

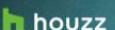
A photograph of a light-colored marble bathroom counter. On the counter, there is a gold-colored towel bar with a curved arm and a rectangular soap dish containing a single yellow soap bar. A white toothbrush is standing upright in the soap dish.

2025

U.S.

Houzz Bathroom Trends Study

Findings from a survey of 1,737 U.S. homeowners
on Houzz about their recent or planned bathroom
renovation projects.





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Big Ideas



Accessibility Remains a Priority

More than two-thirds of homeowners (68%) consider special needs in their bathroom projects, and that share is up by 4 percentage points year over year. Many are looking ahead: nearly half (47%) anticipate that these needs will arise in the next five or more years, while 31% renovated their spaces to address the current needs of household members. When addressing special needs today, homeowners most often focus on aging household members (41%, an increase of 4 percentage points). Planning for the future needs of aging household members holds an even higher share (49%). Other considerations include household members with disabilities (11%) and young children (5%).

Wellness and Self-Care Drive Some Bathroom Renovations

A quarter of homeowners (25%) use their primary bathroom for rest and relaxation, while nearly as many (24%) use it for beauty and pampering routines. To support these activities, more than a third of renovated bathrooms (36%) include wellness-oriented features, led by upgraded lighting (30%), soaking tubs or spa baths (18%), and water features, such as fountains or water walls (13%).

Pros Power the Majority of Bathroom Renovations

The majority of homeowners (84%) hire professionals for their bathroom renovation. General contractors remain the most commonly sought pros, hired by nearly half (45%) of renovating homeowners. Bathroom remodelers (20%) and cabinetmakers (16%) are the next most frequently hired pros.

Wet Rooms Are on the Rise

The share of projects featuring wet rooms grew by 3 percentage points year over year, and wet rooms now account for 1 in 6 renovated bathrooms (16%). Among those who created a wet room, half (50%) said it was to make better use of space, while others pointed to the aesthetic appeal (29%) or increased accessibility (26%).

Homeowners Continue to Invest in Bathroom Projects

Homeowners continue to invest in their bathroom renovations, particularly for significant projects. While the national median spend eased to \$13,000 in 2024 (from \$15,000 the year prior), major remodels rose modestly to \$22,000, up from \$21,000 in 2023. Larger bathrooms (100 or more square feet) see the greatest investment, with the median spend holding at \$25,000.

01

Scope & Spend



Motivo Home Design

Style, Condition and Value Drive Many Bathroom Renovations

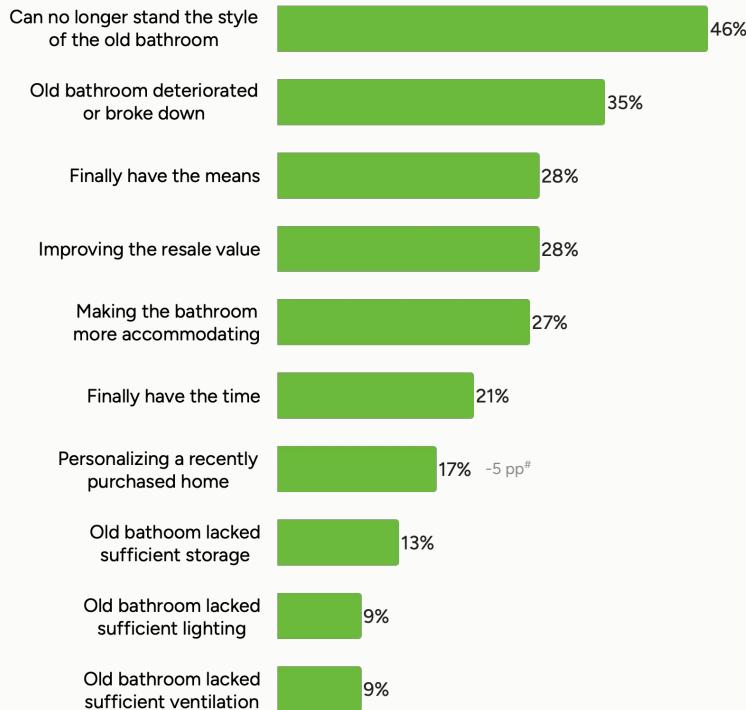
The most common reason homeowners embark on a bathroom renovation is that they can no longer tolerate the style of their old space; nearly half (46%) of renovating homeowners cite this as a trigger. The second-most-popular motivation is the bathroom's deteriorated state, cited by 35%. Financial matters also play a role, with 28% of renovating homeowners saying they finally have the means to renovate and the same share looking to improve resale value.

