

HOUZZ RESEARCH

2024 U.S. Houzz Bathroom Trends Study





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Big Ideas

Functionality Fuels Makeovers

Bathroom remodeling motivations remain diverse, but more homeowners are focusing on functionality this year. The motivation of making the bathroom more accommodating has grown notably, rising from 23% in 2023 to 27% in 2024. In contrast, improving resale value has dipped from 31% to 26%.

Overall Spend Rises, Minor Remodels See Uptick

The median spend on all bathroom remodels increased from \$13,500 in 2022 to \$15,000 in 2023, a rise of 11%. Similarly, the median spend on minor remodels — meaning the shower area is kept as is — has risen notably, increasing from \$8,000 to \$8,500. For minor remodels of larger bathrooms (100 or more square feet), spend rose by 15%, from \$10,000 in 2022 to \$11,500 in 2023. For minor remodels of smaller bathrooms, spend rose by 20% year over year, increasing from \$5,000 to \$6,000.

Fewer Make Major Changes

Several types of major bath upgrades have noticeably declined in popularity between 2023 and 2024. Increasing the shower size has dropped from 51% to 41%, changing the layout has dropped from 43% to 38%, and modifying walls has dropped from 41% to 37%. In contrast, modifying the ceiling and modifying the flooring have increased by 2 points each to reach 10% and 9%, respectively.

Majority Still Seek Pro Help

More than 4 in 5 homeowners (83%) rely on professionals to assist with their bathroom renovations. They hire general contractors most frequently (46%). Homeowners seek help from other service providers as well, including cabinetmakers (17%), bathroom designers (11%), interior designers (9%), architects (7%) and design-build firms (6%).

Eclectic Style Gains Share

Transitional (23%), contemporary (16%), and modern (15%) styles continue to be the top three primary bathroom styles. Meanwhile, eclectic style has gained popularity, increasing by 2 percentage points year over year to reach 5%, matching the steady popularity of farmhouse style, which has remained at 5% since 2019.

White Hues Top Gray for Most Features

After white, off-white is the most popular color for most bathroom features. It surpasses gray in all categories except vanities, where gray leads by 1 percentage point. Wood is the No. 1 vanity color choice (26%), while white follows closely (22%). White (50%) and off-white (20%) dominate countertop color preferences, far ahead of gray (9%). Wall colors are seeing a similar trend; white and off-white lead for both shower and nonshower walls, significantly outpacing gray.

Homeowners Favor Tiles for Shower Walls and Floors

Tiles are the popular choice for both shower flooring and walls (87% and 83%, respectively). The majority of renovating homeowners opt for rectangular tiles for their shower walls (82%), while trends for shower floor tiles vary, with rectangular (28%), hexagonal (23%), and square (22%) all being popular options.

Specialty Toilet Features Are in High Demand

More than 2 in 5 renovating homeowners install toilets with specialty features (41%), the majority of which are built into the toilet (35%). Bidet toilet seats (23%) and bidet toilet seats with water pressure (21%) top the list of specialty features in toilets. Others also opt for self-cleaning functionality (19%), air dryers (17%) and heated seats (17%).



01

Scope & Spend



Functionality Fuels Makeovers

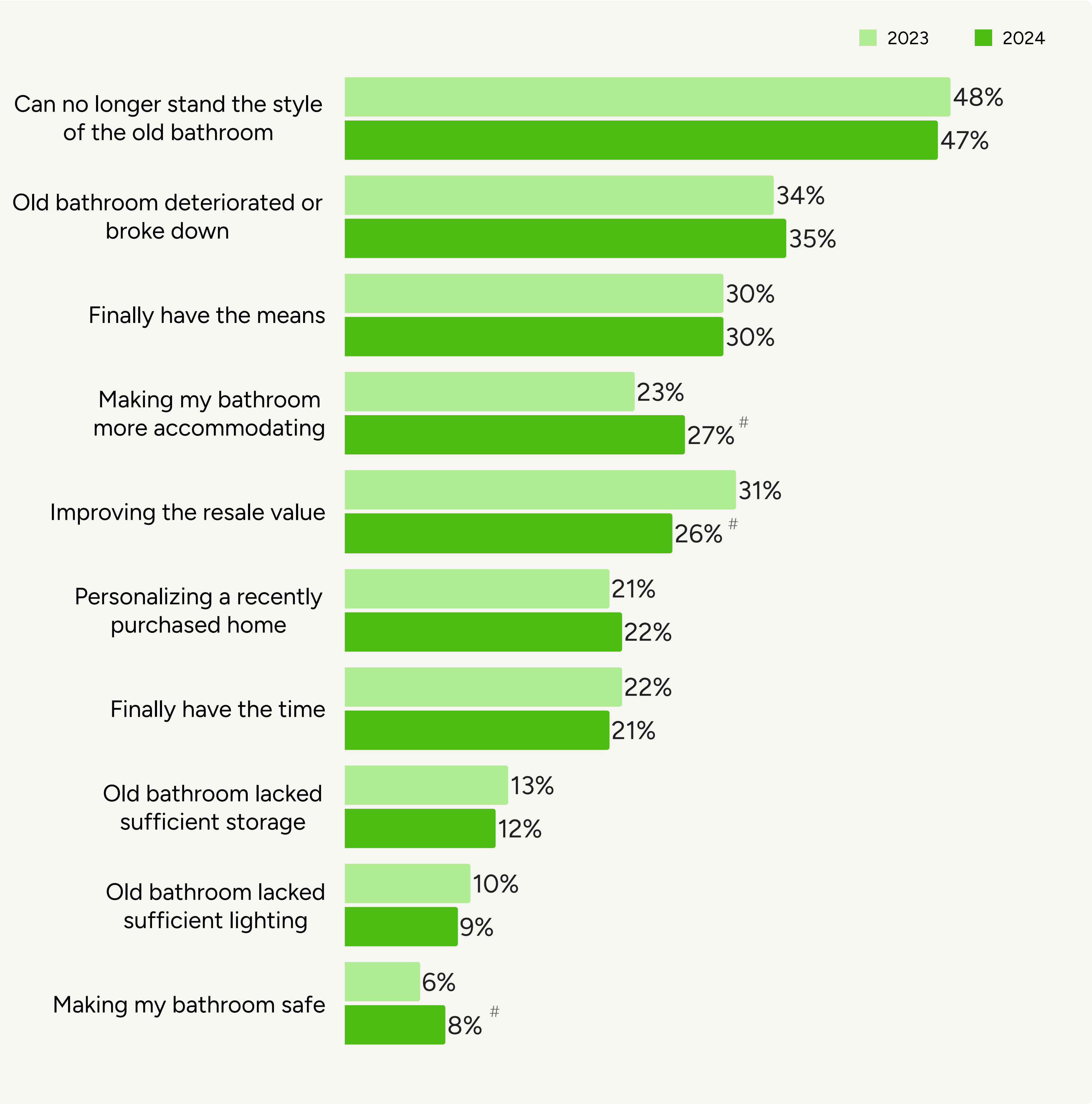
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Updating the style continues to be the top reason for bath

renovations, with 47% of homeowners citing it. The share of homeowners remodeling due to bathroom deterioration or breakdown has risen slightly, from 34% to 35% year over year.

Although only 8% of renovating homeowners cite making the bathroom safe as a motivator, the share has grown by 2 points since the previous year.

EVENTS TRIGGERING BATHROOM RENOVATIONS*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).

[#]Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

Overall Spend Rises, Minor Remodels See Uptick

The median spend on all bathroom remodels increased from \$13,500 in 2022 to \$15,000 in 2023, a rise of 11%.

Similarly, the median spend on minor remodels — meaning the shower area is kept as is — has risen notably, increasing from \$8,000 to \$8,500. For minor remodels of larger bathrooms (100 or more square feet), spend rose by 15%, from \$10,000 in 2022 to \$11,500 in 2023. For minor remodels of smaller bathrooms, spend rose by 20% year over year, increasing from \$5,000 to \$6,000.

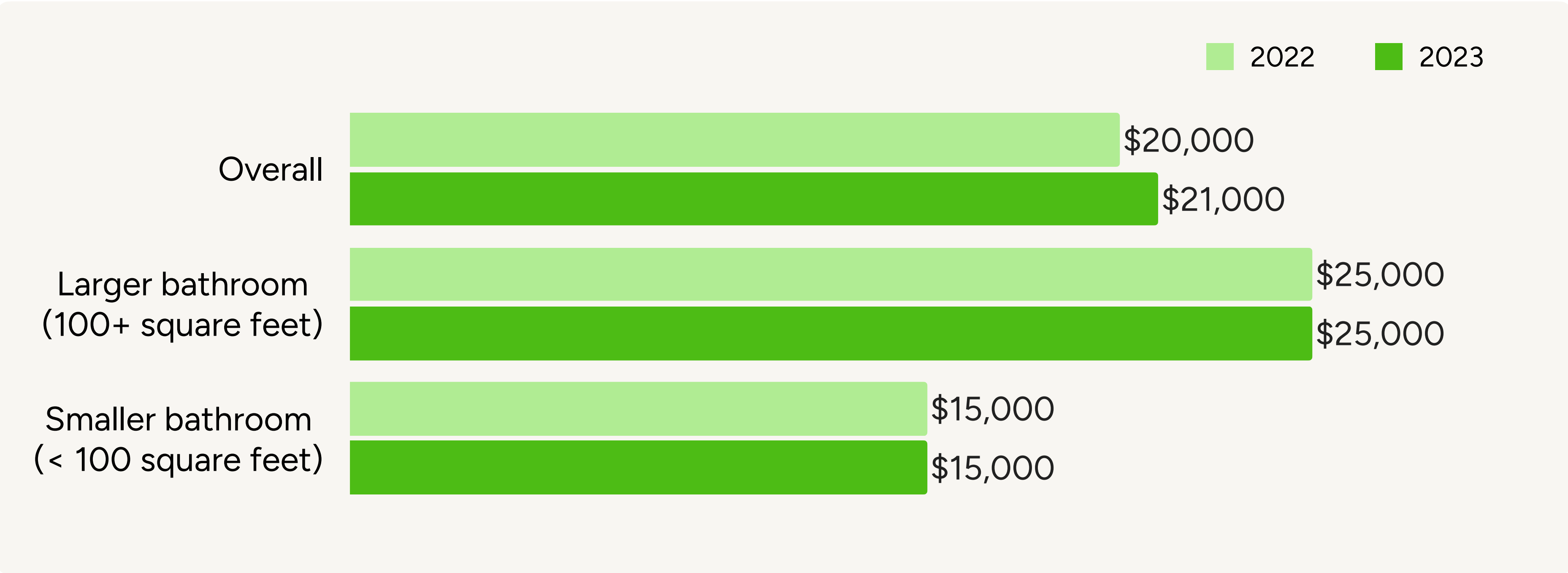
2022 to \$11,500 in 2023. For minor remodels of smaller bathrooms, spend rose by 20% year over year, increasing from \$5,000 to \$6,000.

The median spend on major remodels — meaning at least the shower is upgraded — increased by 5%, rising from \$20,000 in 2022 to \$21,000 in 2023.

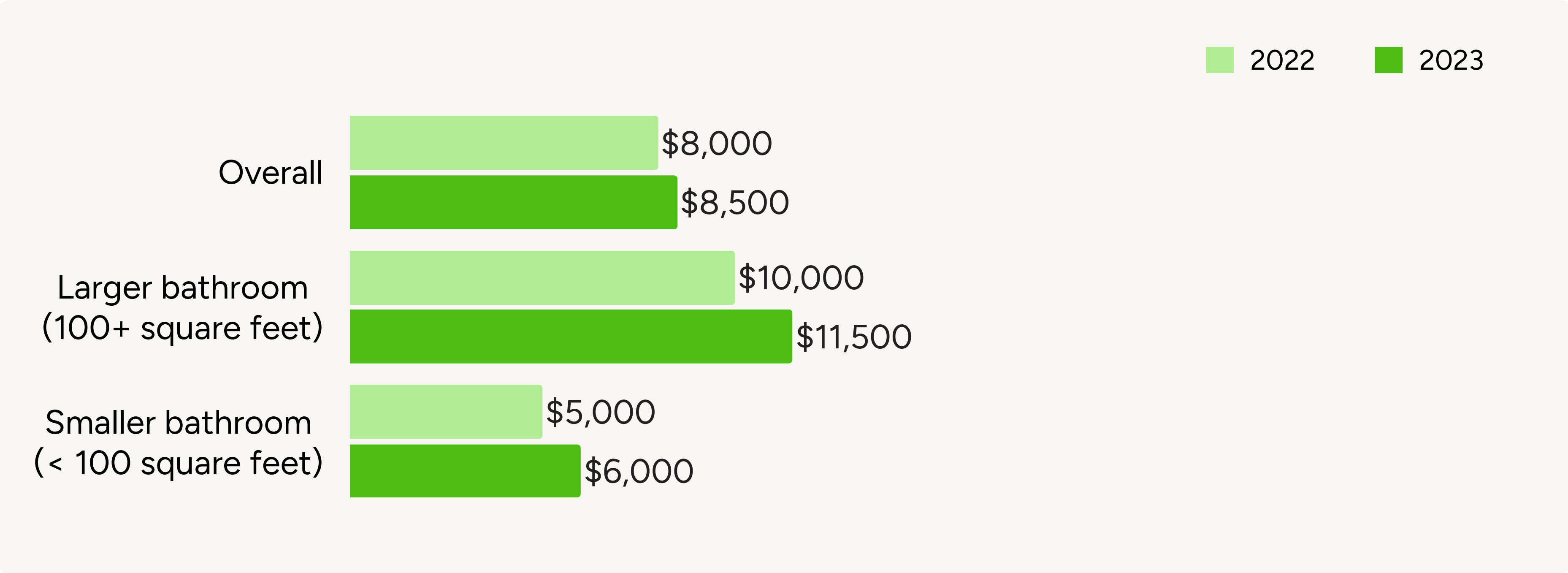
NATIONAL MEDIAN SPEND ON ALL BATHROOM RENOVATIONS*

| | | | |
|------|----------|------|----------|
| 2022 | \$13,500 | 2023 | \$15,000 |
|------|----------|------|----------|

MEDIAN SPEND ON MAJOR BATHROOM RENOVATIONS**



MEDIAN SPEND ON MINOR RENOVATIONS***



*Median spend on bathroom remodels is from the [2024 Houzz & Home Study](#). Spend data has not been adjusted for inflation.

**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.

Closets and Additions Tapped for Bigger Baths

The majority of homeowners (79%) don’t change the size of their bathroom during a renovation. However, 19% do make the bath bigger; 14% of renovating homeowners enlarge it up to 50%, and 5% enlarge it by more than 50%. The final size of the bathroom often remains modest: More than half (55%) of renovated bathrooms are smaller than 100 square feet, and this percentage is 14 points higher than in the previous year.

Interestingly, homeowners are less likely to borrow closet space now versus the previous year; the share has dropped by

15 percentage points and now stands at 29%. More renovating homeowners are opting for home additions to expand the bath instead, with the share increasing by 7 percentage points year over year, to 24%.

As for other areas of the home, 20% of homeowners utilize bedroom space to enlarge their bathroom. Hallways, additional bathrooms, living rooms and dining rooms also are used but less frequently (7%, 5%, 1% and 1%, respectively).

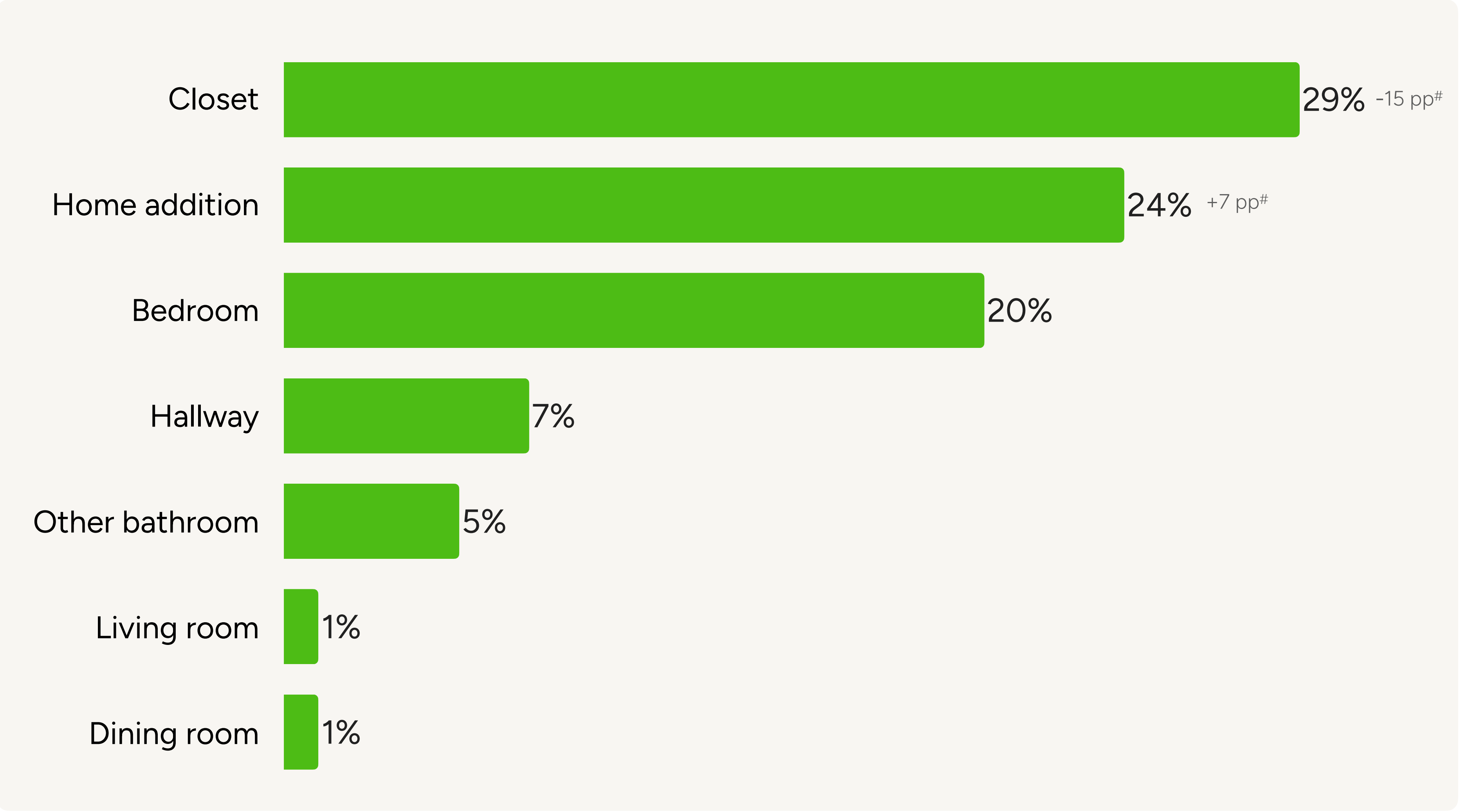
CHANGE IN SIZE OF RENOVATED BATHROOM*

| | | |
|--------------------------------------|--------|-----|
| Smaller | +1 pp# | 2% |
| About the same | | 79% |
| Somewhat larger (up to 50%) | | 14% |
| Significantly larger (more than 50%) | -2 pp# | 5% |

FINAL SIZE OF RENOVATED BATHROOM*

| | | |
|-------------------------|---------|-----|
| < 100 square feet | +14 pp# | 55% |
| 100 to 199 square feet | -8 pp# | 29% |
| 200 square feet or more | -6 pp# | 16% |

SPACES USED TO INCREASE BATHROOM SIZE**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).

