While three-quarters of homeowners (75%) upgrade sinks, the percentage is down by 4 points this year. Bathtub makeovers also are down by 2 percentage points year over year, landing at 33%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Features Upgraded During Bathroom Renovations*



Hinged Shower Doors Hang Out in Top Spot

While nearly 1 in 5 renovating homeowners (17%) opts for a doorless shower, a larger share (45%) choose a hinged shower door. Sliding doors are in the No. 2 spot, at 15%, and 10% opt for a fixed door. Most renovating homeowners (78%) select a frameless shower door, while more than 1 in 5 (22%) prefers a semiframed or fully framed version.

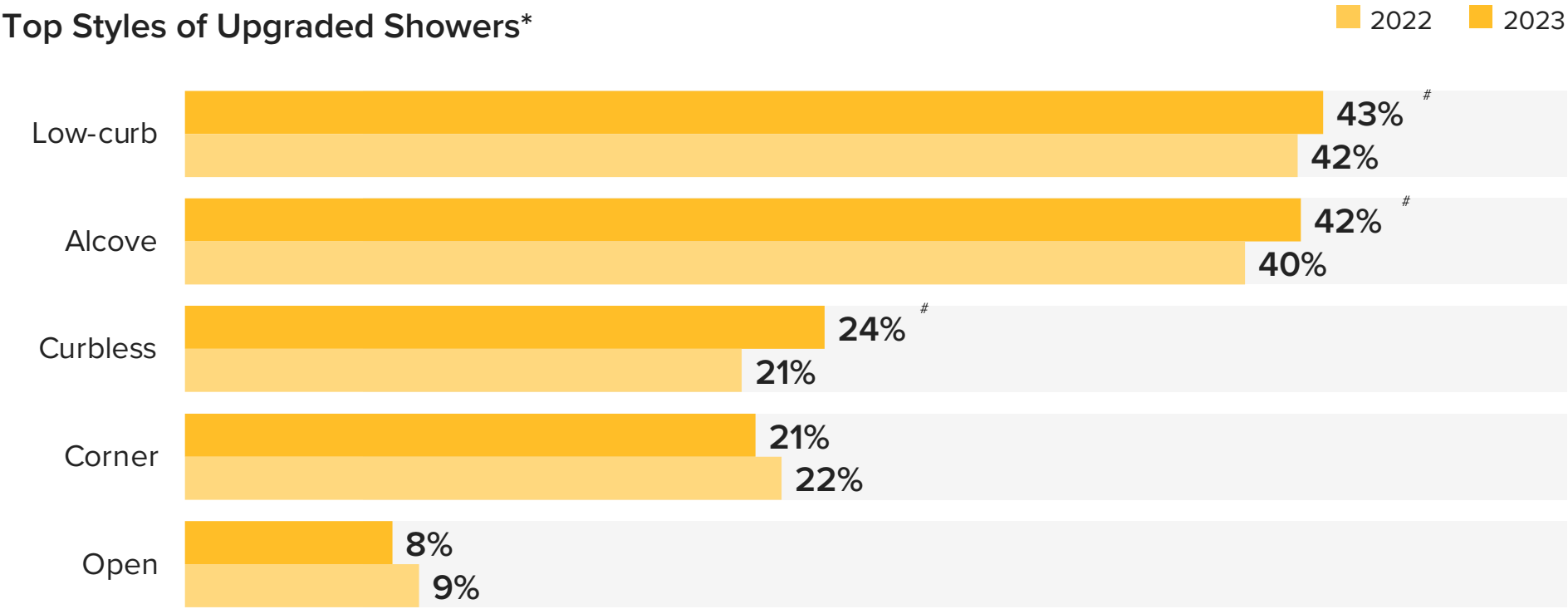
Low-curb (43%) and alcove (42%) are the top styles chosen by renovating homeowners upgrading their showers, and both styles have grown in popularity since last year (increasing by 1 and 2 percentage points, respectively). Curbless showers have gained even more share, increasing by 3 percentage points; nearly a quarter of renovating homeowners (24%) choose them.

*Percentages reflect the proportion of homeowners who are adding or have added a new shower, or are replacing or have replaced an existing shower, as part of their completed, current or planned bathroom renovation during 2021-22 or 2022-23.

**Percentages reflect the proportion of homeowners whose new or updated shower has a door.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Top Styles of Upgraded Showers*



Top Door Styles of Upgraded Showers*

Hinged	45%
Sliding	15%
Fixed	10%
Curtain	6%

83%

Choose a shower with a door

Door Frames of Upgraded Showers**

Frameless	78%
Semiframed	15%
Framed	7%

Ceramic or Porcelain Finds Strong Favor Inside Shower

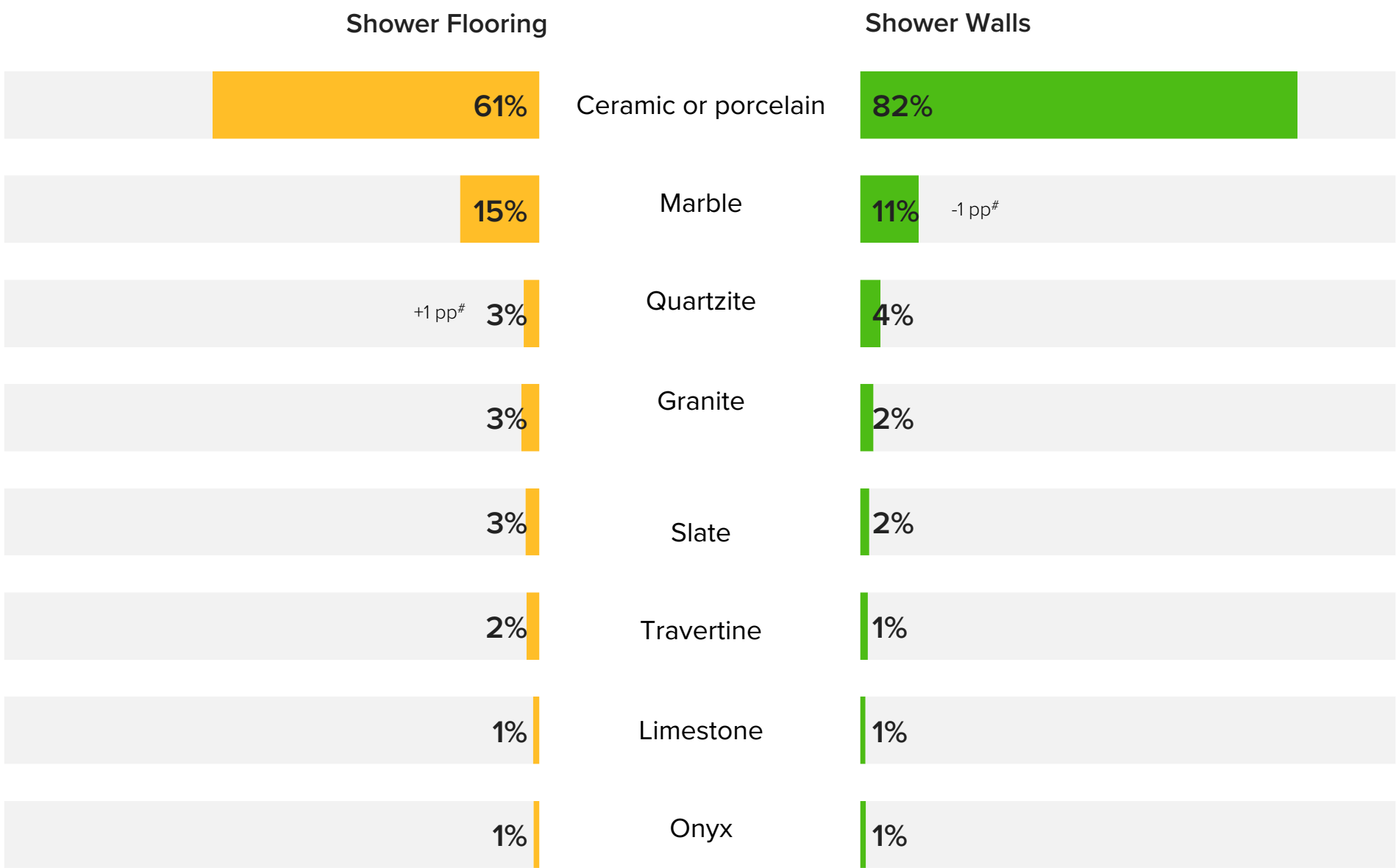
Ceramic or porcelain remains the top material choice for shower flooring (61%) and shower walls (82%). Notably, the latter percentage has increased by 13 points since 2021, when it was 69%.