Other motivations include creating a more accommodating bathroom (27%) and finally having the time to take on the project (21%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Events Triggering Bathroom Renovations



Overall Spend on Major Bath Renovations Rises Slightly

The national median spend on all bathroom renovations was \$13,000 in 2024, a slight decline from \$15,000 in 2023.

Major bathroom remodels command significantly higher budgets, however. The overall median spend for these inched up from \$21,000 in 2023 to \$22,000 in 2024. Larger bathrooms (100 or more square feet) continue to see the greatest investment, with the median spend holding at \$25,000. The spend on smaller bathrooms (fewer than 100 square feet), in contrast, rose to \$17,000, a 13% increase.

The top 10% of projects reached \$60,000, nearly three times the overall median spend of \$22,000. Homeowners with larger bathrooms of more than 100 square feet, drive this even higher, with the 90th percentile hitting \$70,000 when at least the shower area is fully upgraded.

*Median spend on bathroom remodels is from the 2025 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.

Overall Median Spend*

\$13,000

on all bathroom renovations in 2024

Spend on Major Bathroom Remodels in 2024**

	Median Spend*	90th Percentile
Overall	\$22,000	\$60,000
Larger bathrooms (100+ square feet)	\$25,000	\$70,000
Smaller bathrooms (< 100 square feet)	\$17,000	\$45,000

Spend on Minor Bath Remodels Dips Slightly

Homeowners spent slightly less on minor bathroom renovations in 2024 (\$7,500) versus 2023 (\$8,000). At the high end, the top 10% of projects came in at \$28,000 or more.

Larger bathrooms (100 or more square feet) saw the sharpest drop, with spend falling 26%, from \$11,500 to \$8,500. Spend on minor renovations of smaller bathrooms (fewer than 100 square feet) decreased from \$6,000 to \$5,000.

This contrasts with major bathroom renovations, for which the overall median spend edged up from \$21,000 to \$22,000. And spend on major renovations of smaller bathrooms actually increased notably (by 13%) year over year.

*Minor bathroom remodel refers to remodels without a shower upgrade.

**Median spend on bathroom remodels is from the 2025 Houzz & Home Study. Spend data has not been adjusted for inflation.

Spend on Minor Bathroom Remodels in 2024*

	Median Spend*	90th Percentile
Overall	\$7,500	\$28,000
Larger bathrooms (100+ square feet)	\$8,500	\$34,600
Smaller bathrooms (< 100 square feet)	\$5,000	\$21,000

Most Bathrooms Keep Their Footprint

The vast majority of bathrooms (82%) remain about the same size after being renovated, with that percentage increasing by 3 points year over year. Only a small share (11%) grew somewhat larger, and 5% of baths grew significantly.

Looking at the final size, just over half of renovated bathrooms (51%) are less than 100 square feet. Nearly a third (31%) measure 100 to 199 square feet, while 18% are 200 square feet or more.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Change in Size of Renovated Bathrooms*

Smaller	+1 pp [#] 2%
About the same	+3 pp [#] 82%
Somewhat larger (up to 50%)	11%
Significantly larger (more than 50%)	5%

Final Size of Renovated Bathrooms*

Less than 100 square feet	51%
100 to 199 square feet	31%
200 square feet or more	18%

Bathrooms Get a Boost From Home Additions

Nearly a third (31%) of renovating homeowners build a home addition to expand their bathroom.