**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 2023-24 (2024 study).

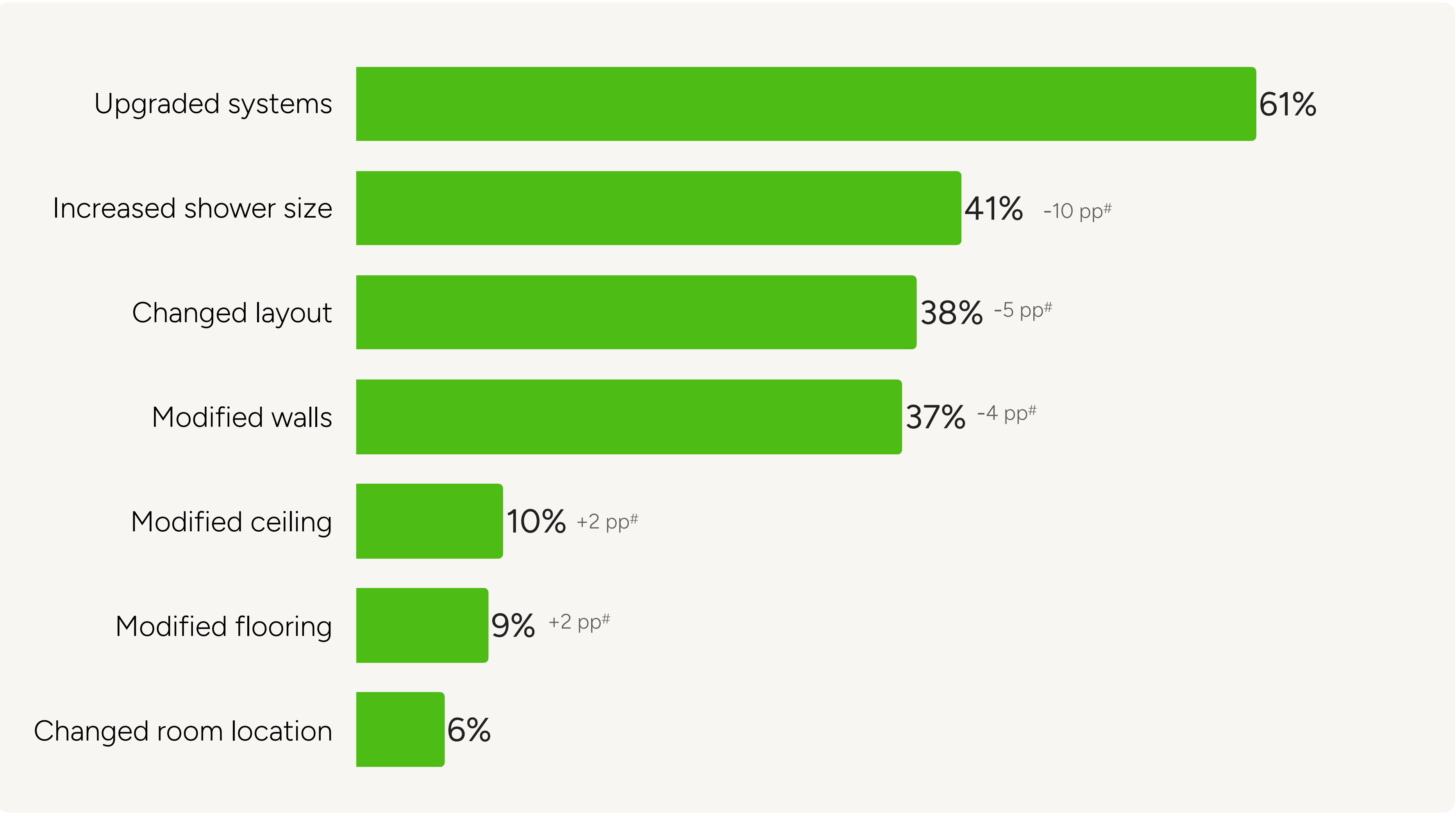
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Fewer Make Major Changes

Several types of major bath upgrades have noticeably declined in popularity between 2023 and 2024. Increasing the shower size has dropped from 51% to 41%, changing the layout has dropped from 43% to 38%, and modifying walls has dropped from 41% to 37%. In contrast, modifying the ceiling and modifying the flooring have increased by 2 points each to reach 10% and 9%, respectively.

Homeowners are continuing to prioritize upgrading systems in their bathroom renovations, with 61% doing so — just a slight dip from 62% year over year. The most commonly added systems are ventilation fans (59%), radiant heating (13%) and tankless water heaters (8%).

MAJOR CHANGES DURING BATHROOM RENOVATIONS*



NEW SYSTEMS ADDED DURING BATHROOM RENOVATIONS*

| | | | |
|-----------------------|------------|--------------------|-----------|
| Ventilation fan | 59% | Dehumidifier | 4% |
| Radiant heating | -2 pp# 13% | Water softener | -2 pp# 3% |
| Tankless water heater | 8% | Home entertainment | -1 pp# 1% |

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#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

Majority Still Seek Pro Help

More than 4 in 5 homeowners (83%) rely on professionals to assist with their bathroom renovations. They hire general contractors most frequently (46%).

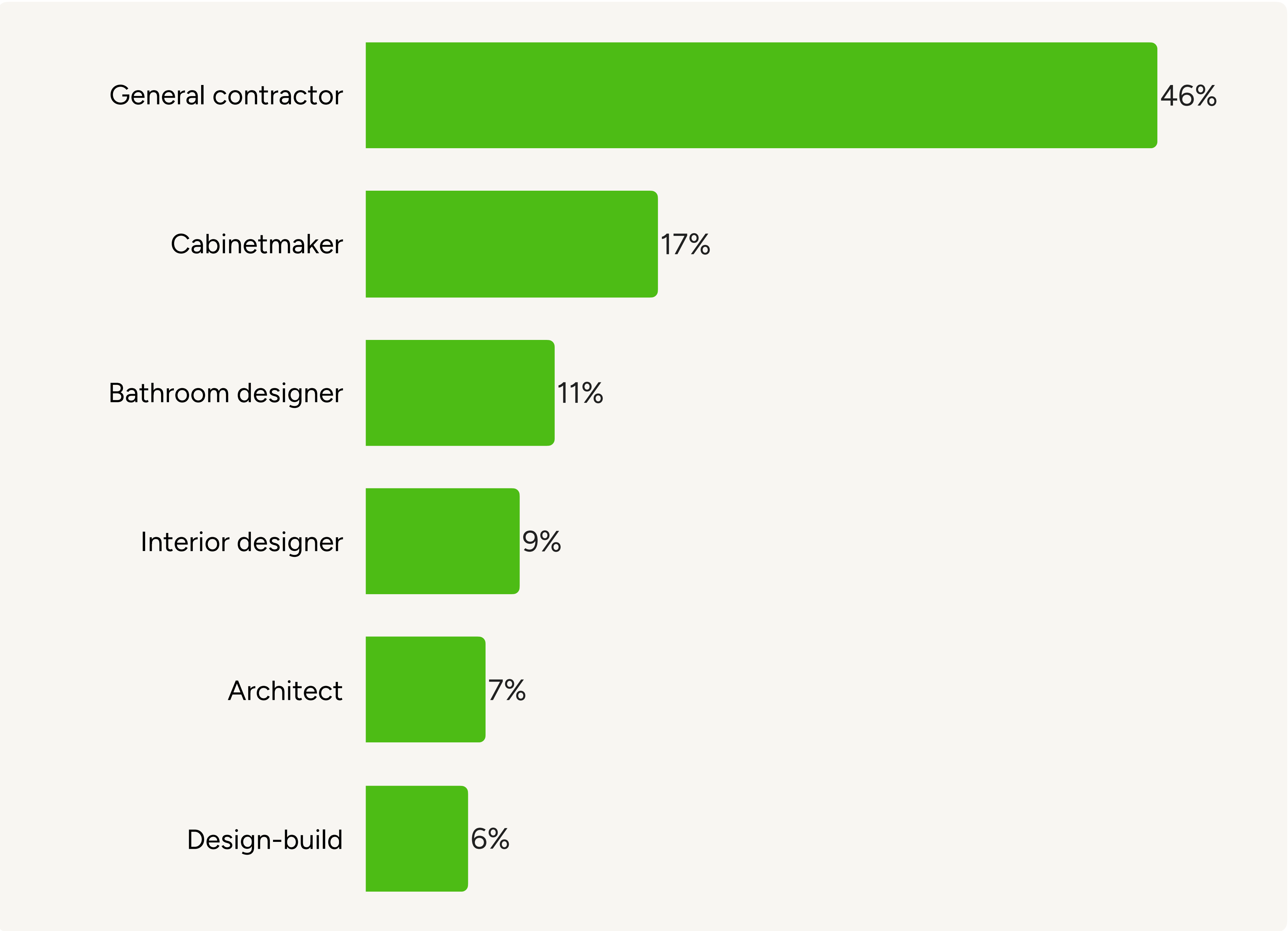
More than 1 in 10 renovating homeowners (11%) hires a specialty service provider without a project manager.

Homeowners seek help from other service providers as well, including cabinetmakers (17%), bathroom designers (11%), interior designers (9%), architects (7%) and design-build firms (6%).

OVERALL PRO HIRING*



SERVICE PROVIDERS HIRED DURING BATHROOM RENOVATIONS*+



HIRING OF SPECIALTY SERVICE PROVIDERS (WITHOUT A PROJECT MANAGER)**†



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).
***Specialty service providers* refers to electricians, plumbers, tile specialists, cabinetmakers and other tradespeople. *Project manager* refers to general contractors and remodelers.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



02

Look & Feel





Eclectic Style Gains Favor

Fewer homeowners this year are changing their bathroom style while remodeling. While nearly 4 in 5 renovating homeowners (79%) are changing the style, the share is down by 7 percentage points year over year. This year’s top three style choices for renovated bathrooms are the same as the previous year’s, and the percentages are similar: transitional (23%), contemporary (16%) and modern (15%).

Interestingly, eclectic style has gained 2 percentage points, rising to 5%. It’s now even with farmhouse style, which has been holding steady at 5% since 2019.

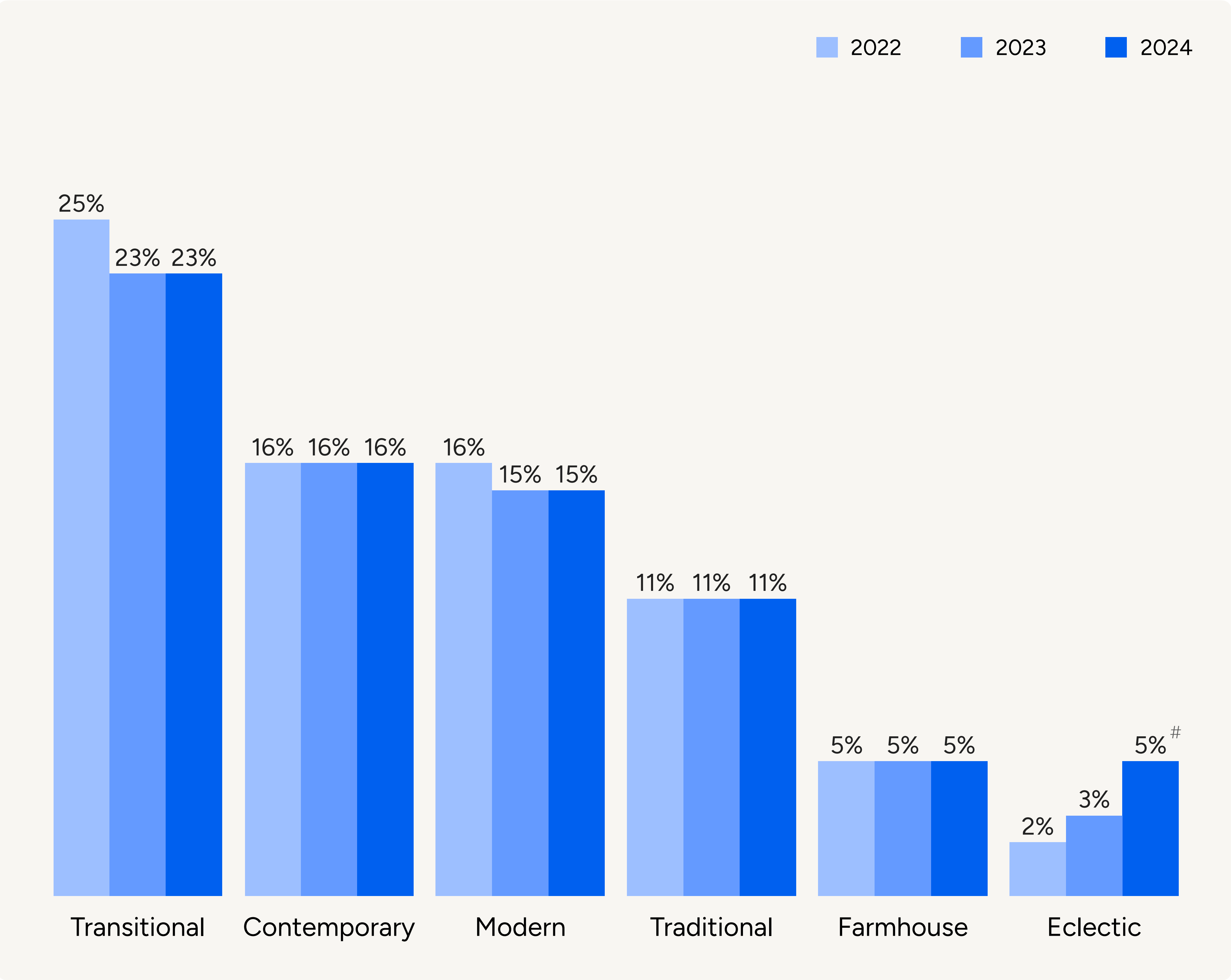
STYLE CHANGE DURING RENOVATION*

2024

-7 pp#

79%

TOP BATHROOM STYLES FOLLOWING STYLE CHANGE*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study). .

**Percentages reflect the proportion of homeowners who are changing or have changed the bathroom style as part of a completed, current or planned bathroom renovation during 2021-22 (2022 study), 2022-23 (2023 study) and 2023-24 (2024 study).

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



White Hues Top Gray for Most Features

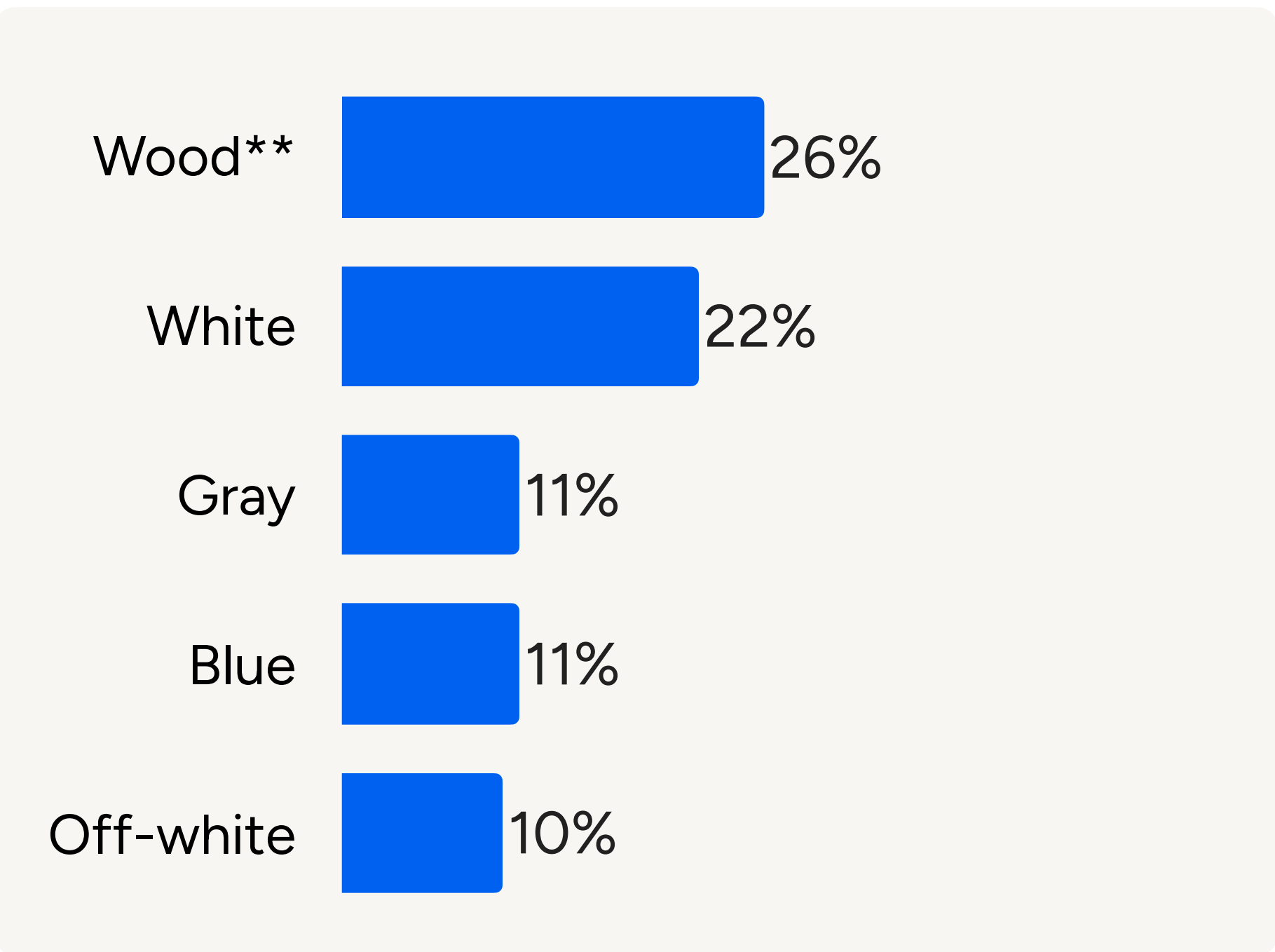
After white, off-white is the most popular color for most bathroom features. It surpasses gray in all categories except vanities, where gray leads by 1 percentage point. Wood is the No. 1 vanity color choice (26%), while white follows closely (22%).

White (50%) and off-white (20%) dominate countertop color

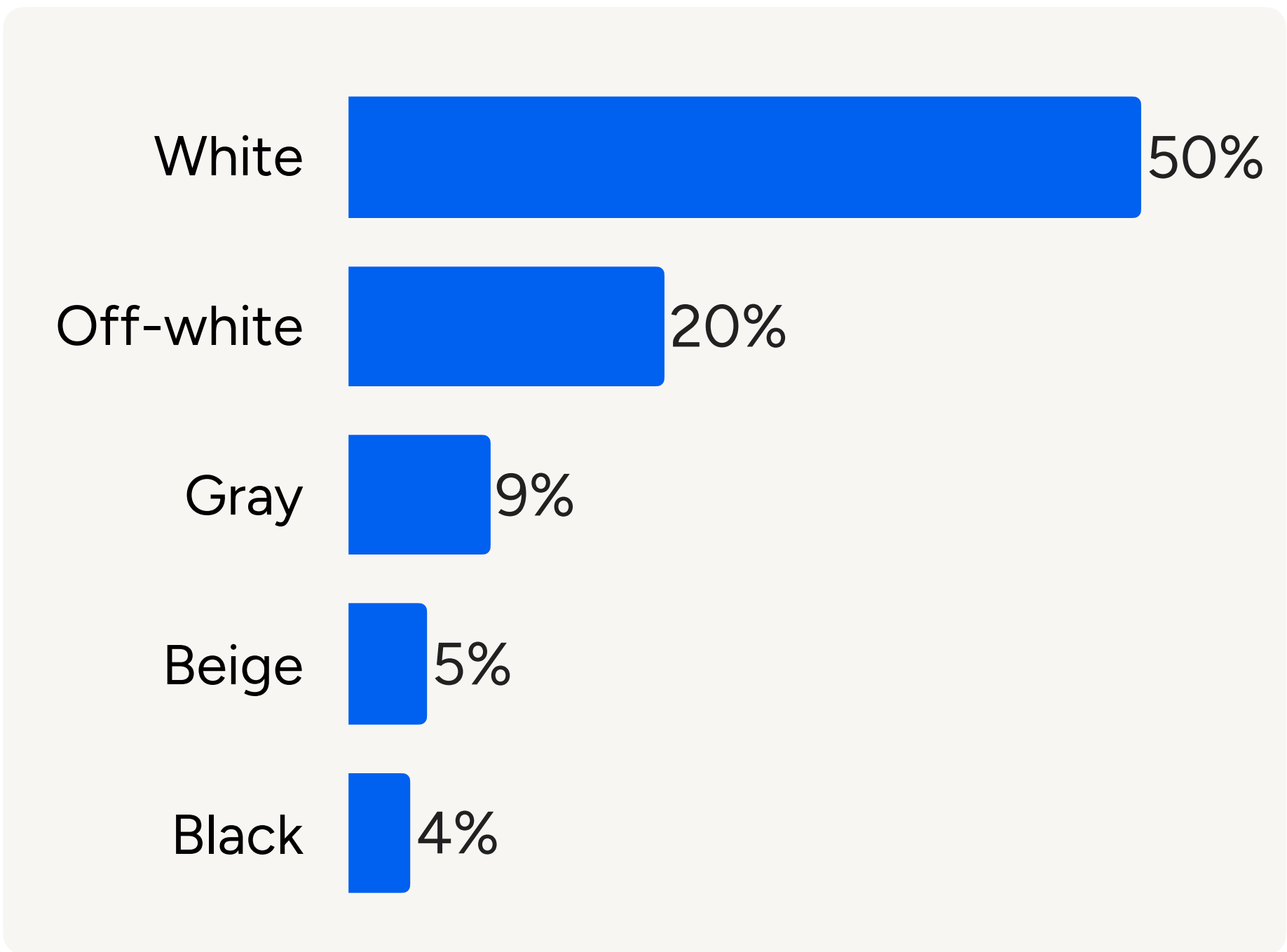
preferences, far ahead of gray (9%). Wall colors are seeing a similar trend; white and off-white lead for both shower and nonshower walls, significantly outpacing gray.