Other types of natural stone follow at a great distance. While marble is holding steady in the No. 2 spot, only 15% choose it for shower flooring and 11% choose it for shower walls. An even smaller share of homeowners (1% to 4%) opt for quartzite, granite, slate, travertine, limestone or onyx.

*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Top Materials in Upgraded Showers*



Preference for Paint on Nonshower Walls

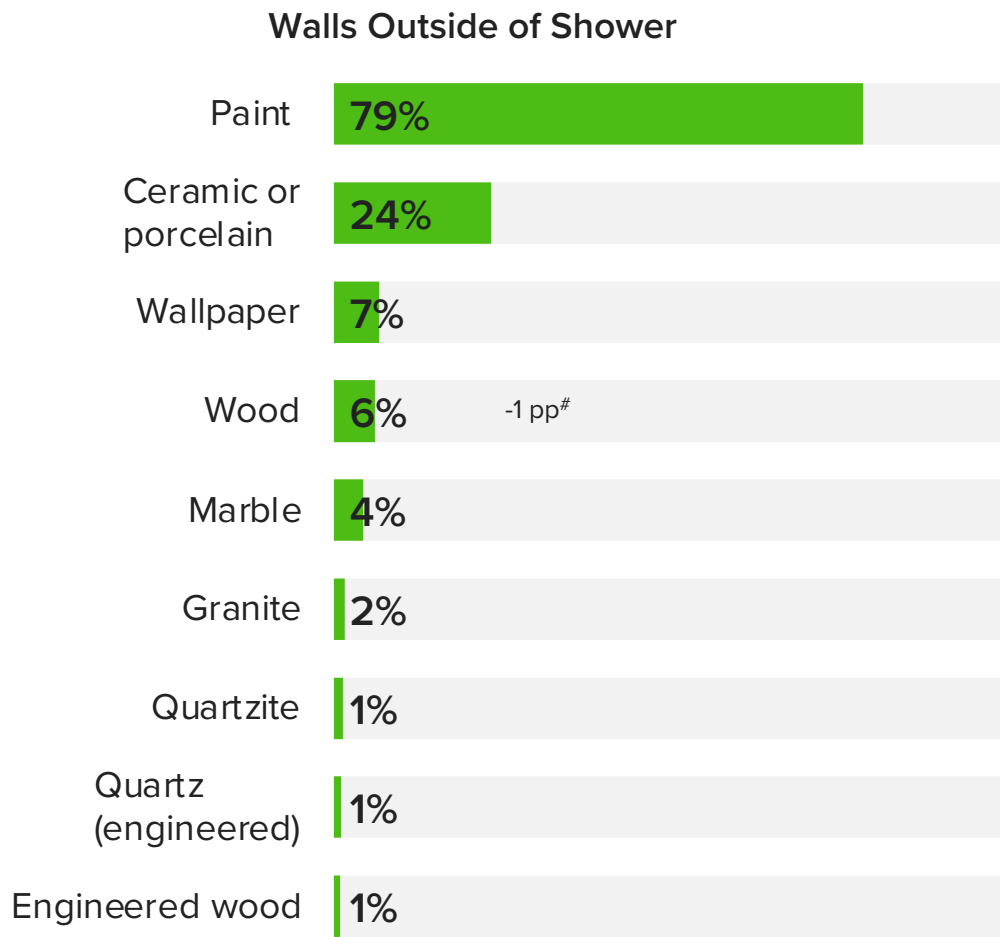
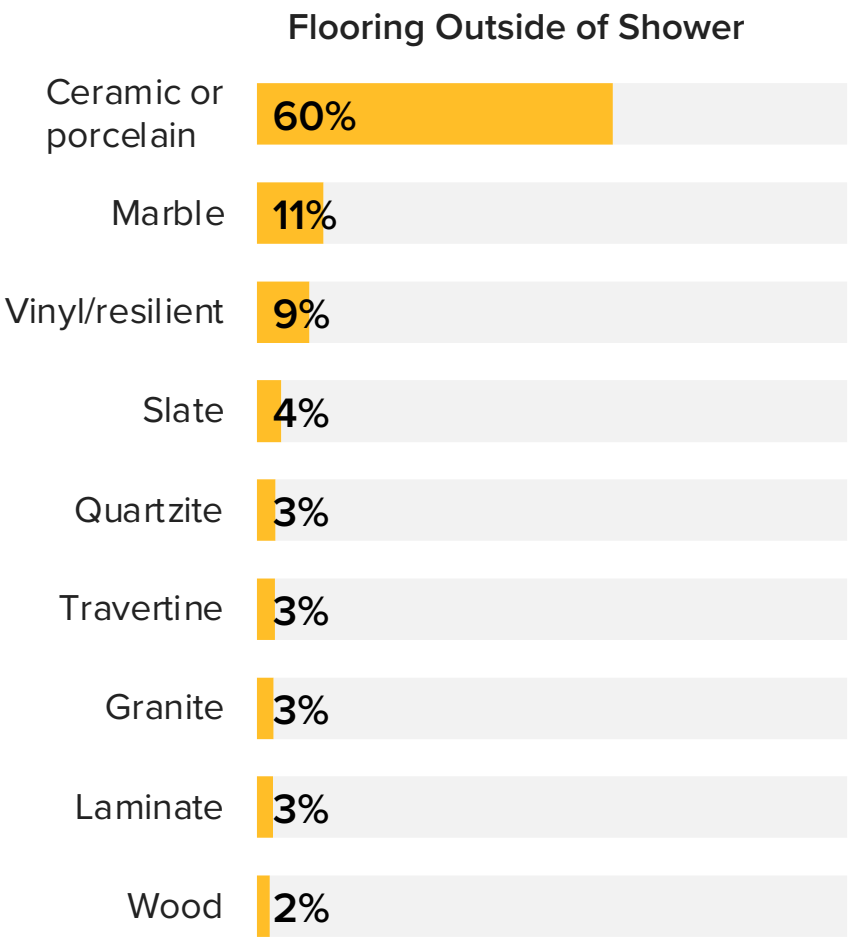
Paint is the main wall finish outside of showers, chosen by 79% of renovating homeowners. Ceramic or porcelain tiles continue to hold the second position, at 24%, followed by wallpaper and then wood (7% and 6%, respectively).

Ceramic or porcelain tile is the overwhelming favorite nonshower flooring material, with 60% of homeowners choosing it. Some renovating homeowners also choose marble (11%), slate (4%), or quartzite, travertine, granite or laminate (3% each) as nonshower flooring. A third (33%) opt for nonslip flooring outside of the shower; notably, that figure is up by 6 percentage points year over year.