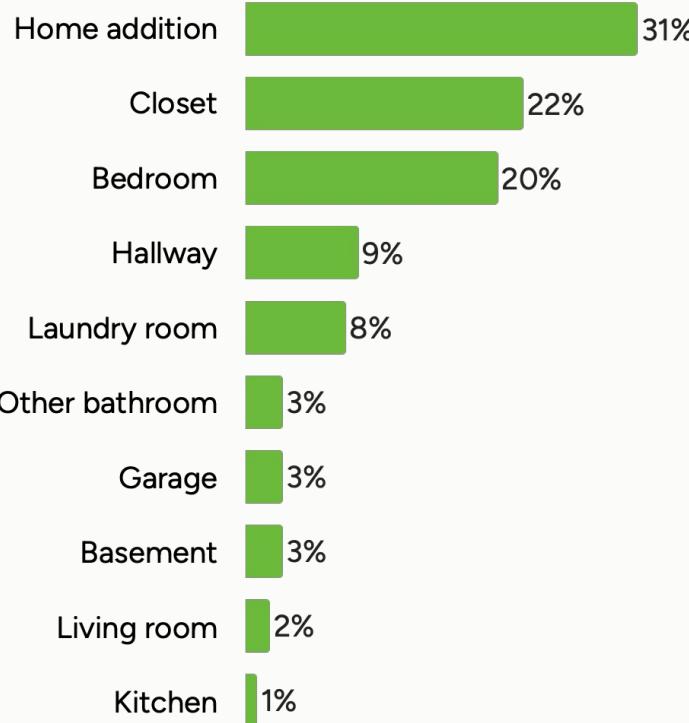
Others look inward, repurposing areas such as closets (22%) and bedrooms (20%). Less commonly, homeowners sacrifice hallways (9%) and laundry rooms (8%) to allow for expansion.

Only small shares tap into a garage, a basement or another bathroom (3% each), while living rooms (2%) and kitchens (1%) are the least popular spaces used to increase bathroom size.

*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 2024-25 (2025 study).

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

Spaces Used to Increase Bathroom Size*†



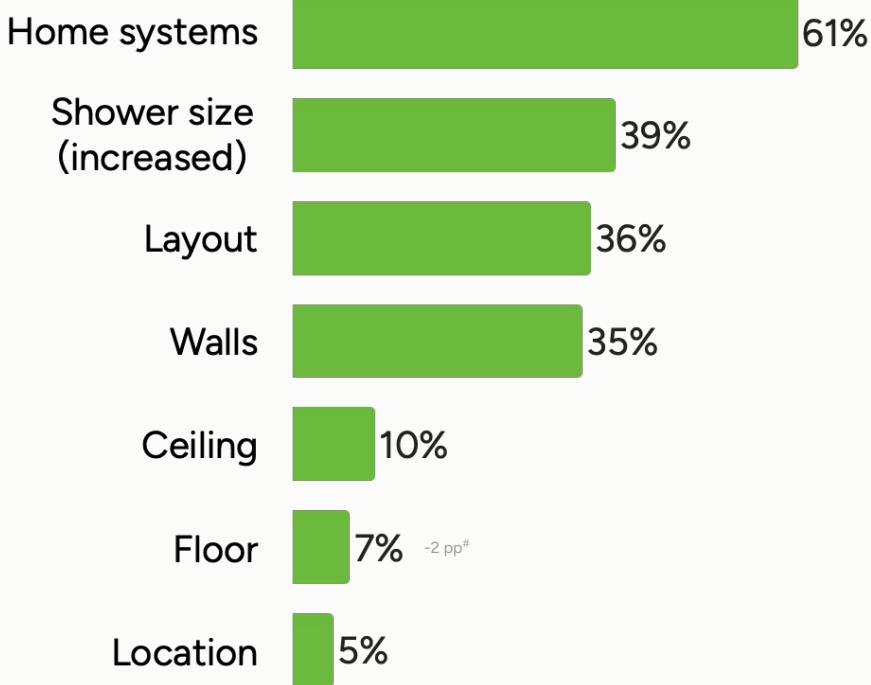
Less Focus on Layout and Walls, Strong Focus on Systems

System upgrades remain a strong focus, with 61% of homeowners enhancing ventilation, heating or plumbing systems.

Fewer homeowners implement layout changes (36%) or modify bathroom walls (35%). Only 5% of homeowners relocate the bathroom entirely.

Finally, increasing the size of the shower remains the second-most-common bath project, with nearly 2 in 5 renovating homeowners (39%) opting for this upgrade.

Major Changes During Bathroom Renovation*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Pros Power the Majority of Bathroom Renovations

The majority of homeowners (84%) hire professionals for their bathroom renovation. General contractors remain the most commonly sought pros, hired by nearly half (45%) of renovating homeowners.