Surprisingly, white is the dominant choice even for accent walls (22%), while blue and green are gaining ground (17% and 11%, respectively).

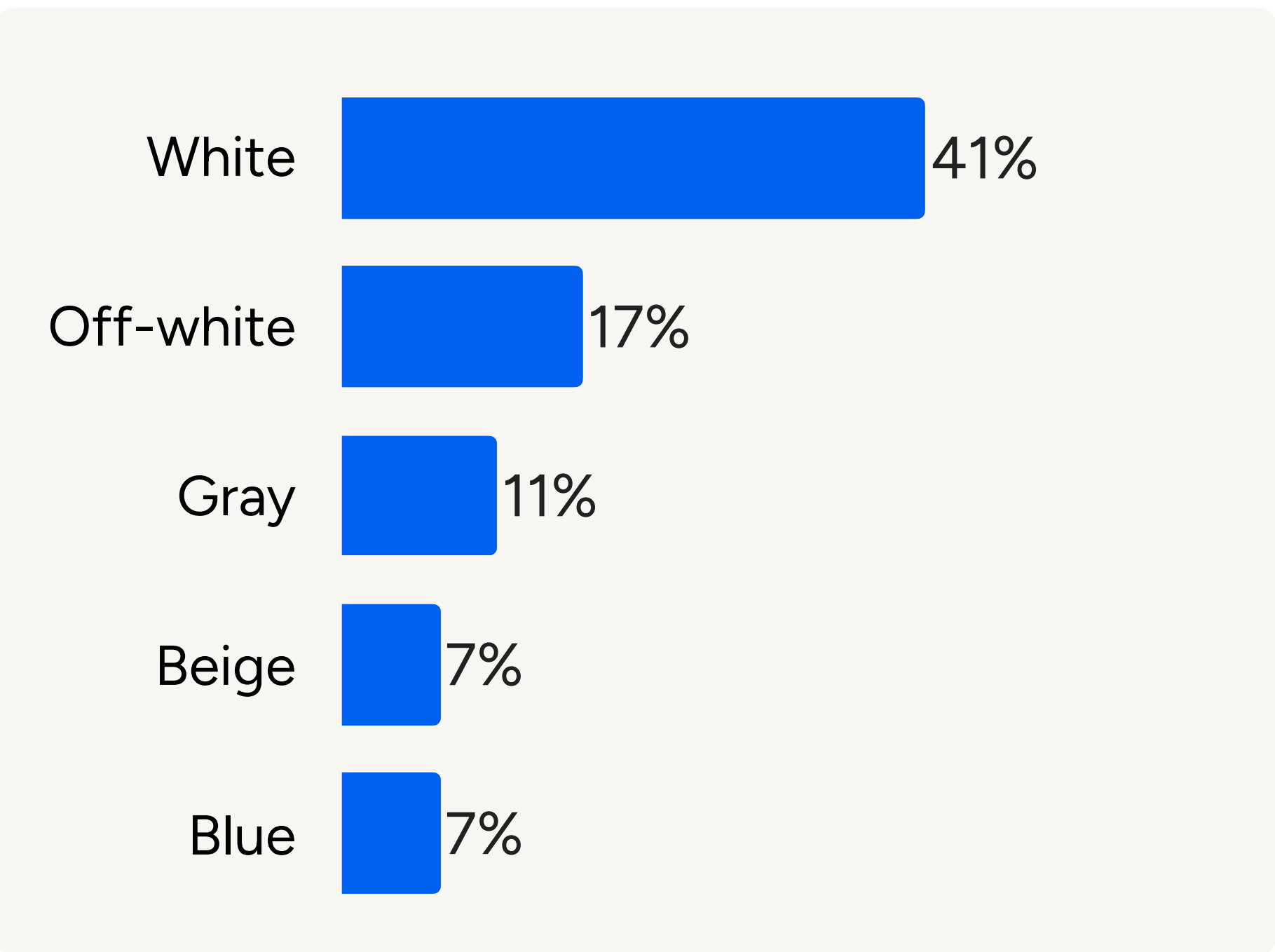
VANITIES**



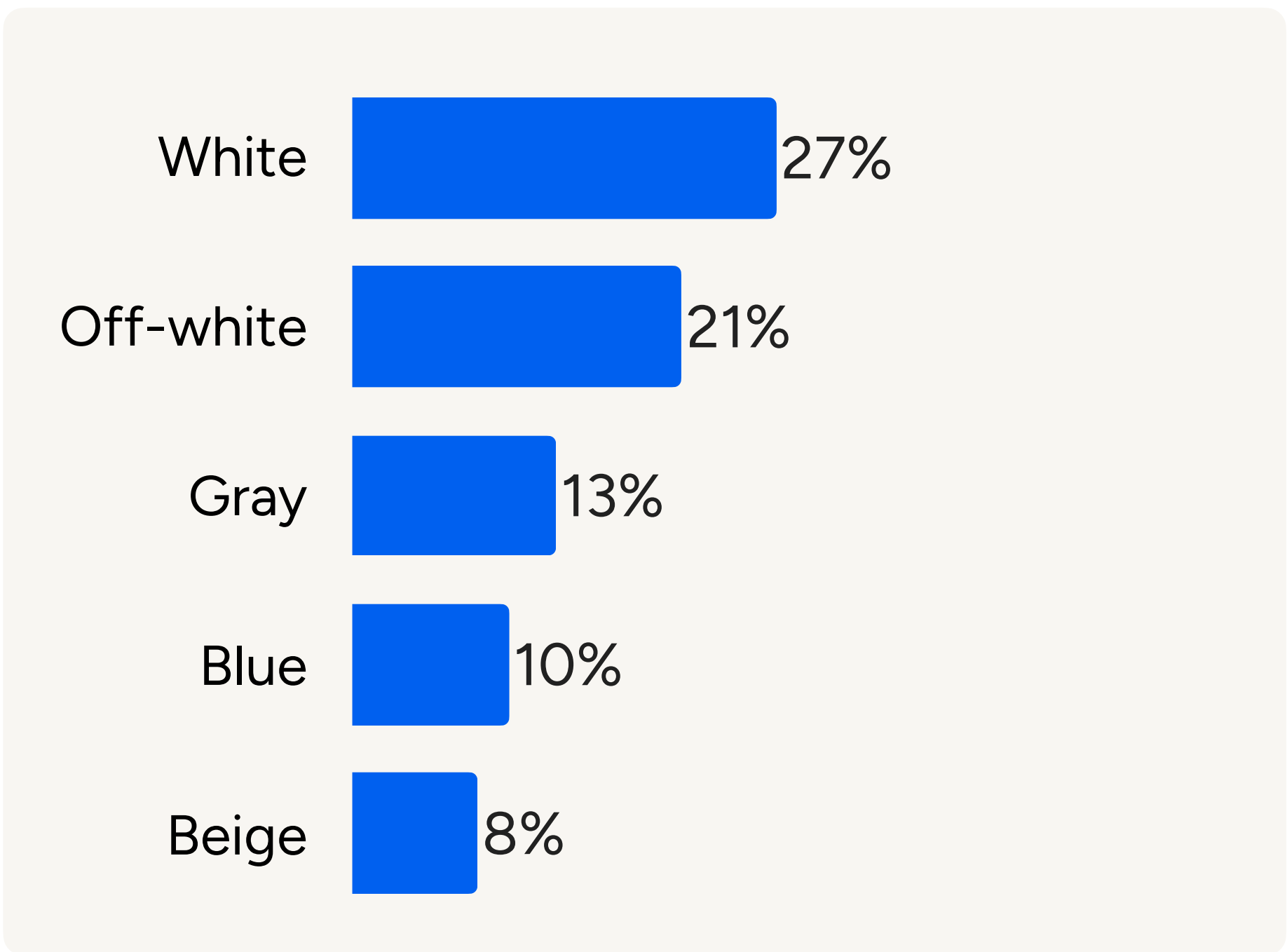
COUNTERTOPS**



WALLS (SHOWER)**



WALLS (NONSHOWER)**



TOP 3 COLORS FOR ACCENT WALLS**

| | |
|-------|-----|
| White | 22% |
| Blue | 17% |
| Green | 11% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on, or are planning a bathroom renovation during 2023-24 (2024 study), and who have added or updated, or are adding or updating, vanities, countertops or shower, nonshower or accent walls as part of their renovation.

**Wood includes light (8%), medium (14%) and dark (4%) tones.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Top Reason for Wet Rooms: Better Use of Space

Among upgraded bathrooms this year, 13% are wet rooms. The reasons for having a wet room are diverse. Better use of space is the leading factor, with 66% of homeowners citing this as their primary reason. Universal design (39%) and aesthetics (33%) also are notable motivations. Ease of cleaning ranks only slightly lower (29%).

Among styles of bathtubs in these wet rooms, freestanding

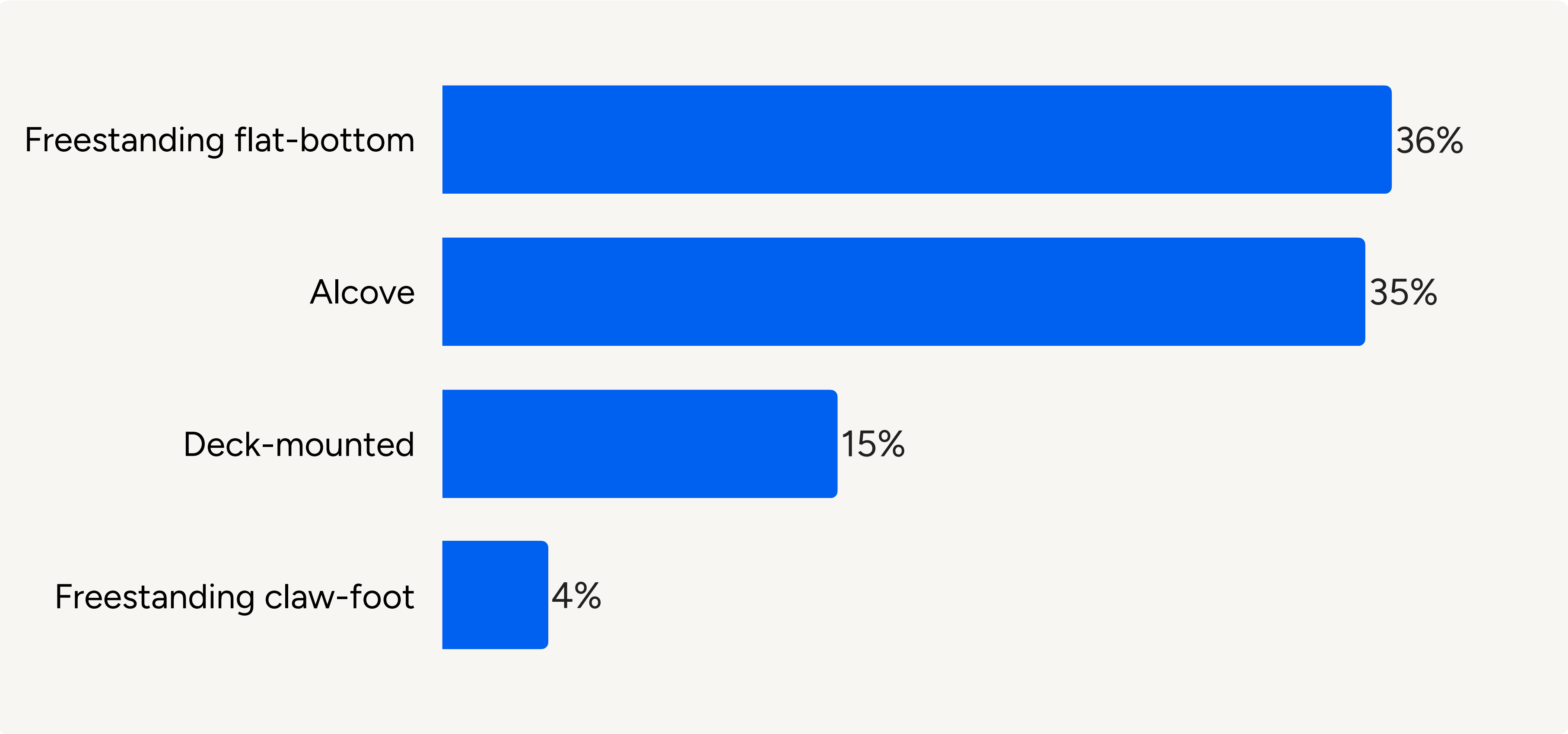
flat-bottom tubs are the top choice, selected by 36% of homeowners, followed closely by alcove bathtubs (35%). Deck-mounted styles account for 15%, while only 4% of the selections are freestanding claw-foot tubs.

UPGRADING BATHROOMS THAT ARE WET ROOMS*

2024

13%

STYLES OF UPGRADED BATHTUBS IN A WET ROOM**



TOP REASONS FOR CHOOSING A WET ROOM***

| | | | |
|---------------------|-----|------------------|-----|
| Better use of space | 66% | Aesthetics | 33% |
| Universal design | 39% | Ease of cleaning | 29% |

*Percentage reflects the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).

**Percentages reflect the proportion of homeowners who have upgraded or are upgrading a bathtub as part of a completed, current or planned wet room renovation during 2023-24 (2024 study).

***Percentages reflect the proportion of homeowners who chose a wet room design for the bathroom renovation.



Aging Is Top Special Need Addressed

Nearly two-thirds of homeowners (64%) are addressing special needs during their bathroom renovations in 2024.

Accommodating aging household members — for both now (37%) and in the future (46%) — continues to be the top priority, reflecting a strong need for aging-in-place solutions.

After aging-in-place accommodations, the two current needs addressed most frequently are for household members with

disabilities (9%) and for pets (6%), but those concerns follow distantly.

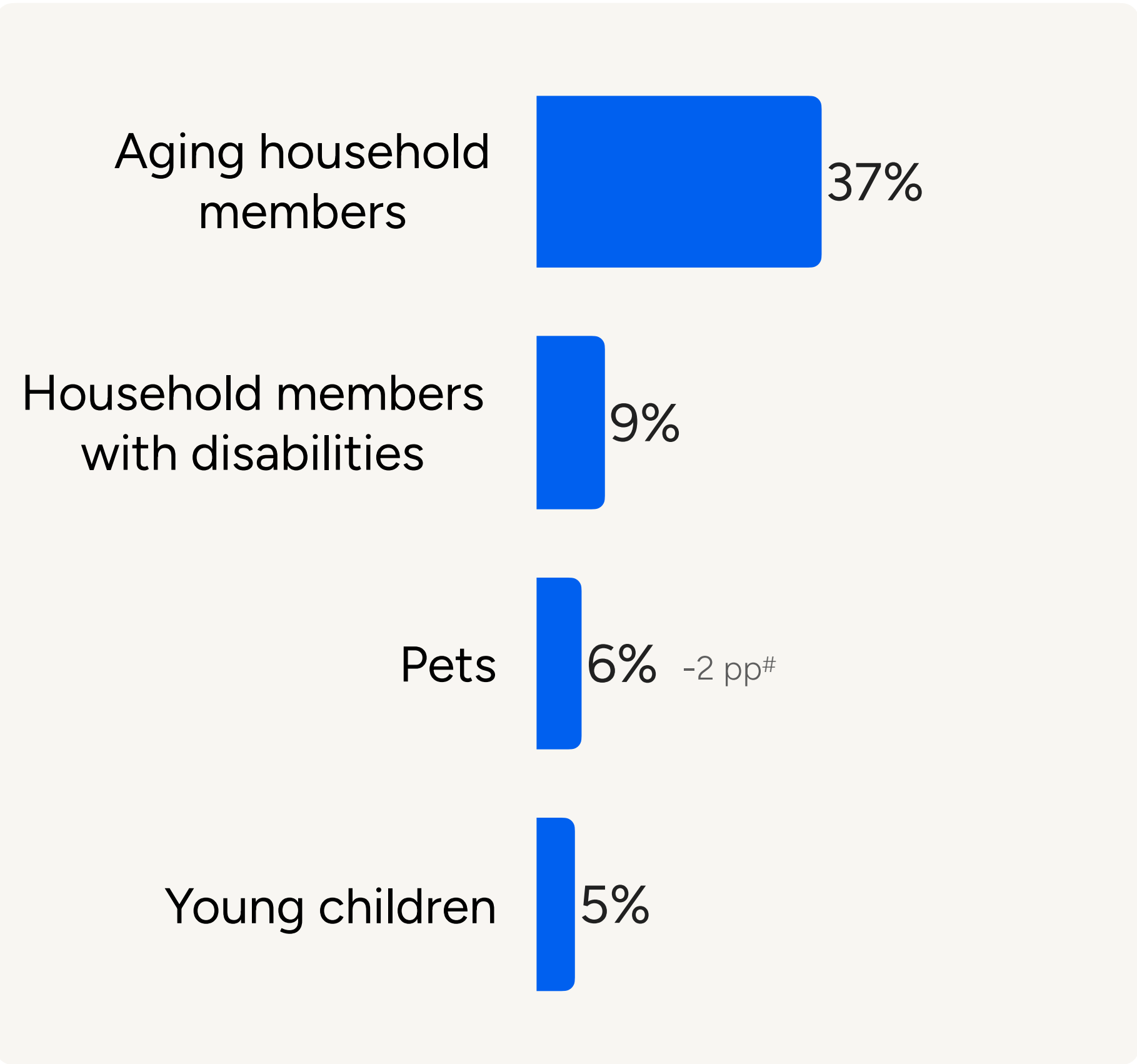
Looking ahead, almost half of renovating homeowners (47%) expect special needs to arise at least five years from now, while 31% expect them to arise within the next 12 months.

SPECIAL NEEDS ADDRESSED BY BATHROOM RENOVATIONS*

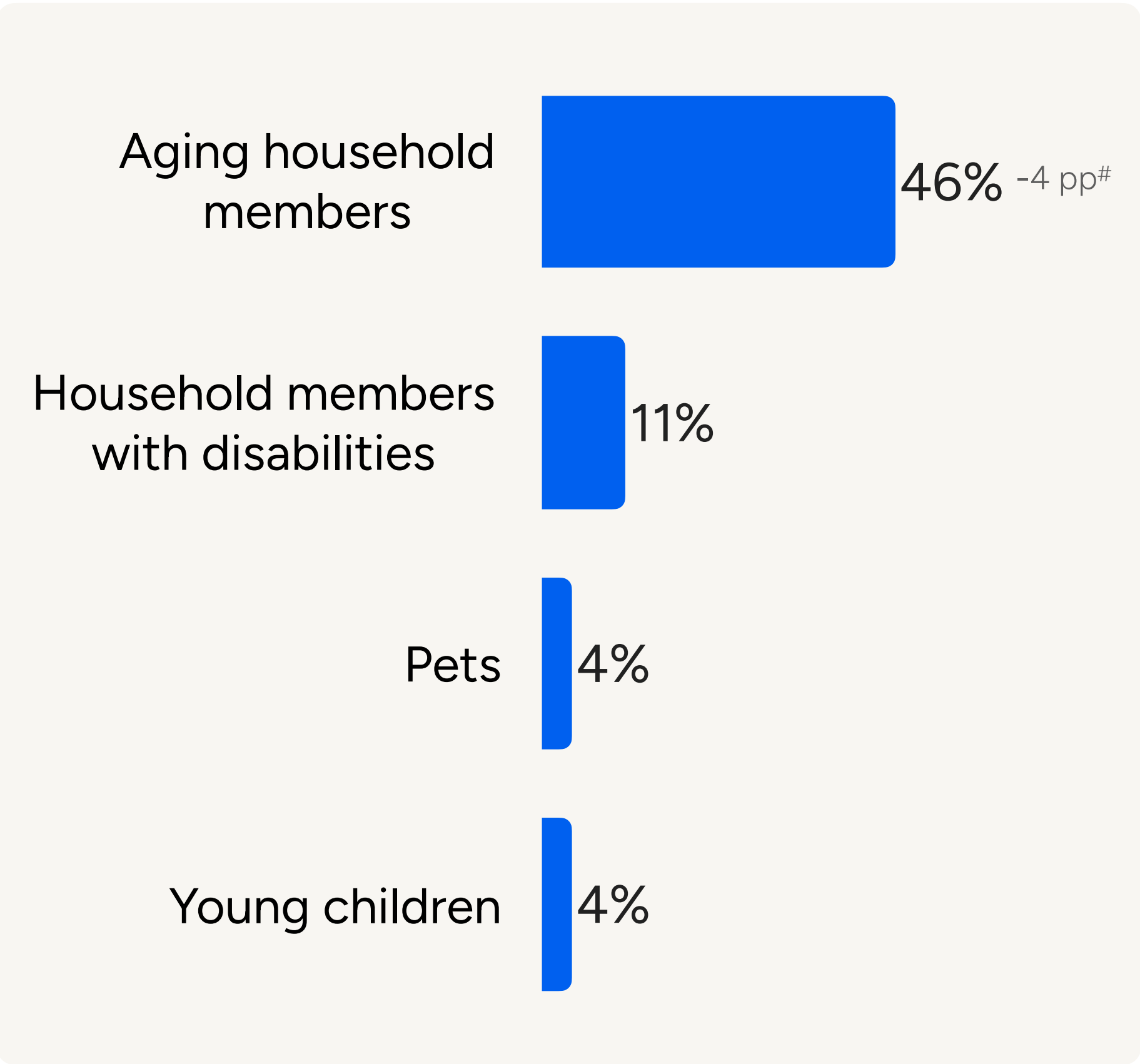
2024

64%

CURRENT NEEDS**



FUTURE NEEDS**



WHEN HOMEOWNERS EXPECT FUTURE NEEDS TO ARISE**

| | | | | |
|-----------------------|--------|-----|-----------------------------|-------------|
| In the next 12 months | +7 pp# | 31% | In the next 3-4 years | 12% |
| In the next 1-2 years | | 11% | In the next 5 or more years | -10 pp# 47% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).