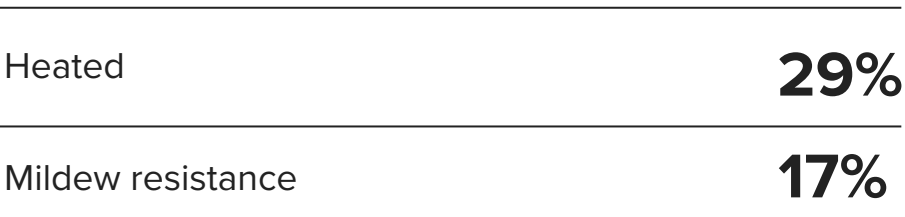
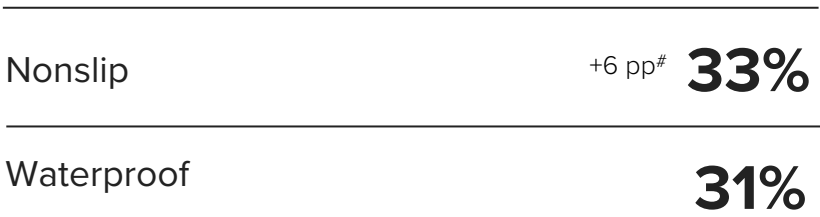
*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2022-23.

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New Flooring and Wall Finishes Outside of Shower*



New Flooring Features Outside of Shower*



Bathtub Removal Leads to Bigger Showers

More than a quarter of homeowners (26%) remove the tub during a bath renovation. With the extra space, the majority enlarge their shower space (77%); 1 in 5 renovating homeowners reports that the new shower is 50% bigger than the old one.

After removing the bathtub, some homeowners also enlarge cabinetry (10%) or bring in a larger vanity or sink (7%).

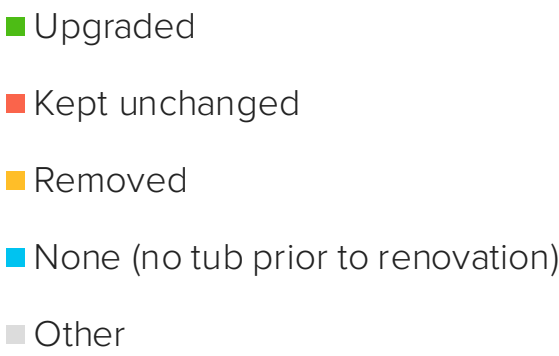
Interestingly, a quarter of homeowners (24%) report having no bathtub prior to their renovation.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

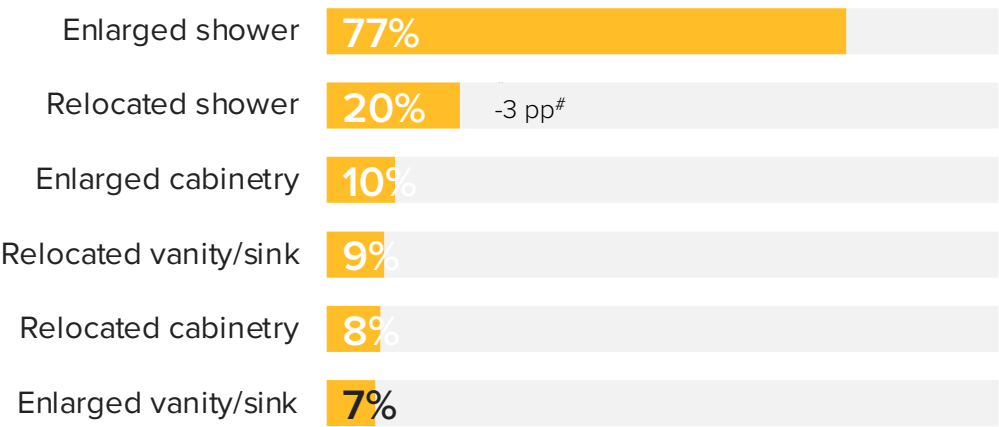
**Percentages reflect the proportion of homeowners who have removed or are removing a bathtub altogether as part of a completed, current or planned bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Bathtub Status After Bathroom Renovation*



Elements Added After Bathtub Removal**



Size of New or Upgraded Shower**

Significantly larger (> 50% increase)	20%
Larger (25% to 50% increase)	21%
Somewhat larger (< 25% increase)	20%
Same or about the same	37%
Smaller	2%

Freestanding Flat-Bottom Tubs Take a Dip

After a steady increase in popularity over the previous four years, freestanding flat-bottom bathtubs have dropped by 4 percentage points this year. Still, more than half of renovating homeowners (55%) select this style. Alcove remains the second-most-popular style of tub, selected by 24% of renovating homeowners.

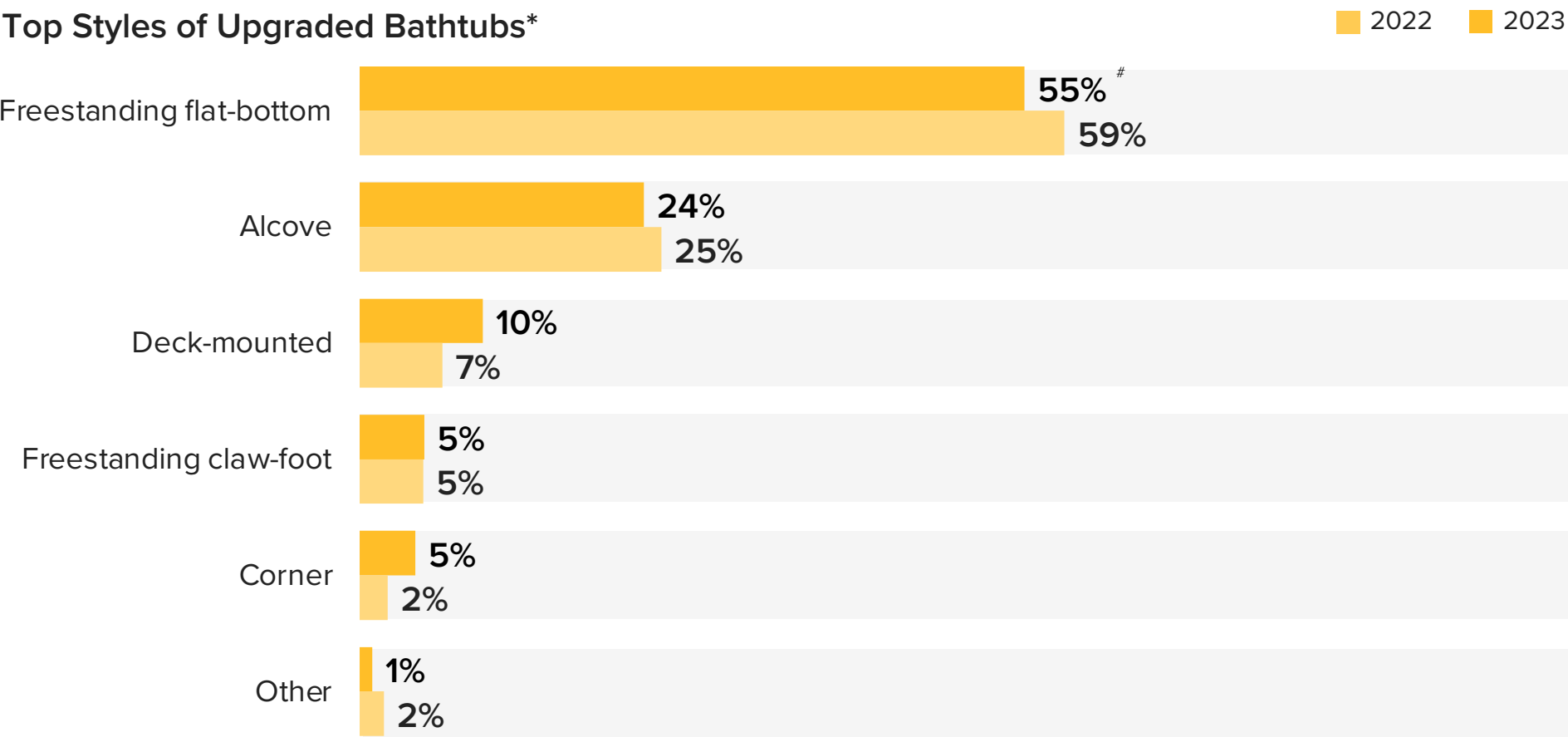
As for tub material, the majority of homeowners (63%) choose acrylic. Fiberglass (12%), enameled cast iron (8%) and cast polymer (7%) all follow at a far distance.