**Percentages reflect the proportion of homeowners who have addressed or are addressing current and future special needs in their bathroom renovation during 2023-24 (2024 study).

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

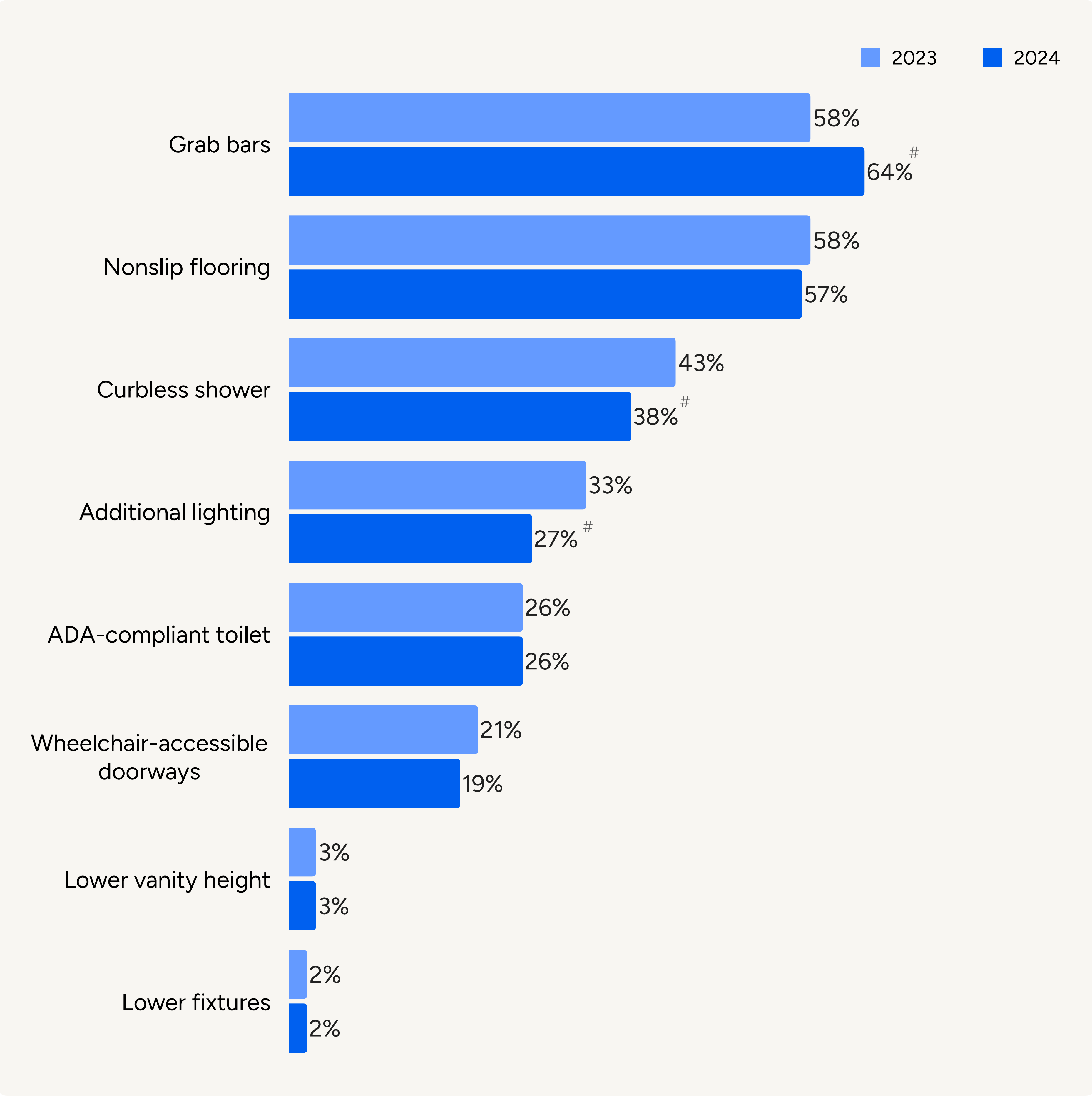


Grab Bars Are on the Rise

Among renovating homeowners, 64% are incorporating grab bars to address aging in place; the share has increased from 58% year over year. Nonslip flooring remains a popular choice as well, although the share of renovating homeowners choosing it is down slightly, decreasing from 58% in 2023 to 57% in 2024. The incorporation of curbless showers has decreased from 43% to 38% year over year.

Adding lighting has declined in popularity, with 27% of homeowners going this route, down from 33% in 2023. The popularity of ADA-compliant toilets remains unchanged (26%), and the popularity of wheelchair-accessible doorways has remained relatively stable (21% in 2023 and 19% in 2024). Lower vanity heights (3%) and fixtures (2%) continue to be less common.

FEATURES INCORPORATED TO ADDRESS AGING IN PLACE*



*Percentages reflect the proportion of homeowners who have addressed or are addressing current and future needs of aging household members in their bathroom renovation during 2023-24 (2024 study).



03

Products & Features





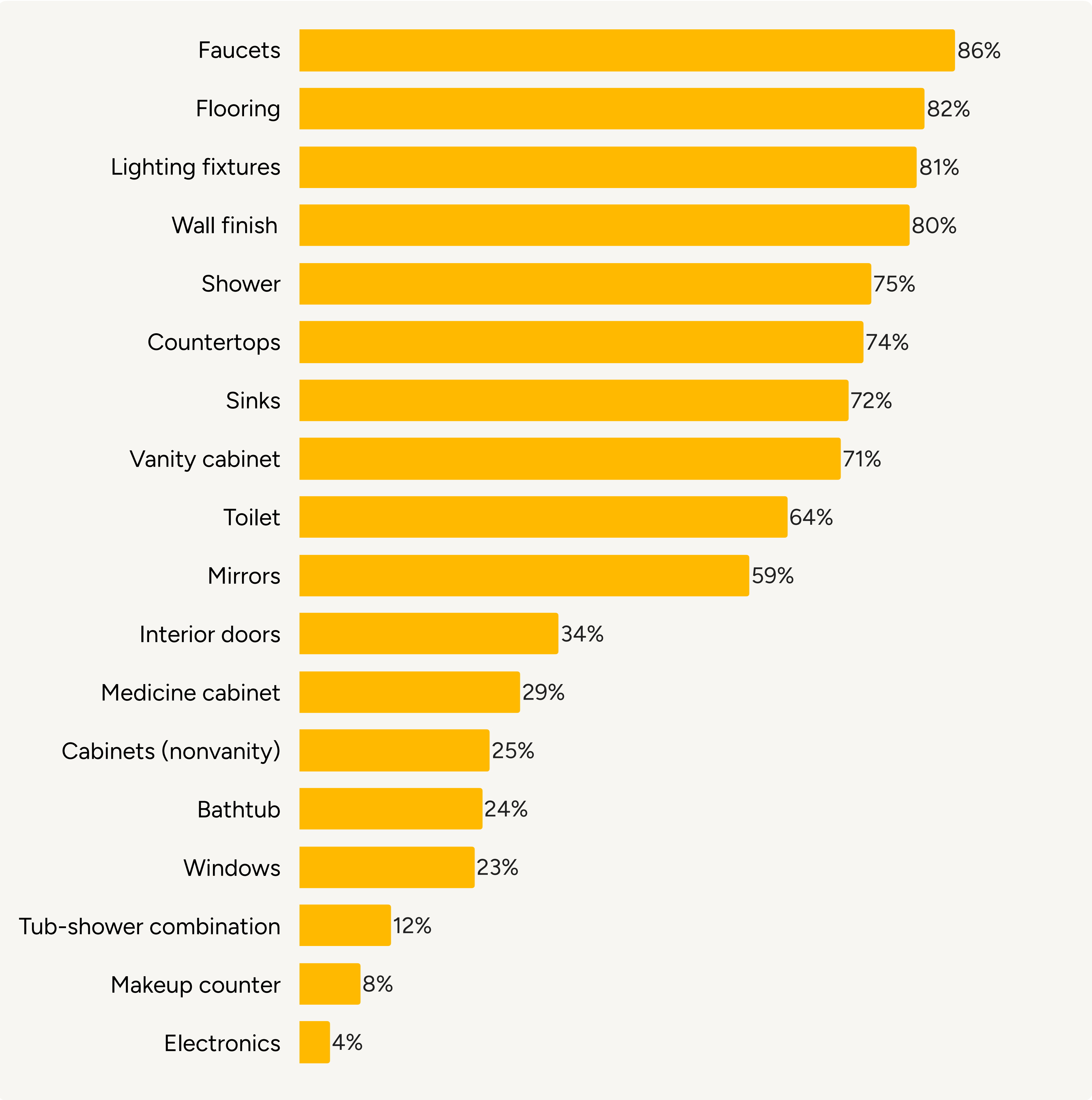
Many Types of Bathroom Features Get Upgraded

Faucets lead the list of features upgraded during bathroom renovations, at 86%. Flooring follows closely (82%). Lighting fixtures and wall finishes also are highly popular features to upgrade, chosen by 81% and 80% of renovating homeowners, respectively.

cabinetry (71%). Medicine cabinets (29%) and nonvanity cabinets (25%) often are upgraded as well. At the other end, only 8% of renovating homeowners update a makeup counter, and only 4% update electronics.

Vanity cabinets are the most frequently upgraded type of

FEATURES UPGRADED DURING BATHROOM RENOVATIONS**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

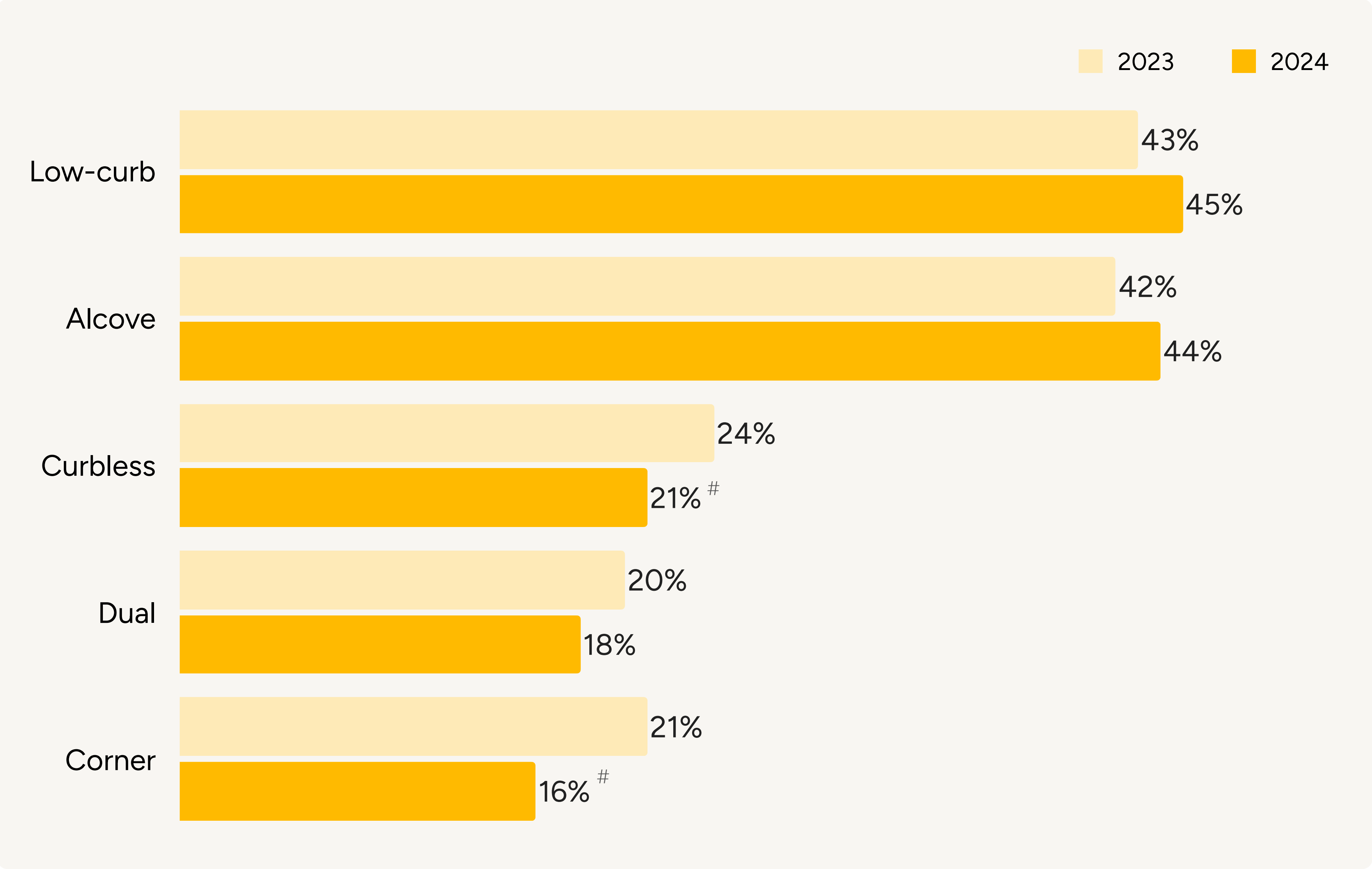


Alcove and Low-Curb Showers Vie for Top Spot

Low-curb and alcove showers continue to lead the shower styles chosen during renovations. Low-curb showers are in the top spot, chosen by 45% of homeowners, an increase of 2 percentage points from 2023. Alcove showers closely follow, at 44% — up by 2 percentage points year over year as well. Curbless showers remain popular, though the share of renovating homeowners choosing them has dipped slightly

(21% in 2024 versus 24% in 2023). Corner showers also have declined, dropping by 5 percentage points to 16%. The majority of homeowners (84%) choose a shower with a door. Frameless doors continue to be the No. 1 choice, at 73%, although this figure has decreased by 5 percentage points year over year. In contrast, semiframed doors have gained popularity, increasing by 5 percentage points to 20%.

STYLES OF UPGRADED SHOWERS*



DOOR STYLES OF UPGRADED SHOWERS*

| | | |
|---------|--------|-----|
| Hinged | -6 pp# | 39% |
| Sliding | +4 pp# | 20% |
| Curtain | +5 pp# | 11% |
| Fixed | -2 pp# | 7% |

84%

Choose a shower with a door*

DOOR FRAMES OF UPGRADED SHOWERS**

| | | |
|------------|--------|-----|
| Frameless | -5 pp# | 73% |
| Semiframed | +5 pp# | 20% |
| Framed | | 7% |

*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 2022-23 (2023 study) or 2023- 24 (2024 study).

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

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Majority Favor Tile Shower Flooring

Nearly 9 in 10 homeowners (87%) opt for tile when upgrading their shower flooring. Rectangular is the top tile shape (28%) for renovated shower floors, followed by hexagonal (23%) and square (22%).

Mosaic is the top tile pattern (19%) for redone showers, while brick and grid patterns follow closely (17%). Checkerboard (8%), random (7%) and herringbone (5%) are less favored, while diamond (3%) and chevron (2%) trail behind those.

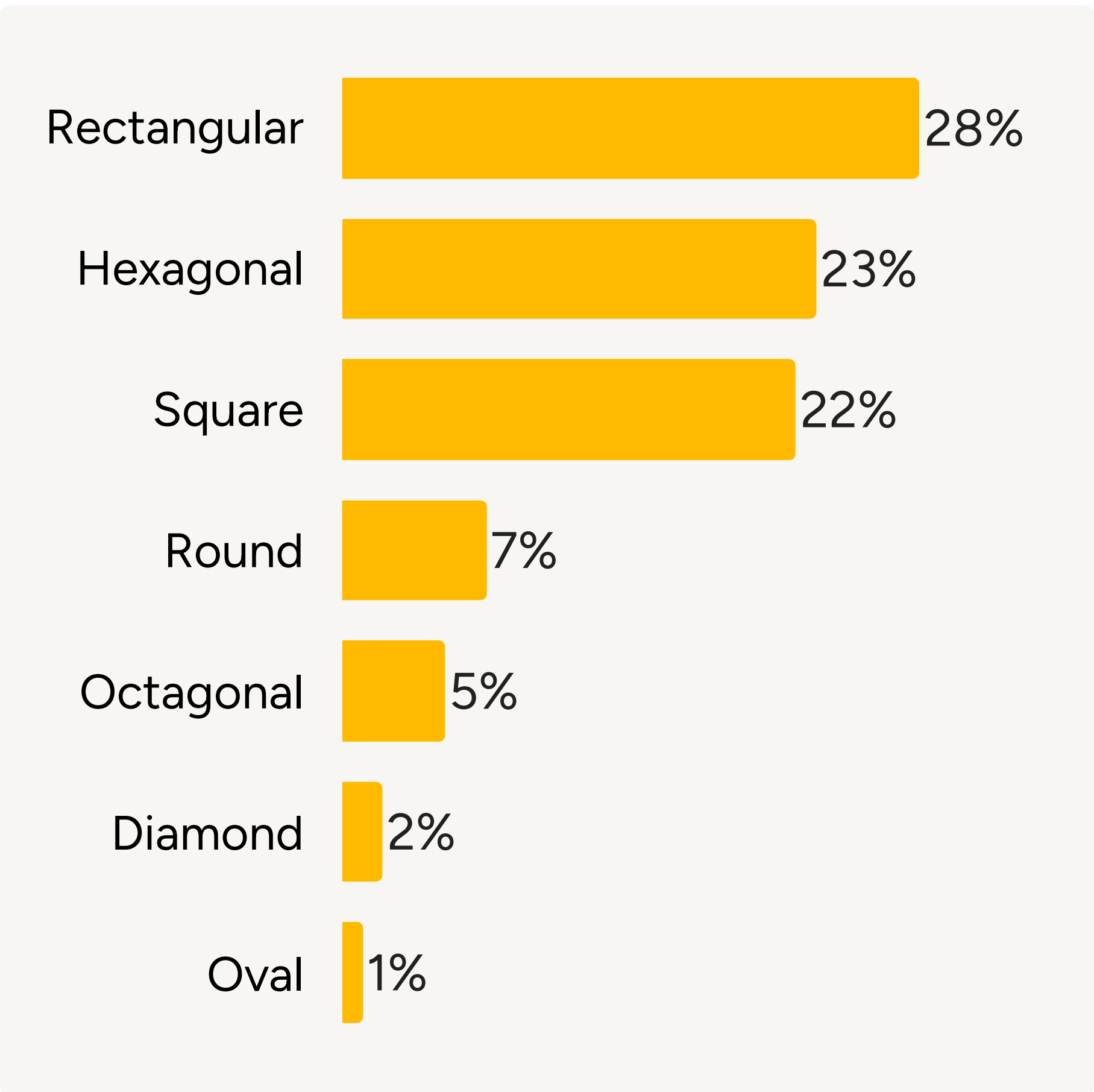
As for size, most homeowners (65%) prefer small tiles (1 by 1 inch to 4 by 4 inches) for shower flooring, while 16% choose medium-size tiles (6 by 6 to 12 by 12 inches) and 14% choose large tiles (12 by 24 to 18 by 18 inches). Only 5% choose extra-large tiles (24 by 24 inches or larger) for their shower flooring.

Ceramic (30%) and porcelain (28%) are the most preferred shower flooring materials, but some renovating homeowners choose marble (11%), acrylic (6%) or vinyl (5%).