Soaking tubs remain the top type of upgraded bathtub (66%), followed by standard tubs (21%).

*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 2021-22 or 2022-23.

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Top Styles of Upgraded Bathtubs*



Top Materials of Upgraded Bathtubs*

Acrylic	63%
Fiberglass	12%
Enameled cast iron	8%
Cast polymer	7%

Top Types of Upgraded Bathtubs*

Soaking	66%
Standard	21%
Walk-in	-2 pp [#] 1%

Custom Vanities Remain Favorite

The majority of renovating homeowners (62%) continue to opt for a custom or semicustom vanity.

The features they go for most frequently are soft-close drawers (81%), soft-close doors (75%), built-in electrical outlets (33%) and built-in drawer organizers (26%).

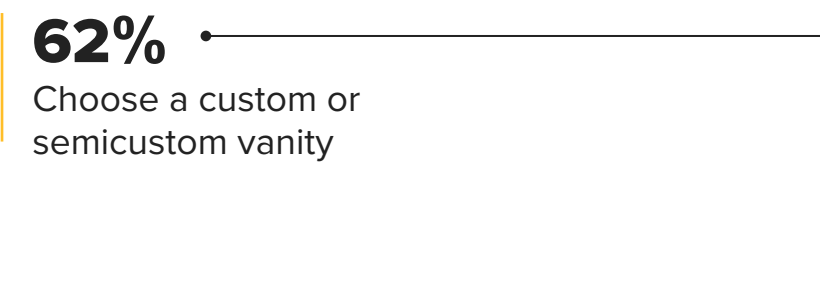
Given that 41% of bathrooms are 100 square feet or smaller, it’s not surprising that a large share of upgraded vanities (41%) are 48 inches or smaller. Still, 18% of homeowners opt for vanities that are larger than 72 inches.

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Style of Upgraded Vanities*

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



Top Features of Upgraded Vanities*

Soft-close drawers	81%
Soft-close doors	75%
Built-in electrical outlet	33%
Built-in drawer organizer	26%

Top Widths of Upgraded Vanities*

48 inches or less	41%
60 inches	20%
72 inches	15%
Larger than 72 inches	18%

Built-In Vanities Stay Strong

Built-in is the No. 1 mounting style for vanities again this year, chosen by 61% of renovating homeowners. Freestanding (26%) and floating (12%) styles follow at a distance.

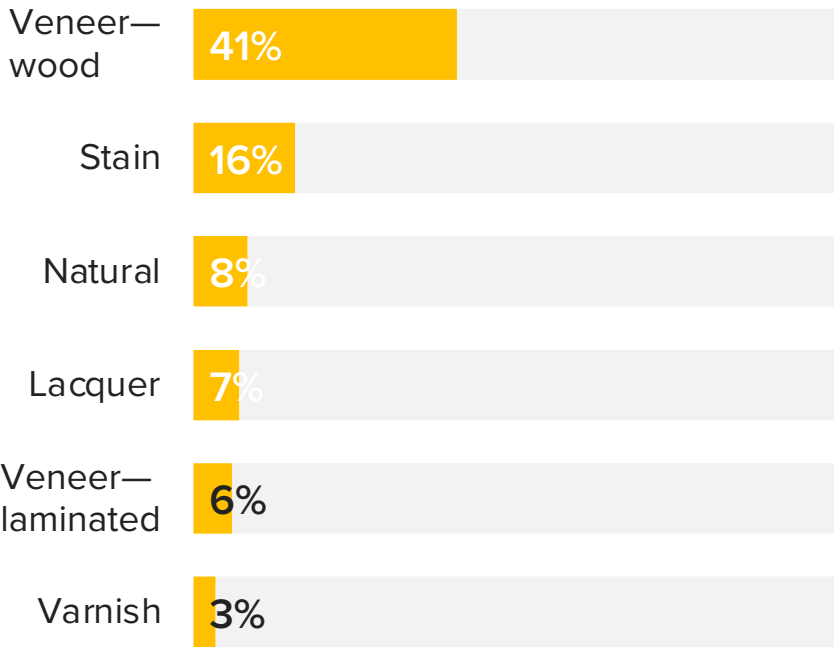
Given that the majority of homeowners (41%) choose wood veneer for an upgraded vanity, the finish is much more likely to be matte (54%) than glossy (6%). Still, nearly 2 in 5 homeowners (37%) select a semigloss vanity finish.

Engineered quartz is the most popular vanity countertop material, selected by 39% of homeowners, followed by quartzite (25%). Marble and granite are tied for the No. 3 spot at 15% each.

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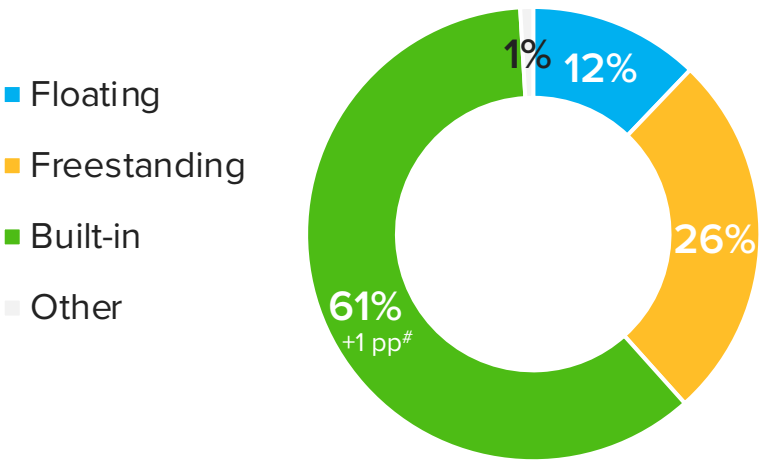
Finishes on Upgraded Vanities*



Top Finish Types for Upgraded Vanities*

Matte (not shiny)	54%
Semigloss	37%
Gloss (highly shiny)	6%

Mounting Styles of Upgraded Vanities*



Top Countertop Materials for Upgraded Vanities*

Quartz (engineered)	39%
Quartzite	25%
Marble	15%
Granite	15%

No Shake-Ups for Shaker Doors

Shaker style remains the top choice for vanity doors, chosen by 46% of renovating homeowners. However, that percentage is down by 4 points this year, while flat-panel vanity doors gained 4 percentage points to come in at 31%.