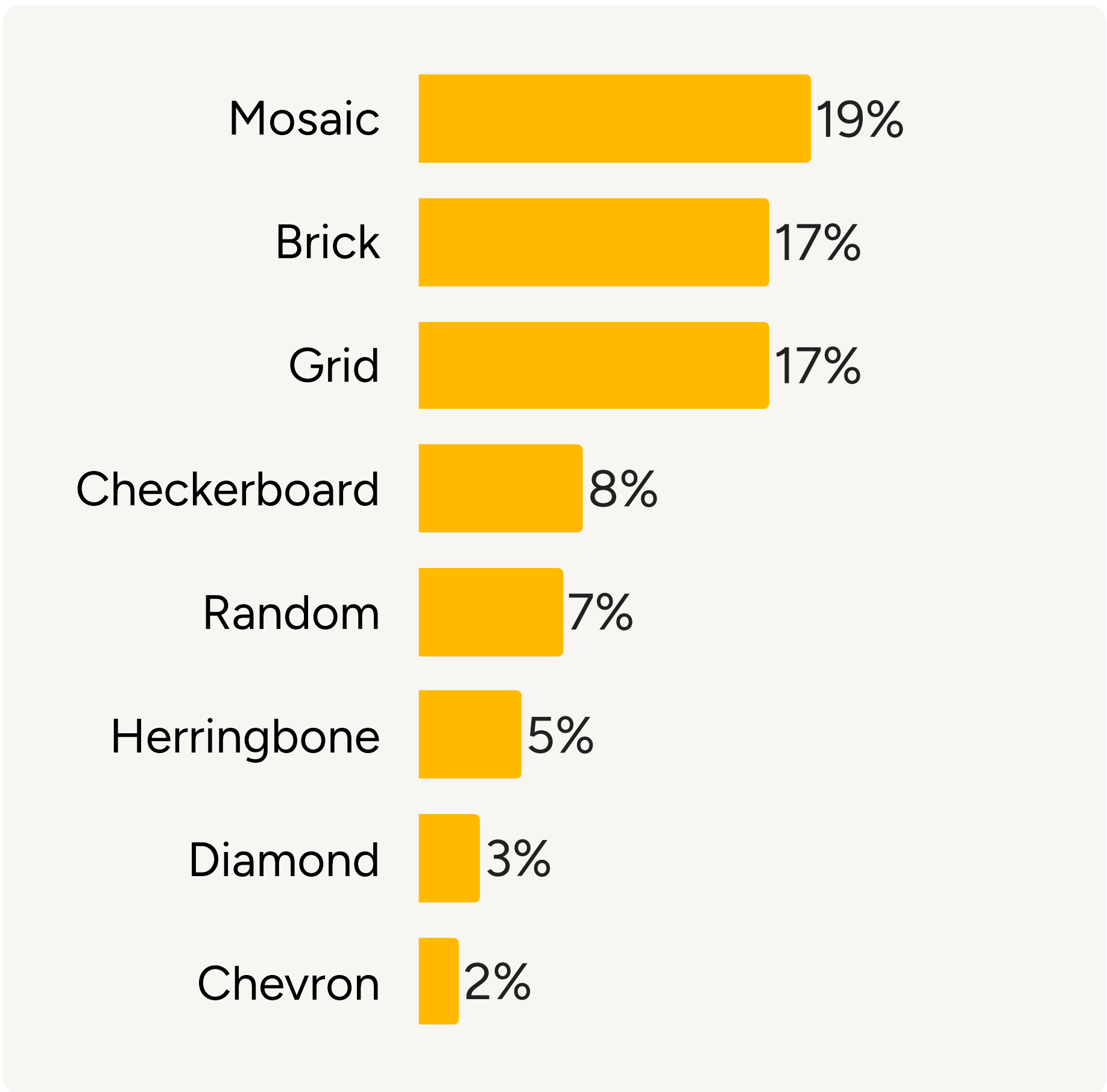
87%

Choose tile for their shower flooring*

SHAPES OF FLOOR TILE IN UPGRADED SHOWERS**



PATTERNS OF FLOOR TILE IN UPGRADED SHOWERS**



SIZES OF FLOOR TILE IN UPGRADED SHOWERS**

| | |
|--|-----|
| Small (1 by 1 inch to 4 by 4 inches) | 65% |
| Medium (6 by 6 inches to 12 by 12 inches) | 16% |
| Large (12 by 24 inches to 18 by 18 inches) | 14% |
| Extra-large (24 by 24 inches and larger) | 5% |

FLOOR MATERIALS IN UPGRADED SHOWERS*†

| | |
|-----------|-----|
| Ceramic | 30% |
| Porcelain | 28% |
| Marble | 11% |
| Acrylic | 6% |
| Vinyl | 5% |

*Percentage reflects the proportion of homeowners who have upgraded or are upgrading their shower floor as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

**Percentages reflect the proportion of homeowners who have chosen or are choosing tile for their shower flooring as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Tile Is No. 1 Choice for Updated Shower Walls

The vast majority of homeowners (83%) choose tile for their renovated shower walls. Rectangular is the far-and-away favorite tile shape (82%), followed by square (10%). Only 2% of homeowners choose hexagonal tiles for their upgraded shower walls.

Horizontal brick (34%) is the top tile pattern for redone shower walls. Vertical stack (21%) and horizontal stack (13%) follow.

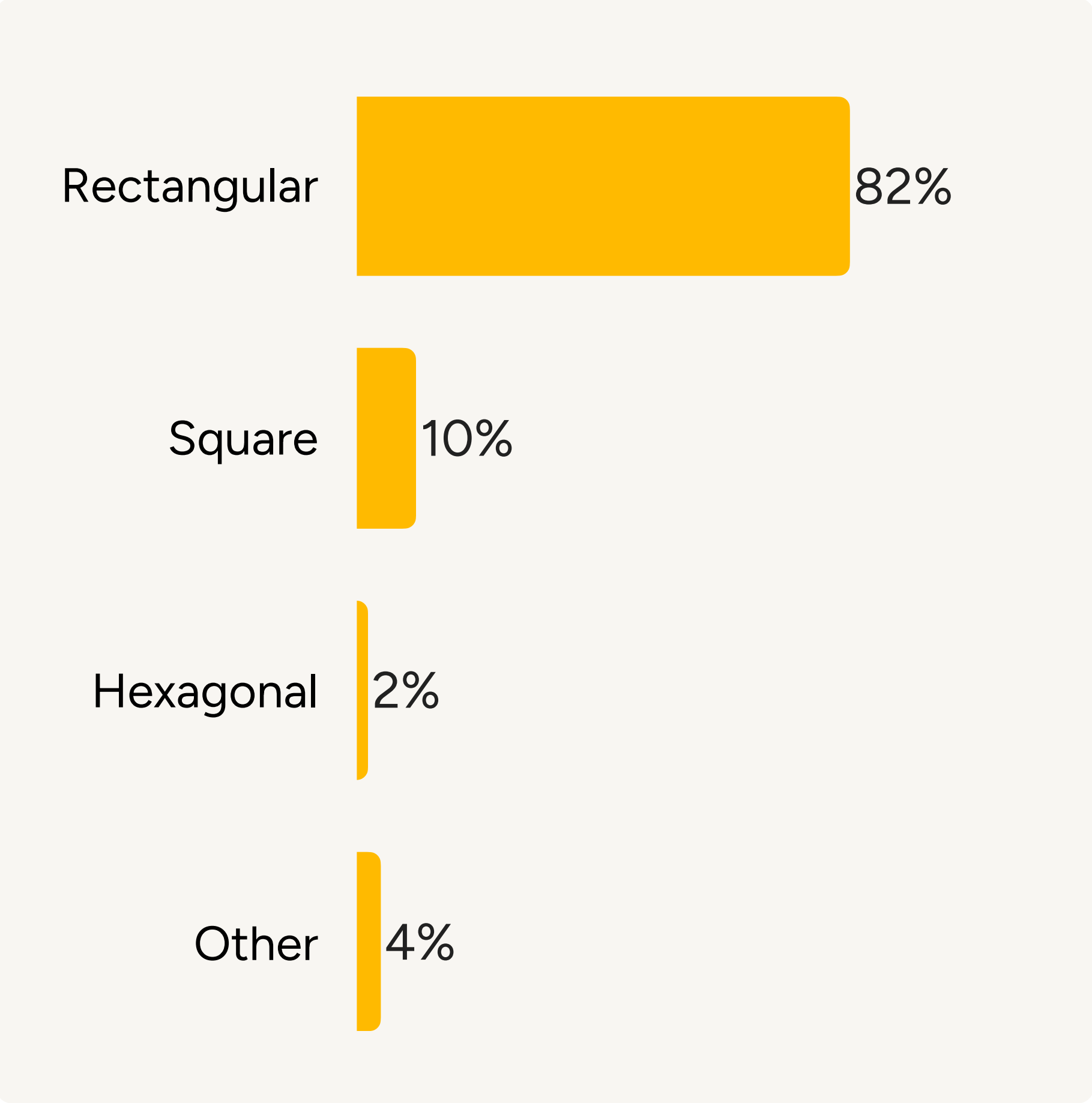
83%

Choose tile for their shower walls*

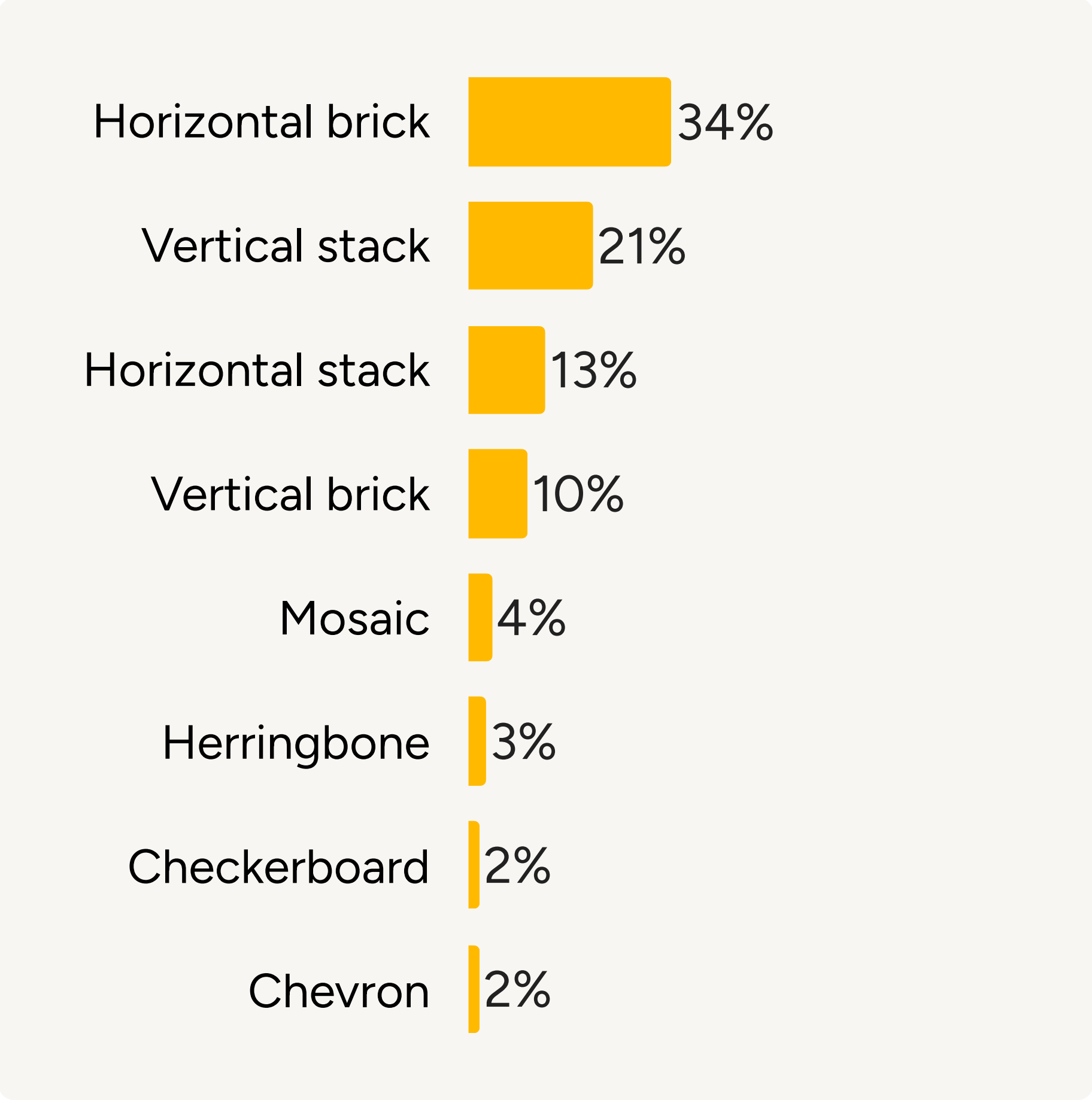
Medium (6 by 6 to 12 by 12 inches) and large (12 by 24 to 18 by 24 inches) are the most popular shower wall tile sizes, chosen by 40% and 39%, respectively. And 12% choose extra-large tiles (24 by 24 inches or larger).

Ceramic and porcelain are the most popular materials used for upgraded shower walls, chosen by 44% and 36%, respectively.

SHAPES OF WALL TILE IN UPGRADED SHOWERS**



PATTERNS OF WALL TILE IN UPGRADED SHOWERS**



SIZES OF WALL TILE IN UPGRADED SHOWERS**

| | |
|--|-----|
| Small (1 by 1 inch to 4 by 4 inches) | 9% |
| Medium (6 by 6 inches to 12 by 12 inches) | 40% |
| Large (12 by 24 inches to 18 by 18 inches) | 39% |
| Extra-large (24 by 24 inches and larger) | 12% |

WALL TILE MATERIALS IN UPGRADED SHOWERS**†

| | |
|-----------|-----|
| Ceramic | 44% |
| Porcelain | 36% |
| Marble | 10% |
| Acrylic | 8% |
| Slate | 8% |

*Percentage reflects the proportion of homeowners who have upgraded or are upgrading their shower walls as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).
**Percentages reflect the proportion of homeowners who chose tile for their shower walls as part of their completed, current, or planned bathroom renovation during 2023-24 (2024 study).
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Safety and Comfort Prioritized for Main Bath Flooring

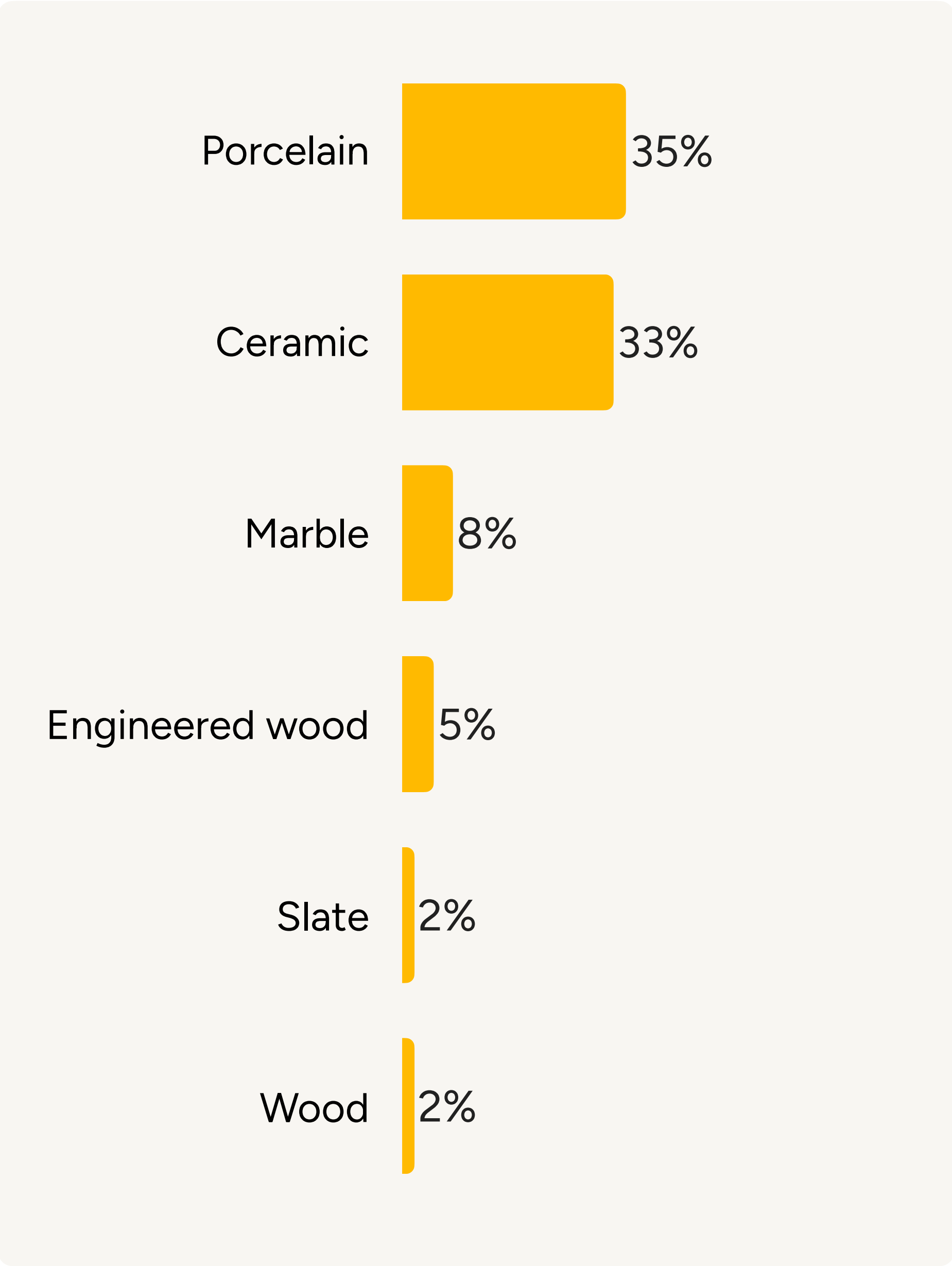
Paint remains the overwhelming favorite for walls outside the shower, selected by 72% of homeowners upgrading a bathroom. Other choices follow distantly: ceramic (11%), porcelain (10%), wood (7%), marble (3%) and quartz (1%).

Porcelain and ceramic are the top material choices for flooring outside the shower, with 35% and 33% of homeowners opting

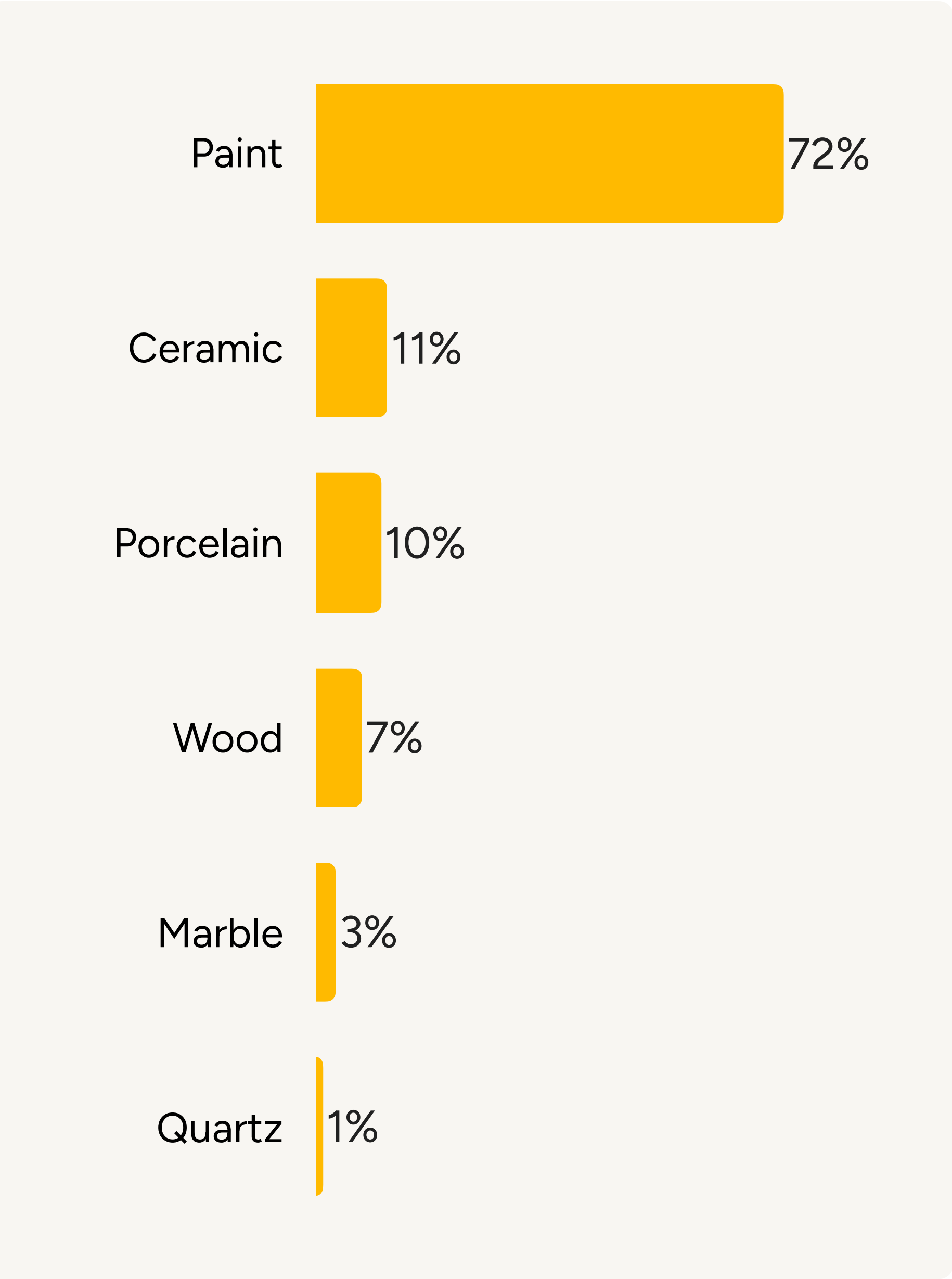
for these materials, respectively. Marble follows distantly (8%), trailed by engineered wood (5%).