As for the handles, the majority of homeowners (62%) still opt for bar pulls, followed at a distance by knobs (35%). Among door handle finishes, brushed nickel (35%), black (21%) and chrome (14%) have kept their same spots as in the previous year.

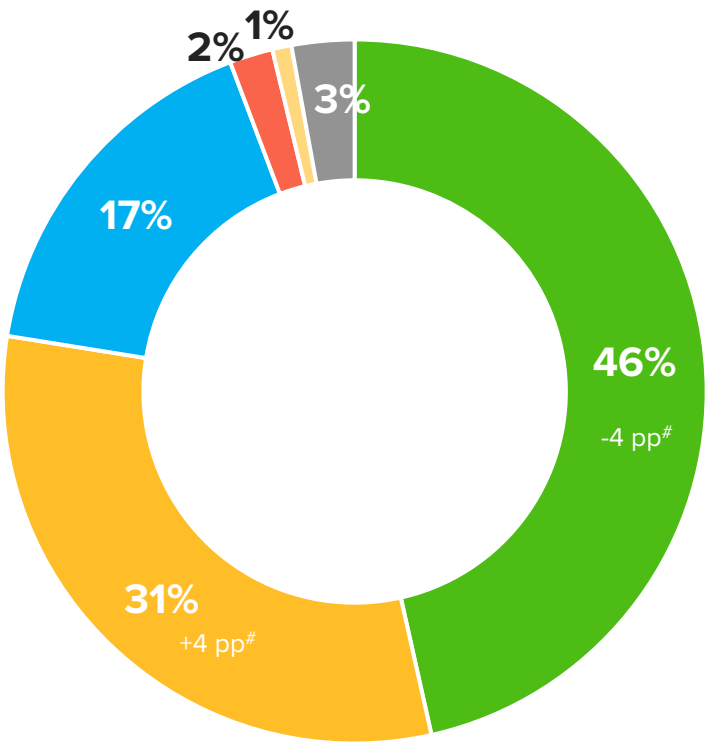
Only 6% of homeowners report having no handles on their vanity doors.

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Door Styles of Upgraded Vanities*

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



Top Door Handles for Upgraded Vanities*

Bar pulls	62%
Knobs	35%
Finger pulls	9%
No handles	6%

Top Finishes of Door Handles for Upgraded Vanities*

Brushed nickel	35%
Black	21%
Chrome	14%

Double Sinks Gain Share Again

Nearly 2 in 3 renovating homeowners (65%) bring in double sinks; the percentage has increased by 1 point for each of the two previous years.

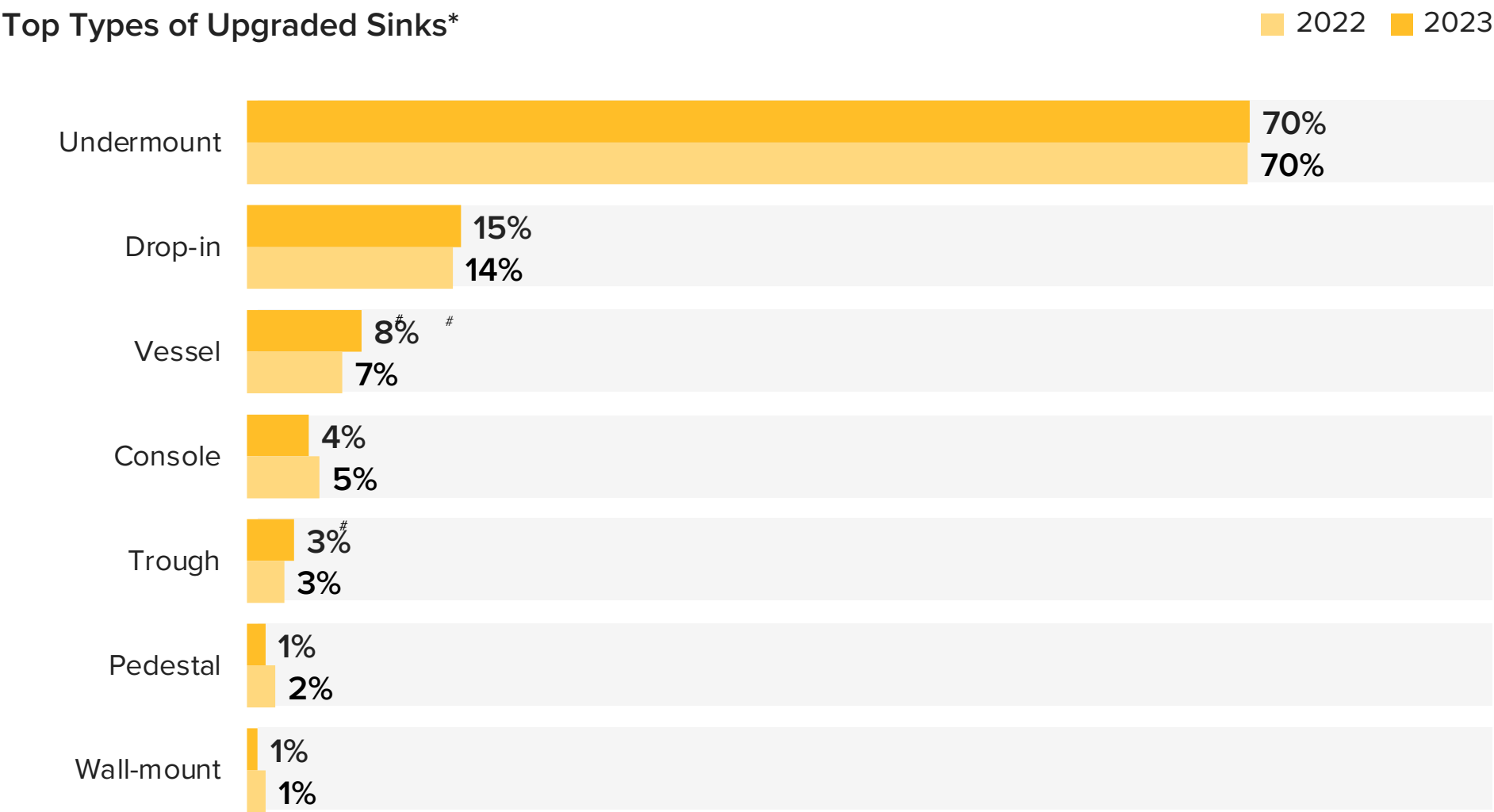
Undermount continues to be the most popular sink type, chosen by 70% of homeowners. Drop-in sinks follow as the distant second preference (15%). Vessel sinks have gained a percentage point in popularity after declining every year since 2018.

*Percentages reflect the proportion of homeowners who have updated or are updating sinks as part of their completed, current or planned bathroom renovation during 2021-22 and 2022-23.

**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 2020-21, 2021-22 and 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Top Types of Upgraded Sinks*



Double Sinks**



Majority of Stock Medicine Cabinets Get Recessed

While the majority of medicine cabinets (55%) are stock, nearly a third of renovating homeowners (32%) opt for custom or semicustom options.

The vast majority of medicine cabinets selected (69%) feature mirrors on the outside. Some also have hidden plugs (24%) and lighting on the inside (23%).