As for new flooring outside the shower, 31% of renovating homeowners prioritize a nonslip surface for safety, while 25% opt for heated flooring.

NONSHOWER FLOORING MATERIALS IN UPGRADED BATHROOMS**



NONSHOWER WALL CHOICES IN UPGRADED BATHROOMS***



NONSHOWER FLOORING TYPES IN UPGRADED BATHROOMS**

| | |
|------------------|-----|
| Nonslip | 31% |
| Heated | 25% |
| Mildew-resistant | 13% |

*Percentages reflect the proportion of homeowners who have updated or are updating nonshower flooring as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

**Percentages reflect the proportion of homeowners who have updated or are updating nonshower walls as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



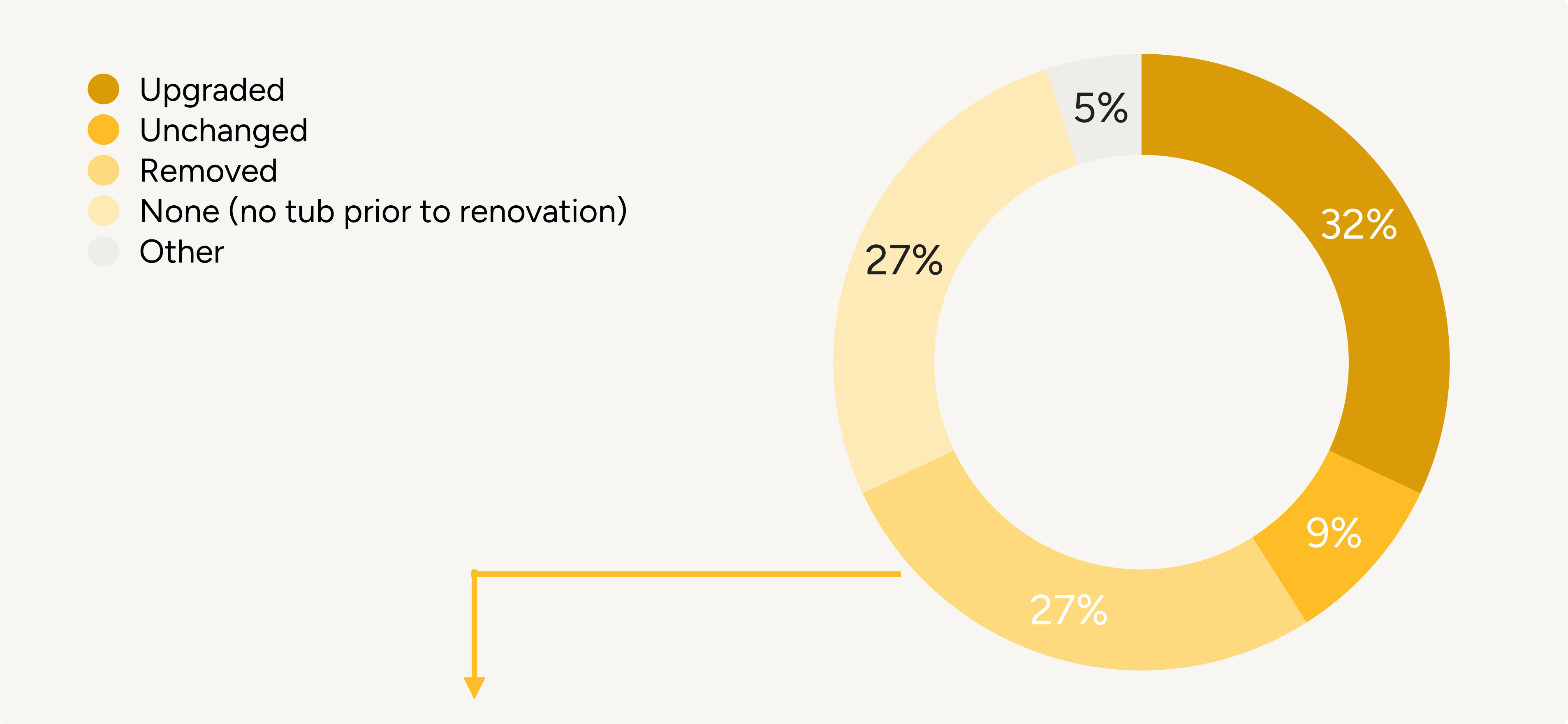
Majority Enlarge Showers After Tub Removal

During a bathroom renovation, nearly one-third of homeowners (32%) upgrade their bathtub, while 27% remove the tub entirely. Among those who remove a bathtub, 79% take advantage of the extra space to enlarge their shower area. About 18% of these homeowners significantly increase their shower size (by more than 50%), while 20% opt for a shower that’s only slightly bigger (less than 25% larger) than the existing one.

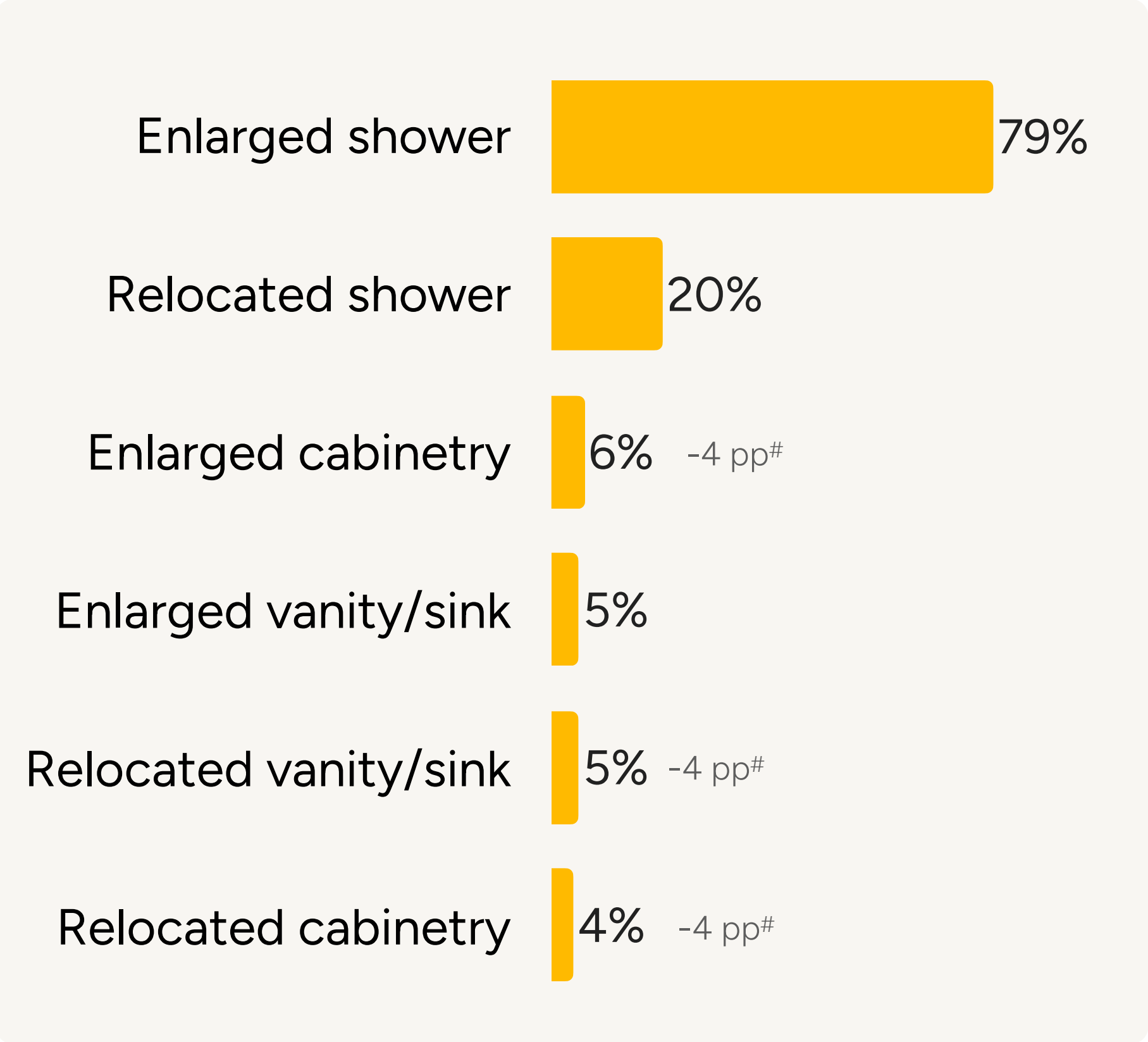
After removing a bathtub, 6% of homeowners enlarge their cabinetry, and 5% relocate their vanity or sink.

Interestingly, 27% of homeowners report having no bathtub before their renovation.

BATHTUB STATUS AFTER BATHROOM RENOVATION*†



ELEMENTS CHANGED AFTER BATHTUB REMOVAL**



SIZE OF NEW OR UPGRADED SHOWER**

| | |
|---------------------------------------|-----|
| Significantly larger (> 50% increase) | 18% |
| Larger (25% to 50% increase) | 17% |
| Somewhat larger (< 25% increase) | 20% |
| Same or about the same | 43% |
| Smaller | 2% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).
**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 2023-24 (2024 study).
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



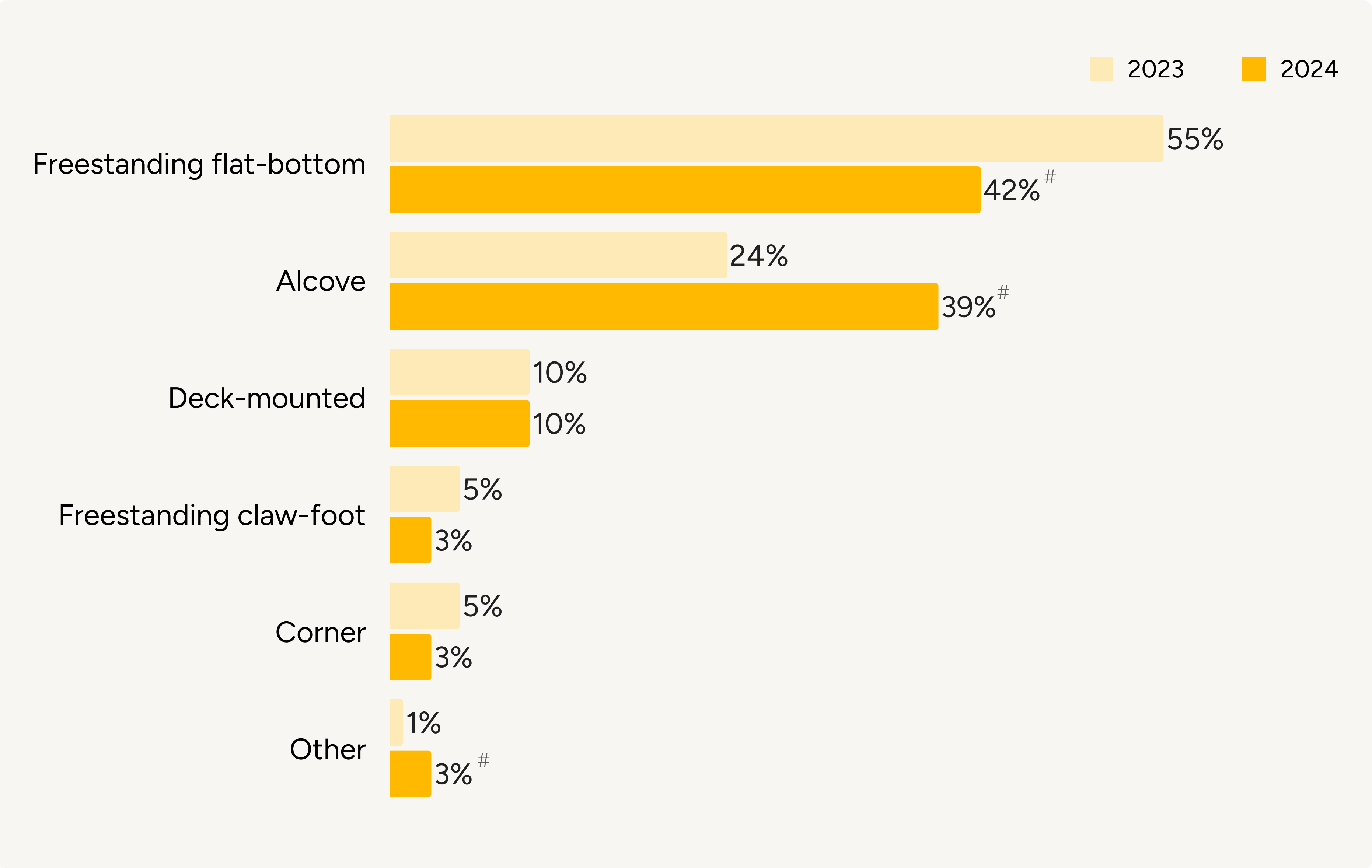
Alcove Bathtubs Are On the Rise

Freestanding flat-bottom bathtubs are the top tub choice again this year for homeowners renovating their bathrooms, though their popularity has slightly decreased (55% in 2023 versus 42% in 2024). Alcove bathtubs, on the other hand, have risen in popularity by 15 percentage points, to 39%. Deck-mounted tubs have held steady, with 10% of renovating homeowners choosing them in both years. Acrylic is the

leading upgraded tub material (60%), followed distantly by fiberglass (16%), enameled cast iron (8%) and cast polymer (6%).

Soaking bathtubs are the most popular tub type (62%), but standard bathtubs have increased in popularity by 7 percentage points, to 29%. Only 2% of homeowners select a walk-in bathtub during a bathroom renovation.

STYLES OF UPGRADED BATHTUBS*



MATERIALS OF UPGRADED BATHTUBS*

| | |
|--------------------|------------------------|
| Acrylic | 60% |
| Fiberglass | +4 pp [#] 16% |
| Enameled cast iron | 8% |
| Cast polymer | 6% |

TYPES OF UPGRADED BATHTUBS*

| | |
|----------|------------------------|
| Soaking | 62% |
| Standard | +7 pp [#] 29% |
| Walk-in | 2% |

*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 2022-23 (2023 study) or 2023-24 (2024 study).
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Stock Vanities Gain Ground, But Custom Options Lead

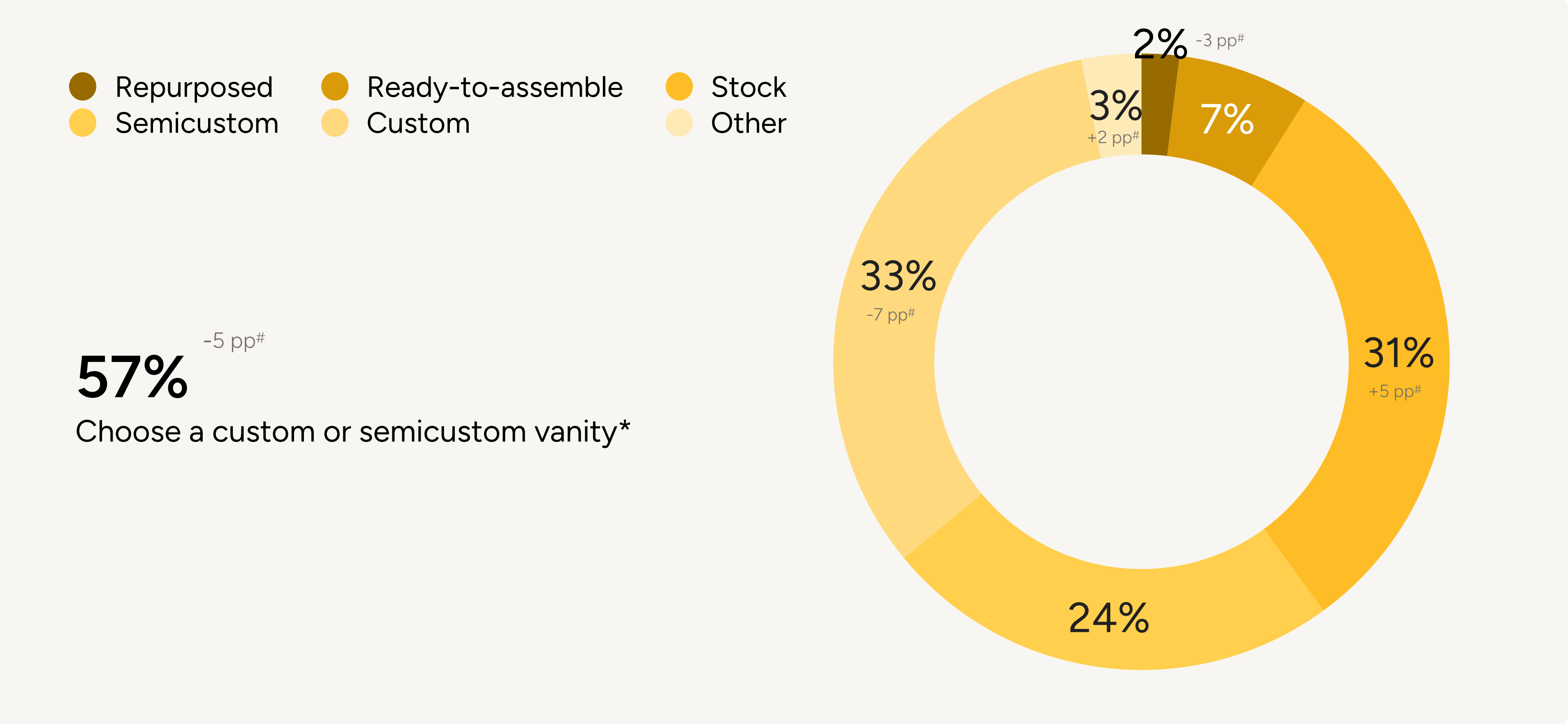
The majority of renovating homeowners (57%) still opt for a custom or semicustom vanity, though the share has decreased by 5 percentage points year over year. Stock vanities are on the rise, selected by 31% of homeowners (a 5-percentage-point increase), while 7% opt for a ready-to-assemble option.

The most popular features of upgraded vanities are soft-close

drawers (78%) and soft-close doors (75%), followed by built-in electrical outlets (29%) and built-in drawer organizers (22%).

In terms of vanity width, 48 inches or less has notably increased in popularity (by 10 percentage points), with 51% of renovating homeowners choosing this size. Some other homeowners go bigger, with 12% selecting vanities wider than 72 inches.

STYLE OF UPGRADED VANITIES*



FEATURES OF UPGRADED VANITIES*†

| | |
|----------------------------|-----|
| Soft-close drawers | 78% |
| Soft-close doors | 75% |
| Built-in electrical outlet | 29% |
| Built-in drawer organizer | 22% |

WIDTHS OF UPGRADED VANITIES*

| | | |
|-----------------------|---------|-----|
| 48 inches or less | +10 pp# | 51% |
| 60 inches | | 18% |
| 72 inches | | 15% |
| Larger than 72 inches | -6 pp# | 12% |

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Engineered Quartz Still Tops Most Vanities

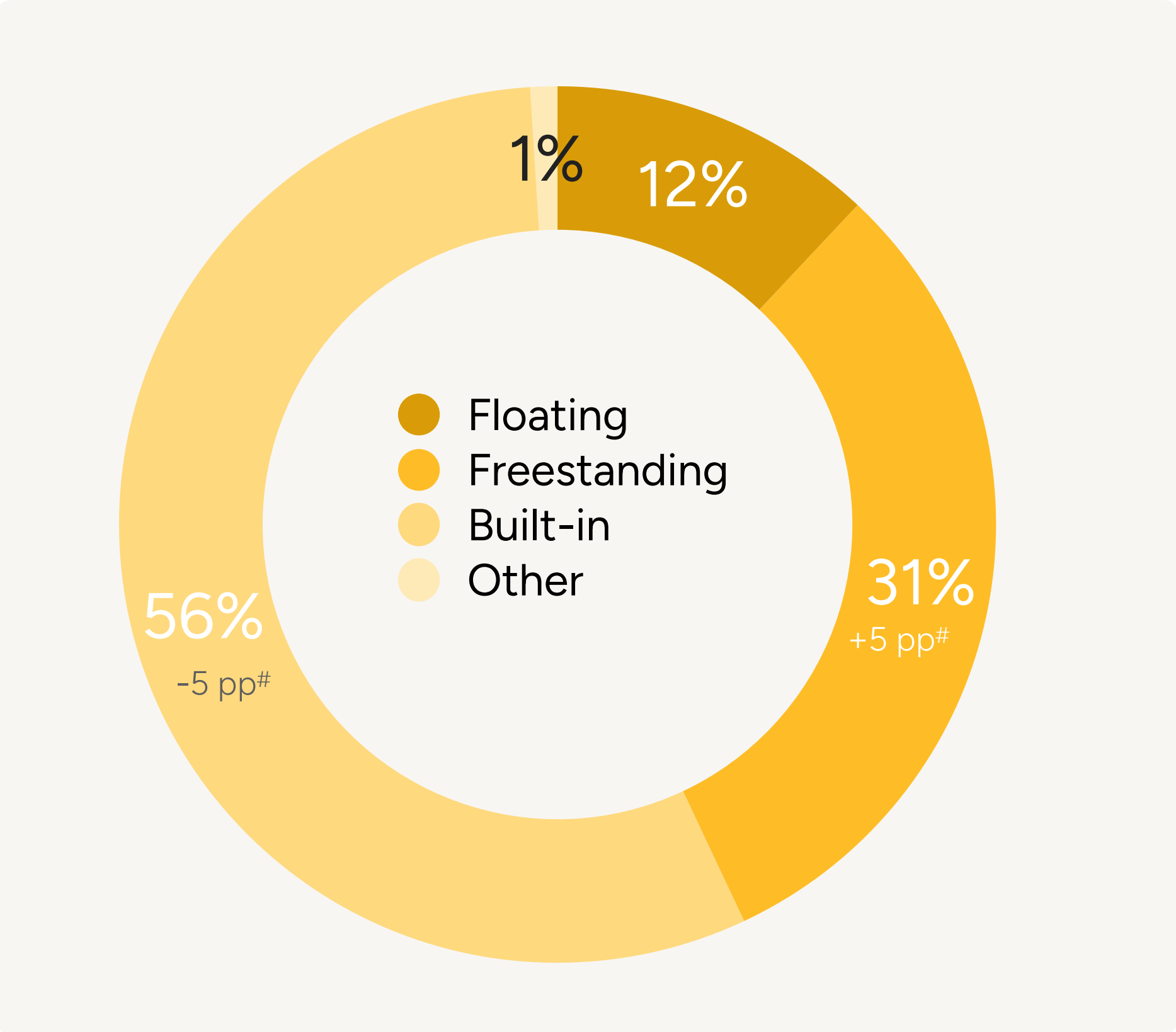
Built-in vanities continue to be the most popular vanity choice (56%), but the share choosing them has dropped by 5 percentage points year over year. Freestanding vanities, on the other hand, have risen by 5 percentage points and now stand at 31%. Floating vanities follow, chosen by 12%.

Solid wood is the top material for upgraded vanities, chosen by 72%, followed by medium-density fiberboard (13%) and plywood (7%).

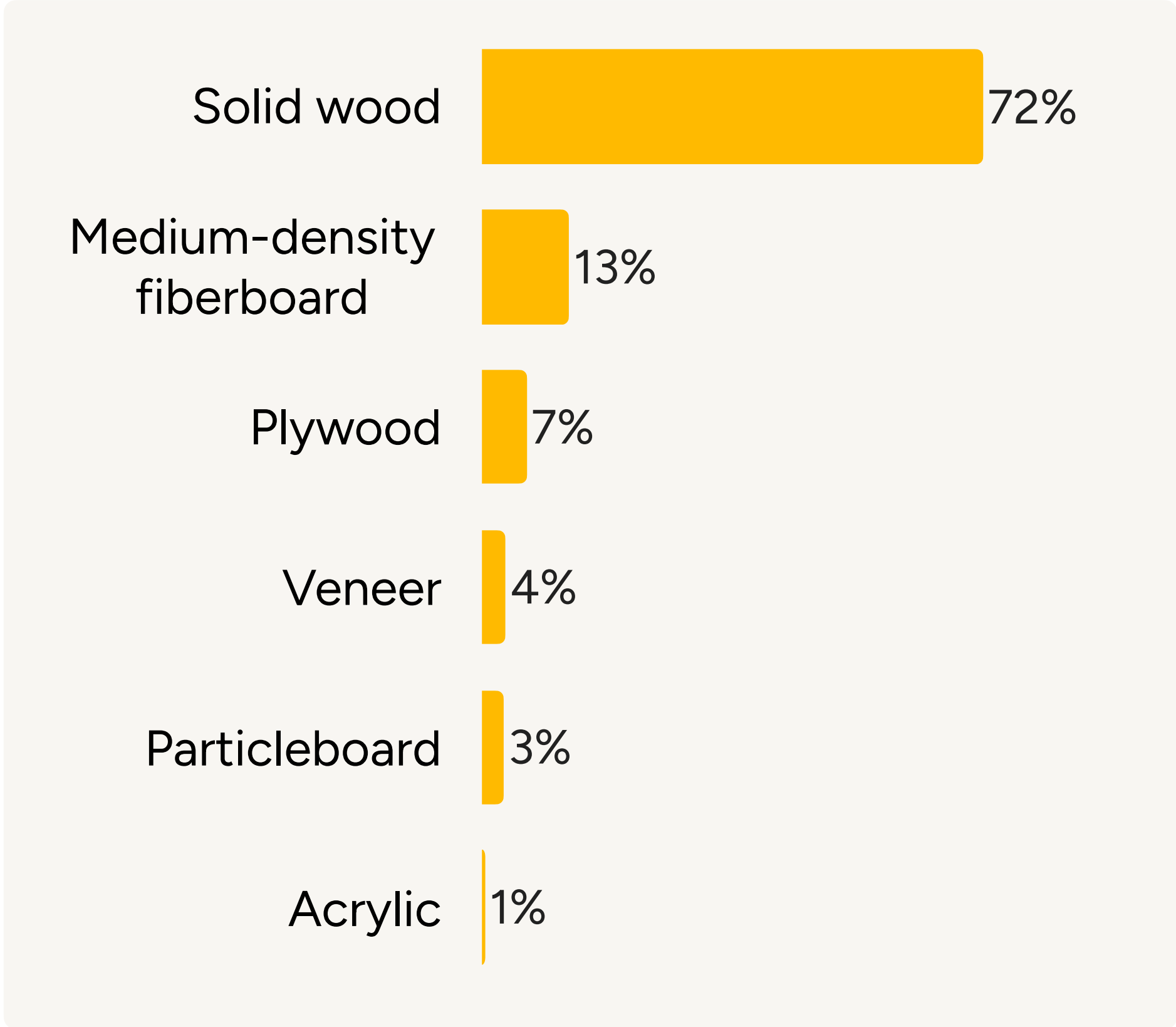
Among wood choices, maple leads at 27%, followed by white oak (21%) and walnut (14%).

For vanity countertops, engineered quartz remains the favorite material, selected by 42% of homeowners, followed by natural stone options: quartzite (20%), granite (15%) and marble (13%).

MOUNTING STYLES OF UPGRADED VANITIES*



MATERIALS OF UPGRADED VANITIES*+



WOOD TYPES OF UPGRADED VANITIES**

| | |
|-----------|-----|
| Maple | 27% |
| White oak | 21% |
| Walnut | 14% |
| Birch | 12% |
| Cherry | 7% |
| Red oak | 3% |

FINISHES OF UPGRADED VANITIES*

| | |
|------------------|-----|
| Stain | 27% |
| Wood veneer | 19% |
| Lacquer | 10% |
| Natural | 10% |
| Laminated veneer | 6% |
| Varnish | 4% |

COUNTERTOP MATERIALS FOR UPGRADED VANITIES*

| | |
|-------------------|------------|
| Engineered quartz | 42% |
| Quartzite | -4 pp# 20% |

| | |
|---------|-----|
| Granite | 15% |
| Marble | 13% |

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).
**Percentages reflect the proportion of homeowners who opted for wood vanities as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



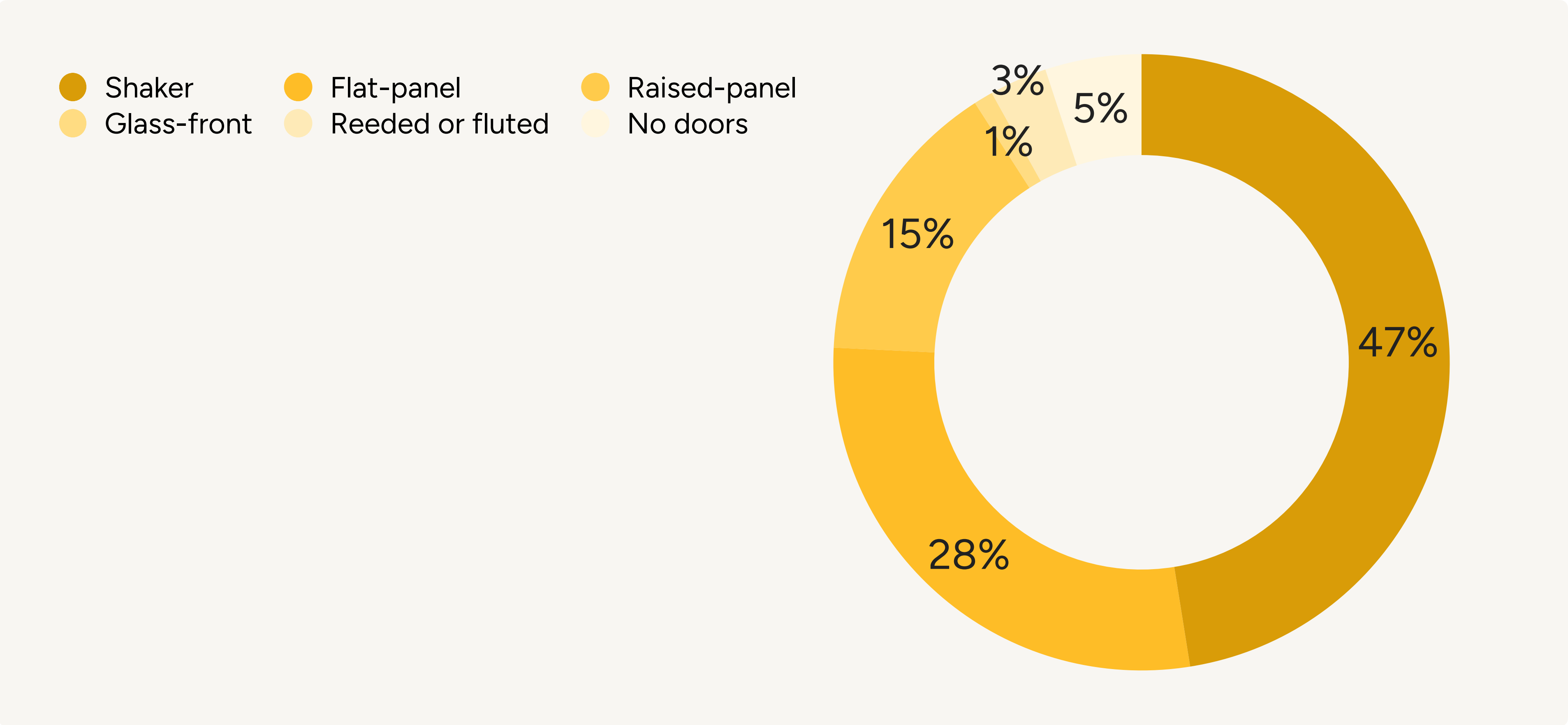
Shaker Doors and Bar Pulls Lead for Vanities

Shaker doors are the most popular style for upgraded vanities (49%). Flat-panel doors are the second-most-common choice (29%), followed by raised-panel doors (16%).

For door handle finishes, brushed nickel continues to lead, at 33%, while 23% of renovating homeowners select a black finish and 11% choose chrome.

When it comes to door handles for upgraded vanities, bar pulls are the top pick (60%), followed by knobs (37%). Finger pulls (9%) and vanities without door handles (7%) are less common.

DOOR STYLES OF UPGRADED VANITIES*†



DOOR HANDLE TYPES FOR UPGRADED VANITIES*

| | |
|--------------|-----|
| Bar pulls | 60% |
| Knobs | 37% |
| Finger pulls | 9% |
| No handles | 7% |

DOOR HANDLE FINISHES FOR UPGRADED VANITIES**†

| | |
|----------------|-----|
| Brushed nickel | 33% |
| Black | 23% |
| Chrome | 11% |

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

**Percentages reflect the proportion of homeowners who opted for vanity doors with handles as part of their completed, current or planned bathroom renovation during 2023-24 (2024 study).

#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Undermounts Lead in Bathroom Sinks

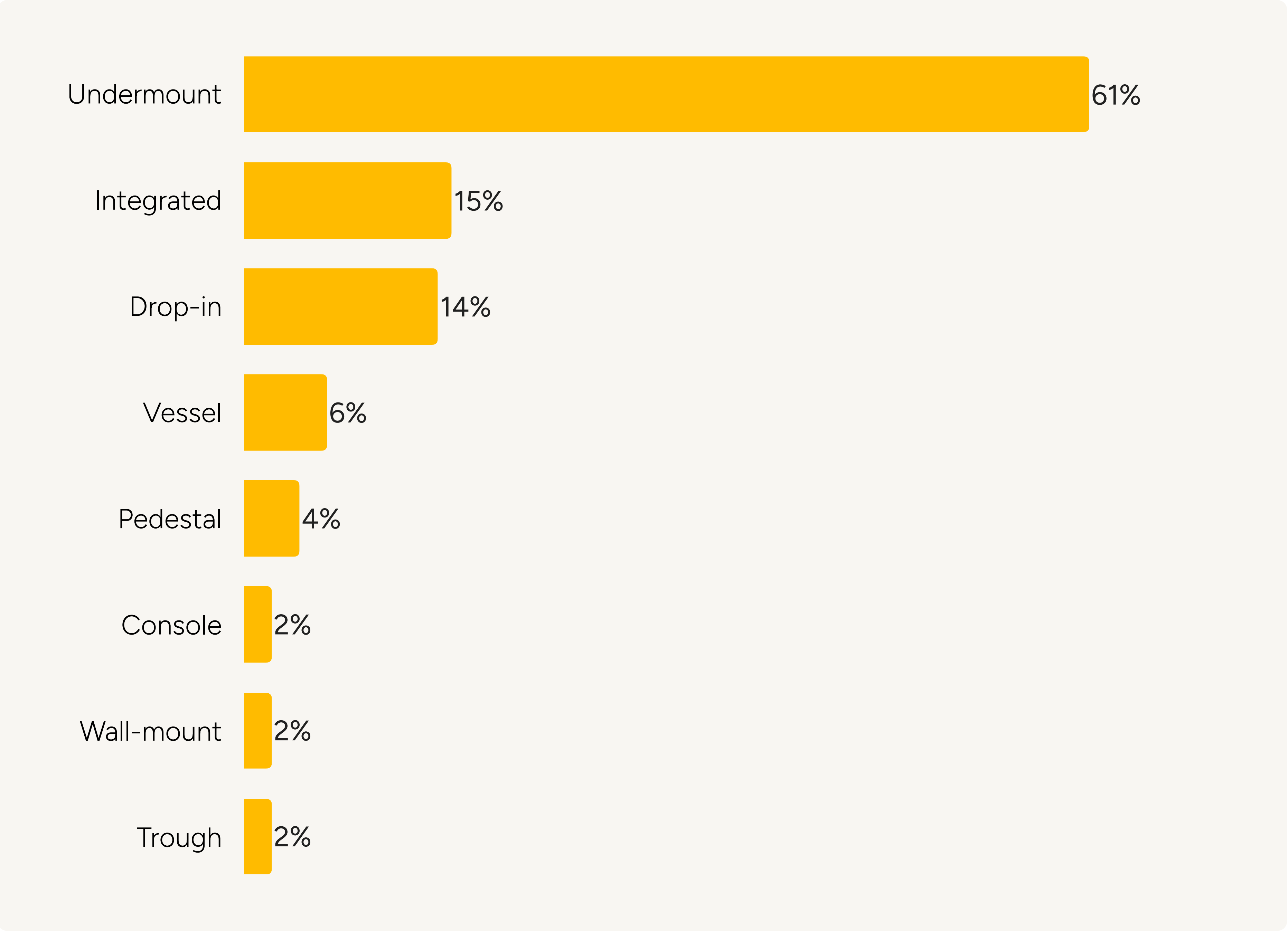
Nearly three-quarters of homeowners (72%) upgrade their sink as part of a bathroom remodel.

Undermount is the most favored sink style, chosen by 61% of renovating homeowners. Integrated sinks are a distant second choice (15%), followed closely by drop-in sinks (14%).

Homeowners choose other sink styles even less frequently: vessel (6%); pedestal (4%); and console, wall-mount and trough (2% each).

After renovations, 44% of homeowners report having double sinks in their upgraded bathrooms.

TYPES OF UPGRADED SINKS*†



DOUBLE SINKS*†

2024

44%

*Percentages reflect proportion of homeowners who have upgraded or are upgrading sinks as part of a completed, current or planned bathroom renovation during 2023-24 (2024 study).
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Stock Medicine Cabinets Remain the Top Choice

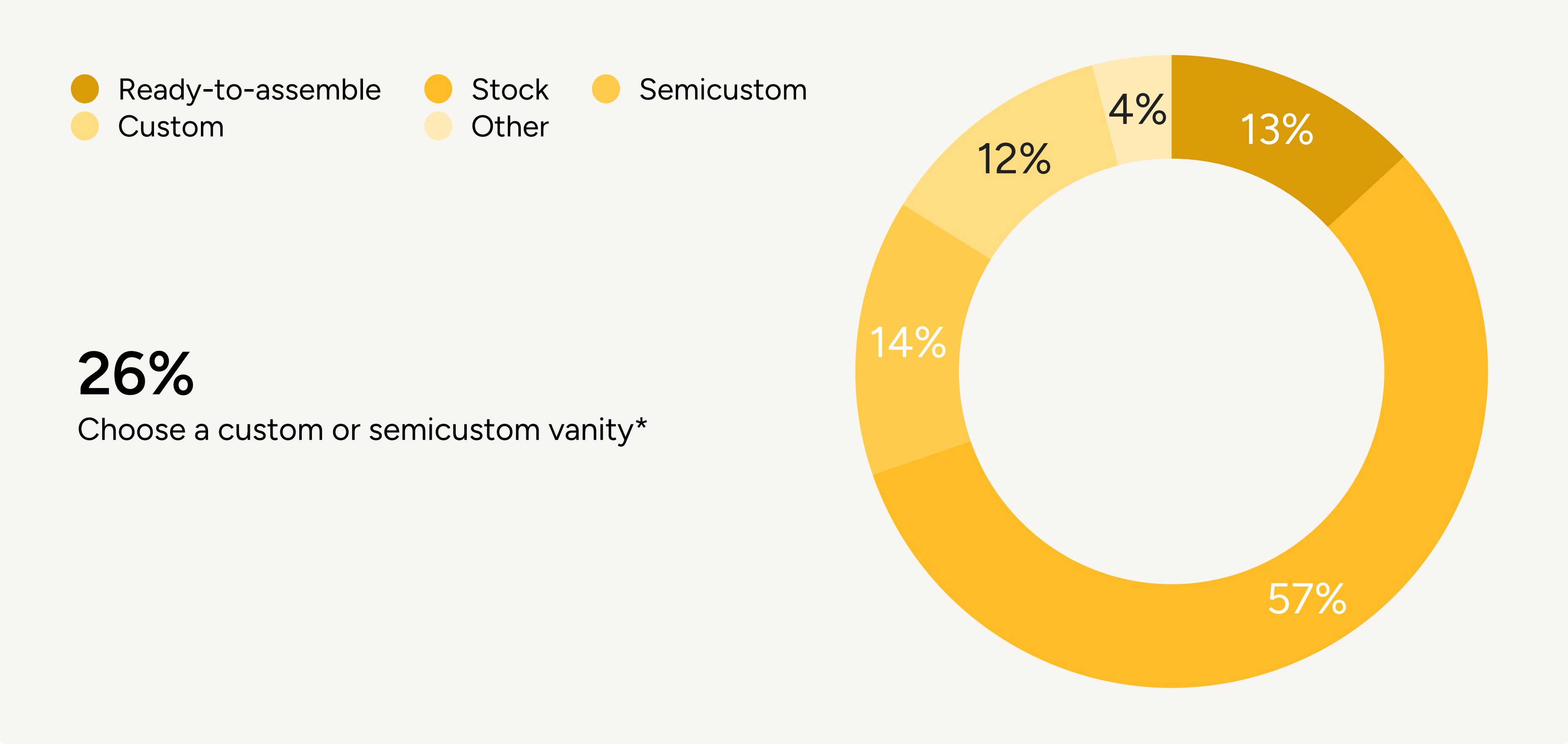
The majority of homeowners (57%) opt for stock medicine cabinets, while 26% prefer a custom or semicustom option and 13% choose a ready-to-assemble style.