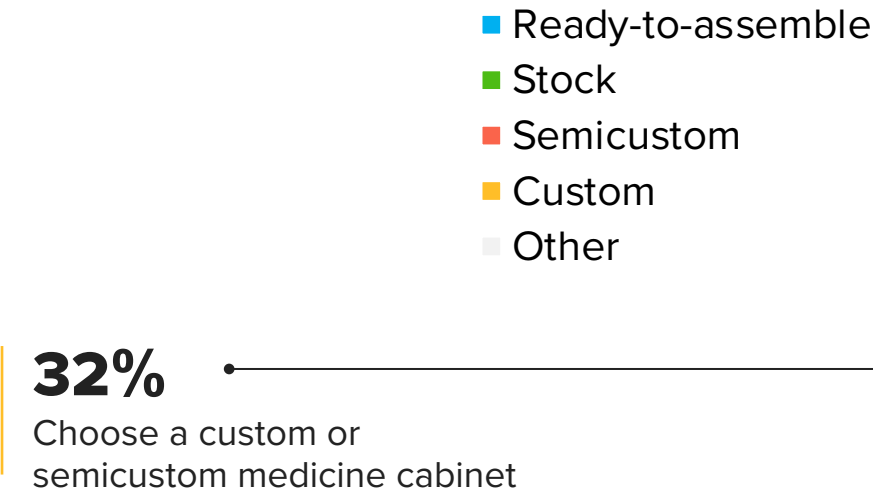
Homeowners tend to prefer a clean look, with the vast majority (67%) choosing a recessed mounting style for their upgraded medicine cabinets. The share opting for surface mounting is less than half that (30%) but has increased by 5 percentage points year over year.

*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 2022-23.

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

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Style of Upgraded Medicine Cabinets*

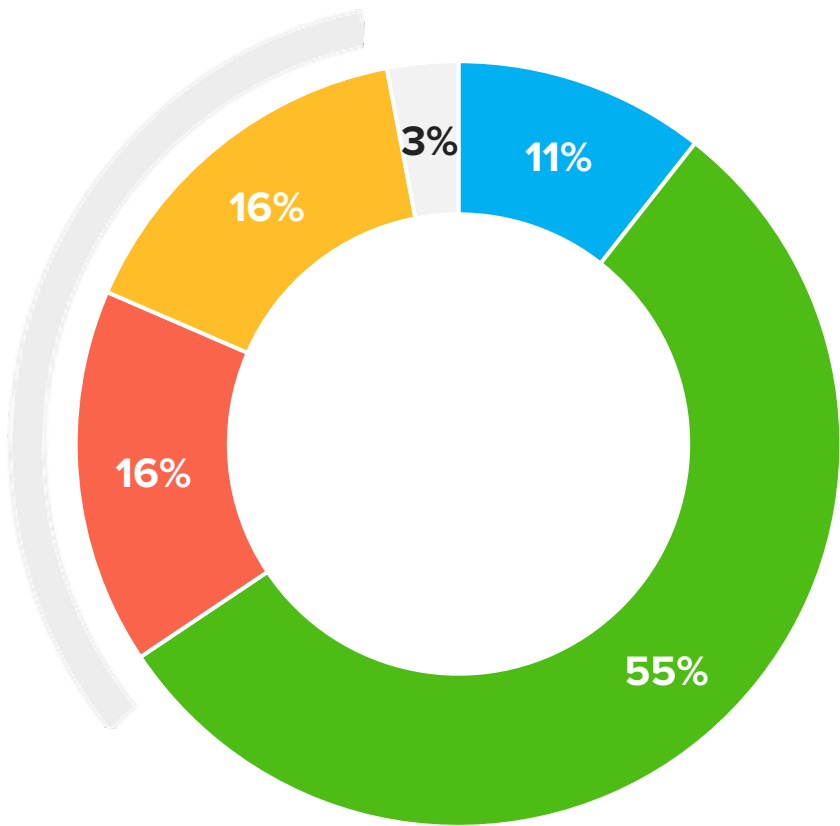


Mirrors in Upgraded Medicine Cabinets*

On the outside	69%
On the inside	37%

Lighting in Upgraded Medicine Cabinets*

On the outside	25%
On the inside	23%



Top Features of Upgraded Medicine Cabinets*

Hidden plugs	24%
Anti-fog system	18%

Mounting Style of Upgraded Medicine Cabinets

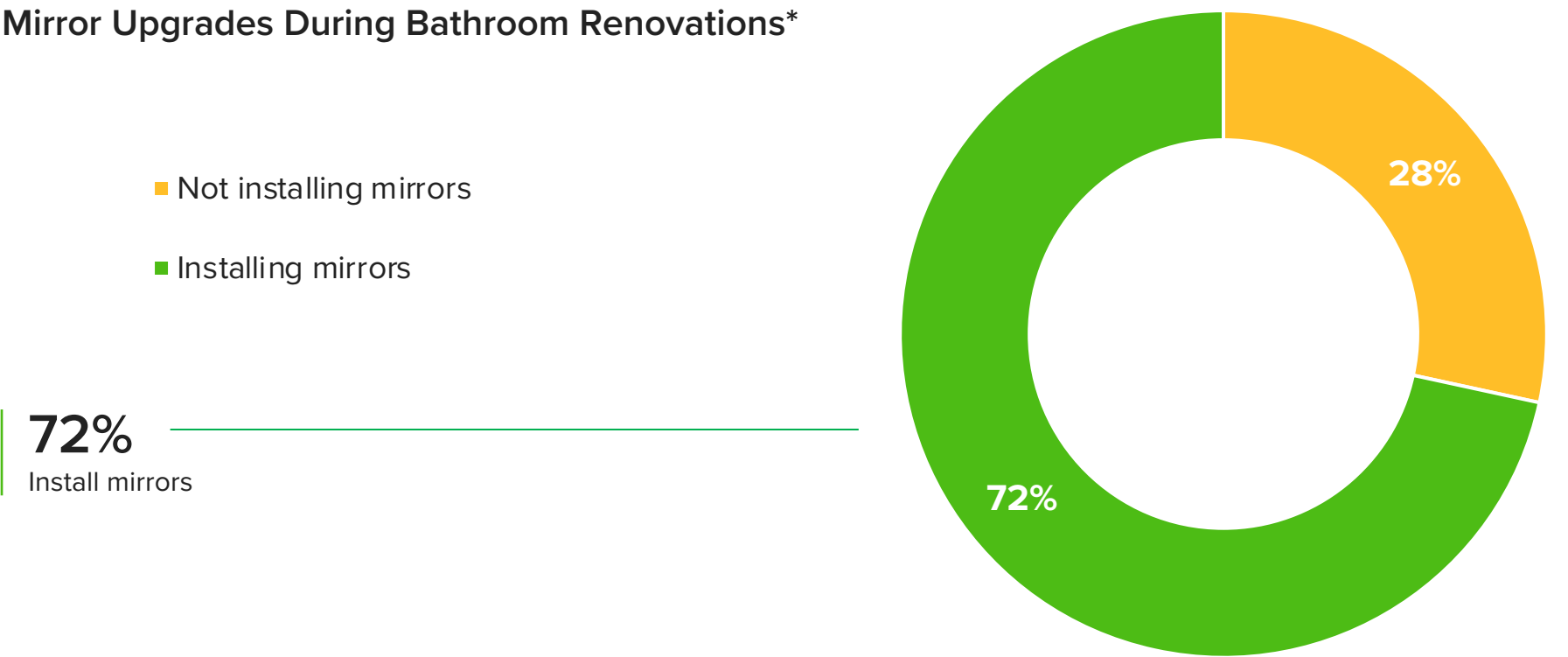
Recessed**	67%
Surface	+5 pp# 30%

New Mirrors Are Particularly Popular

Nearly three-fourths of renovating homeowners (72%) install mirrors as part of their bathroom renovation. The majority of those install one or two mirrors (41% and 51%, respectively).