Mirrors remain a key feature for upgraded medicine cabinets, with 63% of renovating homeowners selecting mirrors on the outside and 37% selecting mirrors on the inside. As for other

medicine cabinet features, 23% of renovating homeowners go for hidden outlets and 14% opt for an anti-fog system.

Among mounting styles for medicine cabinets, recessed continues to dominate, selected by 71% of renovating homeowners. Surface-mounted options follow somewhat distantly (23%).

STYLES OF UPGRADED MEDICINE CABINETS*



MIRRORS IN UPGRADED MEDICINE CABINETS*

| | | |
|----------------|--------|-----|
| On the outside | -6 pp# | 63% |
| On the inside | | 37% |

LIGHTING IN UPGRADED MEDICINE CABINETS*

| | | |
|----------------|--------|-----|
| On the outside | | 21% |
| On the inside | -6 pp# | 17% |

FEATURES OF UPGRADED MEDICINE CABINETS**†

| | |
|-----------------|-----|
| Hidden outlets | 23% |
| Anti-fog system | 14% |

MOUNTING STYLES OF UPGRADED MEDICINE CABINETS**†

| | |
|------------|-----|
| Recessed** | 71% |
| Surface | 23% |

*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 2023-24 (2024 study).
**Recessed refers to the medicine cabinet's being recessed (flush or nonflush) or semirecessed into the wall.
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Solo Mirrors Take The Spotlight

During bathroom renovations, a majority of homeowners (59%) upgrade their mirrors. Among those doing so, most (59%) install only a single mirror.

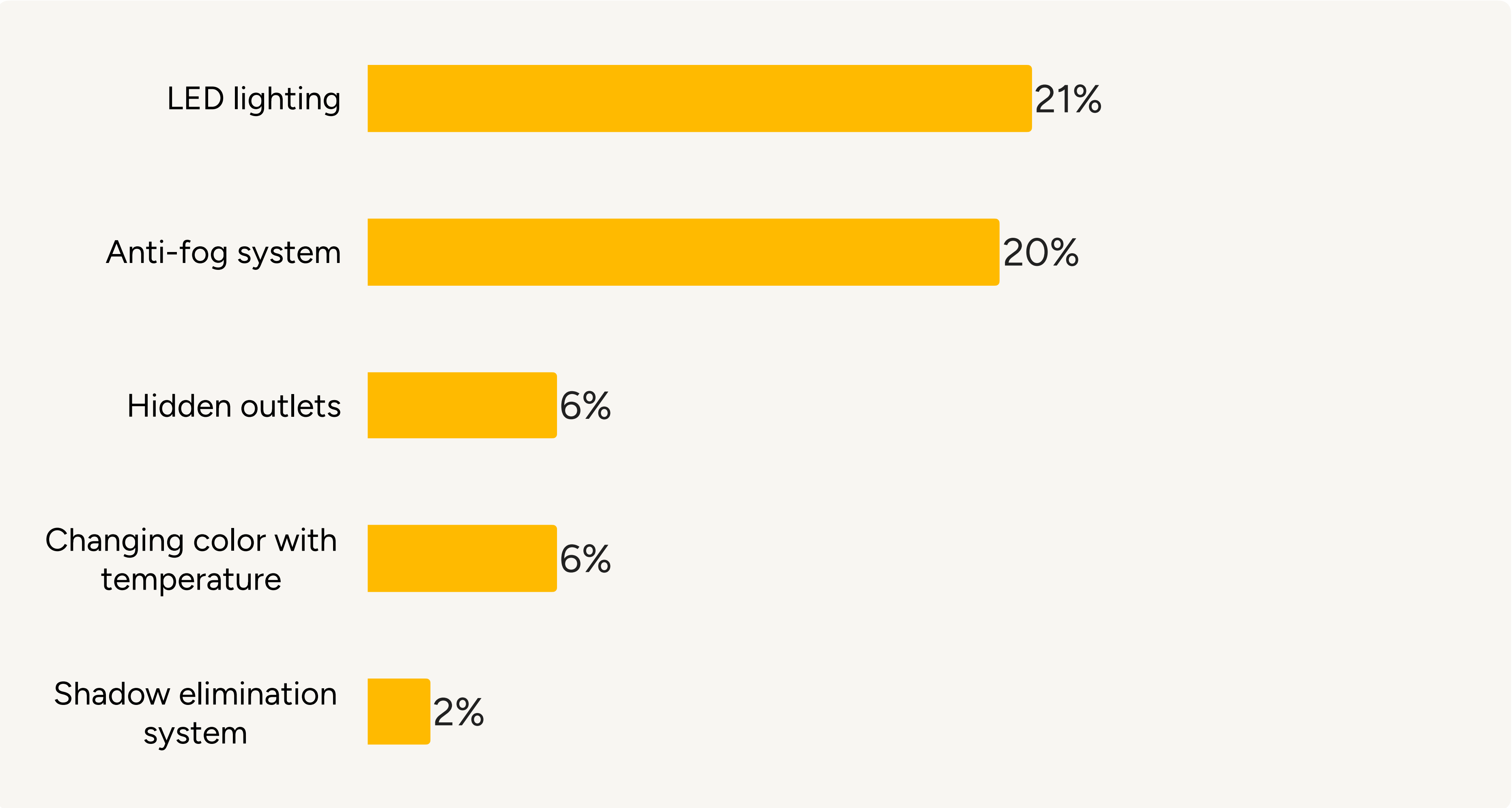
Installing two mirrors is popular among 37% of renovating homeowners, while 5% choose three or more mirrors.

LED lighting tops the list of upgraded mirror features (21%).

Anti-fog systems are close behind (20%), while some homeowners choose hidden outlets (6%) or a shadow elimination system (2%) as part of their new or upgraded mirrors.

59%
Upgraded mirrors*

FEATURES OF UPGRADED MIRRORS*†



NUMBER OF MIRRORS INSTALLED**†

| | |
|---------------|-----|
| One | 59% |
| Two | 37% |
| Three or more | 5% |

30%
Choose mirrors with specialty features*

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).
**Percentages reflect the proportion of homeowners who have installed or are installing mirrors as part of their planned, completed or current bathroom renovation during 2023-24 (2024 study).
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



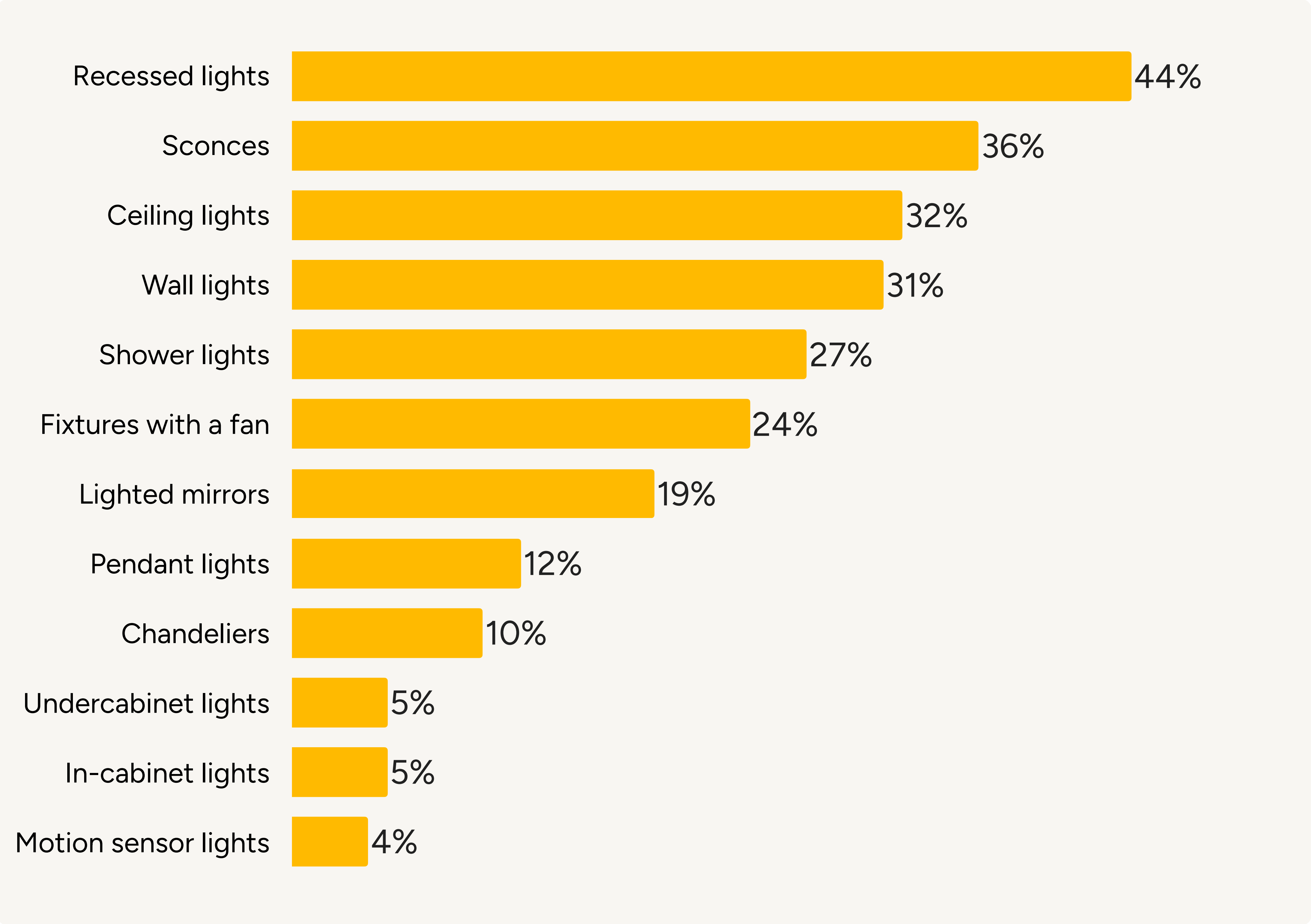
Brightening Bathrooms in Many Ways

Recessed lights are the top lighting choice in renovated baths, chosen by 44%. Sconces follow closely (36%), while ceiling lights (32%) and wall lights (31%) also are popular. The shares of renovating homeowners choosing shower lights (27%) and fixtures with a fan (24%) highlight the desire for both style and functionality in bath lighting.

More targeted lighting includes lighted mirrors (19%) and undercabinet lights (5%).

When it comes to lighting fixture material, the combination of metal and glass leads (65%) for its blend of durability and aesthetic appeal. All-metal fixtures follow (20%), while 12% of renovating homeowners go for for mostly glass designs.

TYPES OF UPGRADED LIGHT FIXTURES*†



MATERIALS FOR UPGRADED LIGHT FIXTURES*

| | |
|-------------------------|-----|
| Metal-glass combination | 65% |
| All-metal | 20% |
| Mostly glass | 12% |

*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 2023-24 (2024 study).
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

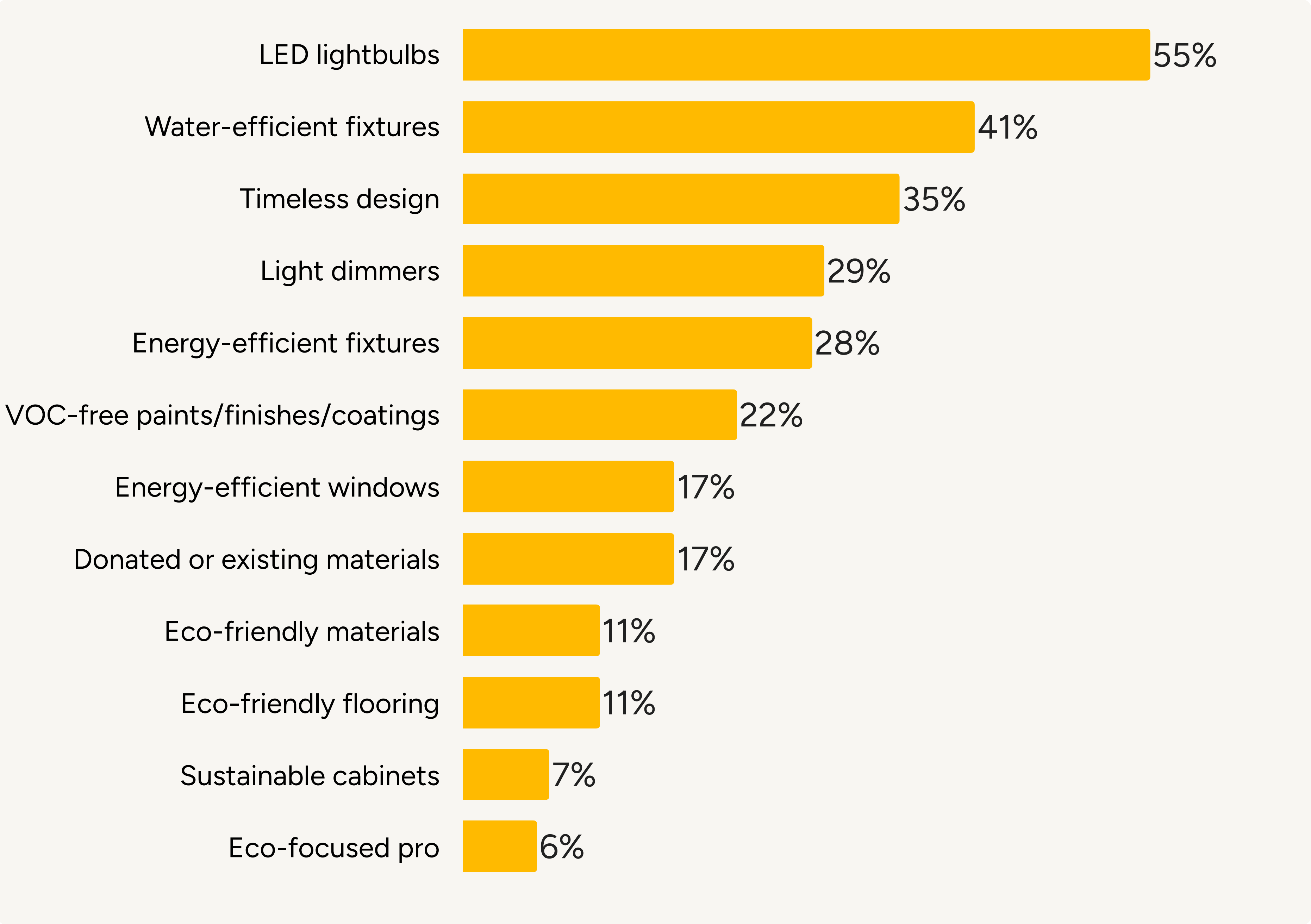


Sustainability Ranks High

A notable 84% of renovating homeowners opt for sustainable features during their bathroom renovations. LED lightbulbs top the list, chosen by 55% of renovators, followed by water-efficient fixtures (41%) and timeless design elements (35%). Light dimmers (29%) and energy-efficient fixtures (28%) also are popular. Some homeowners (6%) even hire an eco-focused pro for their bath remodel.

Interestingly, many homeowners cite both cost-effectiveness in the long run (69%) and environmental friendliness (56%) as the primary reasons for making sustainable choices. Additionally, 16% of homeowners cite health reasons as a consideration.

SUSTAINABLE OPTIONS FOR BATHROOM RENOVATIONS*†



CHOOSING SUSTAINABLE OPTIONS*

| Year | Percentage |
|------|------------|
| 2024 | 84% |

REASONS FOR INCLUDING SUSTAINABLE OPTIONS**

| Reason | Percentage |
|--------------------------------|------------|
| Cost-effective in the long run | 69% |
| Environmentally friendly | 56% |
| Health reasons | 16% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-24 (2024 study).
**Percentages reflect the proportion of homeowners who are adding or upgrading a bathroom and are opting for sustainable options as part of their completed, current or planned renovation.
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Specialty Features Are In High Demand

Homeowners often choose to enhance their upgraded bathroom elements with specialty features. For instance, more than 2 in 5 renovating homeowners install toilets with such features; adjustable bidet water pressure and self-cleaning functionality top the list. An air dryer and heated seating are tied for third, at 17% each.

Interestingly, 35% of renovating homeowners select toilets with specialty features built in.

More than half of renovating homeowners (54%) opt for bathtubs with specialty features, including nonslip flooring (24%), grab bars (20%) and space for two (16%).

Homeowners also choose showers and faucets with specialty features (10% and 30%, respectively). And some embrace sustainable and high-tech features, such as water-efficient faucets (23%) and remote shower controls (2%), in their upgraded bathroom.

| 41% SPECIALTY FEATURES IN TOILETS**† | |
|---|-----|
| Bidet seat | 23% |
| Adjustable bidet water pressure | 21% |
| Self-cleaning | 19% |
| Air dryer | 17% |
| Heated seating | 17% |
| Nightlight | 13% |
| Self-deodorizer | 10% |

35%

Choose built-in specialty toilet features*

| 54% SPECIALTY FEATURES IN BATHTUBS**† | |
|--|-----|
| Nonslip flooring | 24% |
| Grab bars | 20% |
| Space for two | 16% |
| Whirlpool/jets | 10% |
| Built-in lighting | 8% |

| 10% SPECIALTY FEATURES IN SHOWERS**† | |
|---|----|
| Integrated lighting | 4% |
| Remote temperature control | 3% |
| Remote on-off control | 2% |

| 30% SPECIALTY FEATURES IN FAUCETS**† | |
|---|-----|
| Water efficiency | 23% |
| Touch control | 4% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on, or are planning a bathroom renovation during 2023-24 (2024 study), and who have added or upgraded, or are adding or upgrading, toilets, bathtubs, showers and/or faucets as part of their renovation.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.



Bathroom Bestsellers

The top five bathroom categories in the Houzz Shop for 2024 are shown here, including a bestseller for each.



BATHROOM VANITIES



BATHROOM SINK FAUCETS



BATHROOM VANITY LIGHTING



BATHTUBS



BATHROOM SINKS



BATHROOM MIRRORS



04

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 provides unprecedented insights into 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 kitchen renovation projects, fielded between June 27 and July 30, 2024.

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 kitchen project details, and people who did not meet the qualification criteria were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own kitchen renovations. The final data were weighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completeness and Qualifications

The 110-question survey gathered information from a total of 1,247 users, who reported they were 18 or older; were homeowners; and had completed a kitchen remodel or addition in the past 12 months, were currently working on one or planned to start one in the next six months.



Appendix A

BATHROOM STYLES AFTER RENOVATION*

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|---------------------|------|------|------|------|-----------------|
| Transitional | 18% | 19% | 25% | 23% | 23% |
| Contemporary | 18% | 18% | 16% | 16% | 16% |
| Modern | 20% | 20% | 16% | 15% | 15% |
| Traditional | 12% | 10% | 11% | 11% | 11% |
| Farmhouse | 5% | 5% | 5% | 5% | 5% |
| Eclectic | 3% | 3% | 2% | 3% | 5% [#] |
| Beach | 4% | 3% | 3% | 4% | 3% |
| Midcentury | 2% | 3% | 3% | 4% | 3% |
| Craftsman | 3% | 2% | 2% | 2% | 3% |
| Rustic | 2% | 1% | 2% | 2% | 2% |
| Scandinavian | 2% | 1% | 1% | 2% | 2% |
| Other | 5% | 5% | 4% | 4% | 5% |
| No particular style | 5% | 4% | 4% | 6% | 8% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2019-20 (2020 study), 2020-21 (2021 study), 2021-22 (2022 study), 2022-23 (2023 study) and 2023-24 (2024 study).
#Shows a statistically significant difference between 2024 and 2023 studies at or above a 90% confidence level.



Appendix B

BATHROOM COLORS AFTER RENOVATION**†

| | Shower Walls | Nonshower Walls | Accent Walls | Nonshower Flooring | Countertops | Vanities |
|-----------|--------------|-----------------|--------------|--------------------|-------------|----------|
| White | 41% | 27% | 22% | 22% | 50% | 22% |
| Off-white | 17% | 21% | 9% | 14% | 20% | 10% |
| Gray | 11% | 13% | 9% | 25% | 9% | 11% |
| Greige | 3% | 4% | 2% | 5% | 3% | 3% |
| Beige | 7% | 8% | 6% | 6% | 5% | 4% |
| Blue | 7% | 10% | 17% | 4% | 2% | 11% |
| Brown | 2% | 1% | 2% | 4% | 1% | 3% |
| Green | 3% | 6% | 11% | 1% | 1% | 3% |
| Wood** | 1% | 0% | 2% | 7% | 2% | 26% |
| Black | 2% | 2% | 5% | 5% | 4% | 3% |
| Other | 6% | 6% | 15% | 8% | 3% | 2% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2023-2024 (2024 study).

**Wood includes light, medium and dark tones.

†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.