Some choose mirrors featuring LED lighting (20%) and/or an anti-fog system (20%).

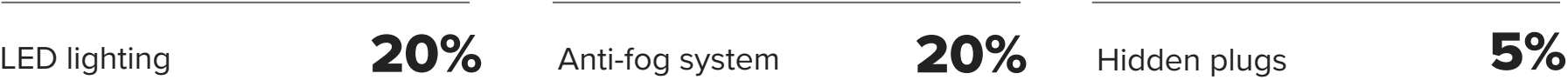
Mirror Upgrades During Bathroom Renovations*



Number of Mirrors Installed**



Top Features of Upgraded Mirrors**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

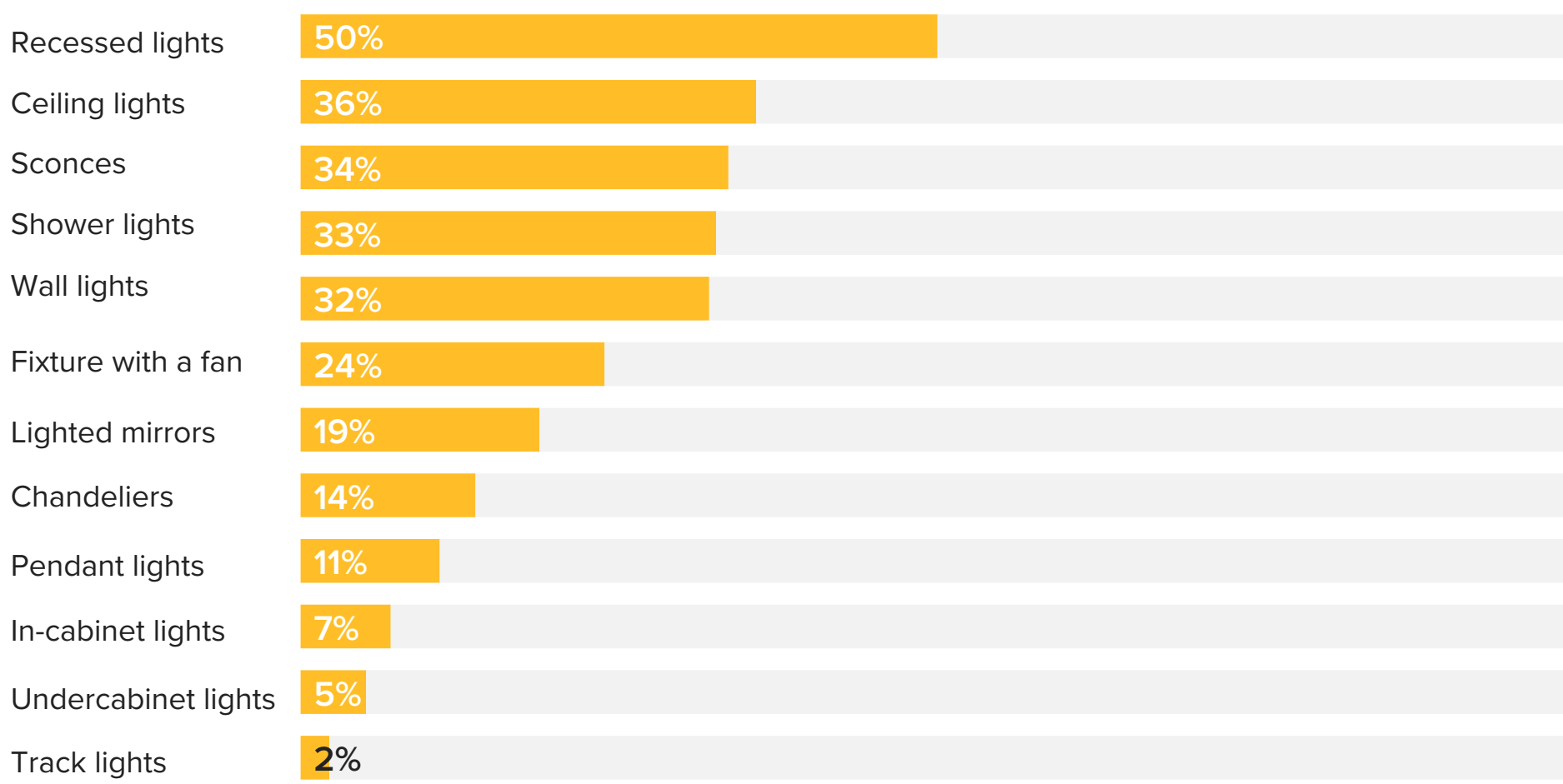
**Percentages reflect the proportion of homeowners who have installed or are installing mirrors as part of their planned, completed or current bathroom renovation during 2022-23.

Recessed Still Most Favored Lighting Type

When it comes to lighting in the bathroom, half of renovating homeowners (50%) opt for the classic choice of recessed lights. Ceiling lights (36%), sconces (34%), shower lights (33%) and wall lights (32%) are the next most popular types.

For light fixture material, the combination of metal and glass is still the No. 1 choice (67%), while 1 in 5 homeowners (21%) selects 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 2022-23.

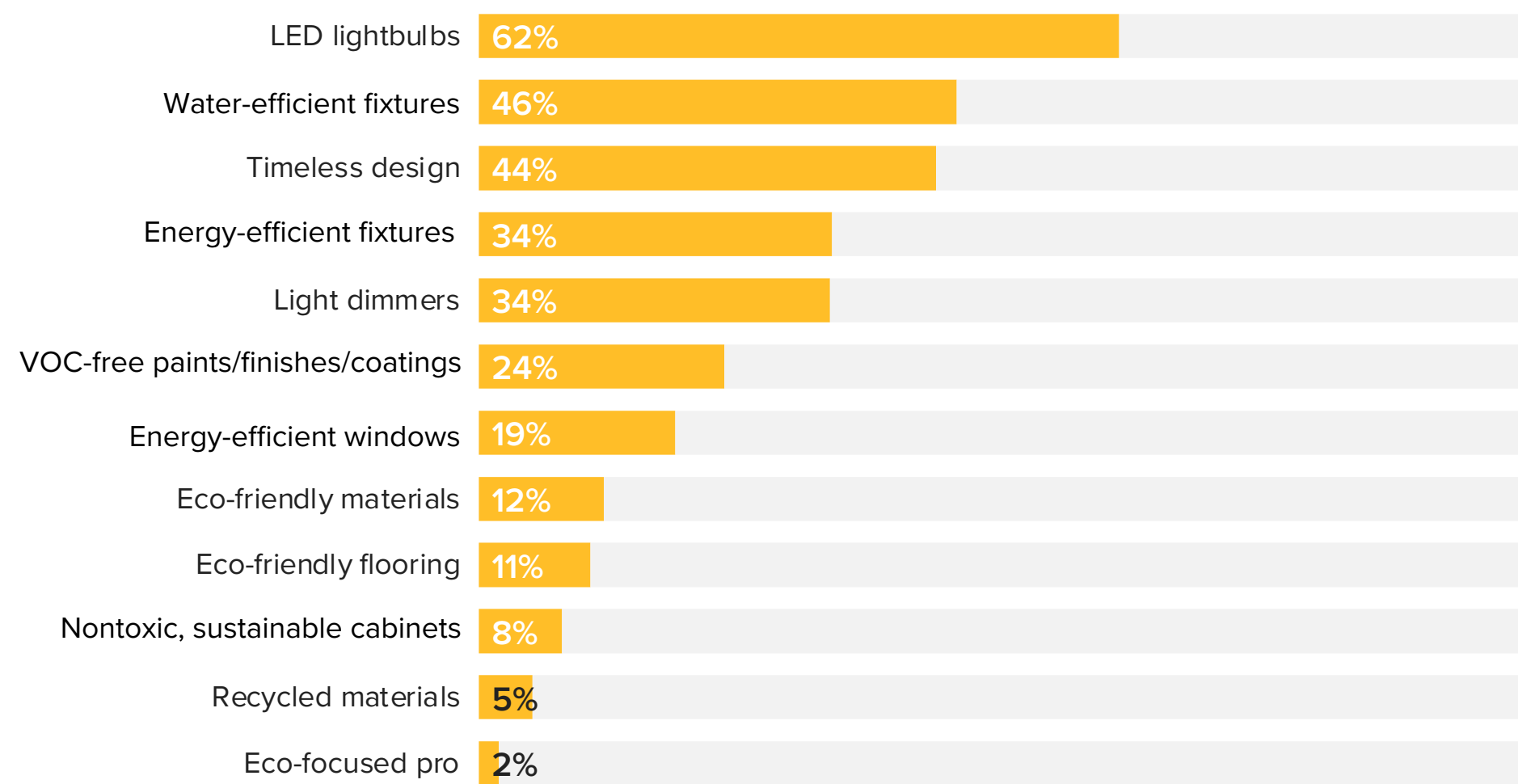
Bathroom Renovations Embrace Sustainability

The overwhelming majority of homeowners (87%) choose sustainable options for their renovated bathrooms. The most popular sustainable options are LED lightbulbs (62%), water-efficient fixtures (46%), a timeless design (44%), energy-efficient features (34%) and light dimmers (34%).

Most frequently, renovating homeowners cite cost effectiveness in the long run (69%) and environmental friendliness (54%) as the reasons for making these choices.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom remodel, bathroom addition or bathroom decorating project during 2022-23.

Sustainable Options for Bathroom Renovations*



Choosing Sustainable Options

2023 **87%**

Reasons for Including Sustainable Options

Cost-effective in the long run **69%**

Environmentally friendly **54%**

Health reasons **14%**

Demand for Premium Features Slows

Although the share of renovating homeowners choosing bathroom elements with premium features is lower this year, the percentages are still notable: bathtubs, 77%; showers, 67%; and toilets, 36%.

Rainfall shower heads and dual showers have both figuratively gained steam; they’re now at 54% (up by 2 percentage points) and 20% (up by 1 percentage point), respectively.

*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 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

Premium Features in Upgraded Toilets, Showers and Bathtubs*

In Toilets		In Showers		In Bathtubs	
36% ^{-7 pp#}		67% ^{-8 pp#}		77% ^{-4 pp#}	
Premium Features		Premium Features		Premium Features	
One-piece toilet	31%	Rainfall shower head	+2 pp# 54%	Soaking tub	66%
Double-flush toilet	-2 pp# 14%	Dual shower	+1 pp# 20%	Space for two	17%
Wall-mount toilet	4%	Body sprayer	16%	Whirlpool/jets	15%
		Thermostatic mixer	14%	Lighting (built-in)	8%
		Mood lighting	6%		
		Steam shower	4%		
		Freestanding tub	3%		

High-Tech Faucet Features See a Drain in Share

Faucets are still the most likely bathroom element to have high-tech features, with 43% of homeowners going this route, although demand for high-tech faucet features is down by 7 percentage points year over year. Top features include water efficiency (30%) and touch or sensor activation (2%).

Many renovating homeowners incorporate high-tech features in toilets as well. The top three options are a bidet seat (27%), a self-cleaning feature (18%) and a heated seat (16%), all of which gained popularity this year.

*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 2022-23.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.

High-Tech Features in Bathrooms*

In Toilets		In Showers		In Bathtubs	
41%		12%		10%	
High-Tech Features		High-Tech Features		High-Tech Features	
Seat with bidet	+3 pp# 27%	Mood lighting	6%	Built-in lighting	8%
Self-cleaning	+1 pp# 18%	Digital controls	4%	Built-in heated backrest	-2 pp# 4%
Seat with heating	+1 pp# 16%	Shower head with LED	-1 pp# 1%	Built-in sound and vibration	1%
Built-in night light	14%	Built-in sound	2%		
Motion-activated seat	8%	Shower head with speakers	1%		
Overflow protection	8%				
Self-deodorizer	8%				
		In Faucets		In Mirrors	
		43% ^{-7 pp#}		20%	
		High-Tech Features		High-Tech Features	
		Water efficiency	+1 pp# 30%	LED lighting	20%
		Touch or sensor activation	2%	Anti-fog system	20%
				Shadow elimination system	1%

Bathroom Bestsellers

Here are the top six bathroom categories in the Houzz Shop in 2023, including a bestseller in each.

Bathroom
Vanities



Bathroom
Sink
Faucets



Bathroom
Vanity
Lighting



Bathtubs



Bathroom
Sinks



Medicine
Cabinets



- From top left:
- [Bosque Bath Vanity, Driftwood, 42", Single Sink, Undermount, Freestanding](#)
 - [Circular Widespread Sink Faucet With Pop Up Drain, Matte Black](#)
 - [Effimero 1-Light Wall Vanity Corridor Sconce With Frosted, Black](#)
 - [Freestanding bathtub, polished chrome slotted overflow, pop-up drain, VA6815-XS](#)
 - [Cabrillo in Slate](#)
 - [LED Medicine Cabinet With Defog, Dimmer, Makeup Mirror, Outlets, 36x32](#)

Methodology & Appendixes



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 insight 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 19 and July 27, 2023.

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 1,921 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*

	2019	2020	2021	2022	2023
Transitional	21%	18%	19%	25%	23%
Contemporary	16%	18%	18%	16%	16%
Modern	20%	20%	20%	16%	15%
Traditional	9%	12%	10%	11%	11%
Farmhouse	4%	5%	5%	5%	5%
Midcentury	2%	2%	3%	3%	4%
Beach	4%	4%	3%	3%	4%
Eclectic	3%	3%	3%	2%	3%
Craftsman	3%	3%	2%	2%	2%
Rustic	3%	2%	1%	2%	2%
Scandinavian	1%	2%	1%	1%	2%
Mediterranean	2%	1%	1%	2%	1%
Other	4%	5%	5%	4%	4%
No particular style	5%	5%	4%	4%	6%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2018-19 (2019 study), 2019-20 (2020 study), 2020-21 (2021 study), 2021-22 (2022 study) and 2022-23.

Appendix B

Bathroom Colors After Renovation*

	Walls – Shower	Walls – Nonshower	Flooring – Nonshower	Countertop	Vanity
White	43% ^{-6 pp#}	37%	21%	63%	29%
Gray	16%	20%	25%	10%	13% ^{-2 pp#}
Beige	12%	14%	15% ^{+2 pp#}	7% ^{-2 pp#}	3%
Multicolored	11% ^{+2 pp#}	2%	14% ^{+3 pp#}	10% ^{-1 pp#}	1%
Blue	7%	11%	2%	2%	8%
Brown	1%	1%	3%	1%	5%
Green	3%	6%	1%	1%	2%
Wood**	1%	1%	11%	1%	33%
Black	1%	1%	5% ^{-1 pp#}	4%	4%
Other	4%	5%	2%	2%	0%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2022-23.

**Wood includes light, medium and dark tones.

#Shows a statistically significant difference between 2023 and 2022 studies at or above a 90% confidence level.