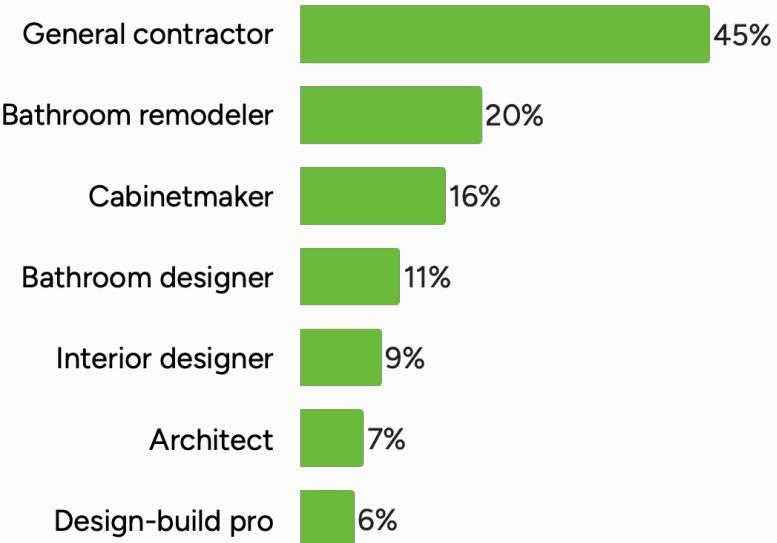
Bathroom remodelers (20%) and cabinetmakers (16%) are the next most frequently hired pros.

As for other types of pros, 11% of homeowners hire a bathroom designer and 9% turn to an interior designer. Architects (7%) and design-build firms (6%) round out the list.

Service Providers Hired During Bathroom Renovation*

84%

hire a pro for bathroom renovation



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

02

Look & Feel



Curated Nest Interiors

Fewer Change Style, While Top Choices Hold Steady

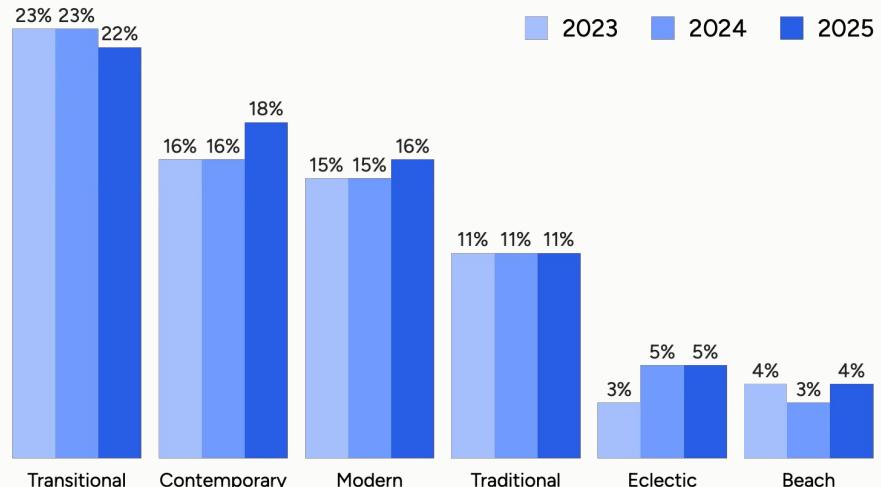
Fewer homeowners (79%) are updating bathroom styles this year; the share is down by 7 percentage points from the previous year.

Among those homeowners who do change their bathroom's style, transitional remains the leading choice (22%). Interest in contemporary and modern styles has grown slightly, with the shares reaching 18% and 16%, respectively, this year. Traditional style remains stable at 11%, and eclectic and beach styles follow at 5% and 4%, respectively. For more information about styles over time, see Appendix A.

Bathroom Style Change*

79% -7 pp[#]
change bathroom style during renovation

Bathroom Style Following Style Change**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 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 2022-23 (2023 study), 2023-24 (2024 study) and 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Wood Vanities and White Countertops Hold Steady

For new vanities, renovating homeowners choose wood tones most frequently (28%). Lighter shades of wood account for 11% of that share, while medium and darker wood shades account for 17%. After wood, white is the most popular vanity color choice (20%), while off-white (10%) and gray (9%) follow distantly. Green, though still less common than other colors, inched up by 2 percentage points year over year to reach 5%.

Countertops tell a slightly different story, as nearly half (48%) of new ones in baths are white. Off-white countertops appear in one-fifth of renovated bathrooms (20%), while gray (9%), beige (6%) and black (4%) countertops remain less common. For more information on colors, see Appendix B.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or updated, or are adding or updating, vanities or countertops as part of their renovation.

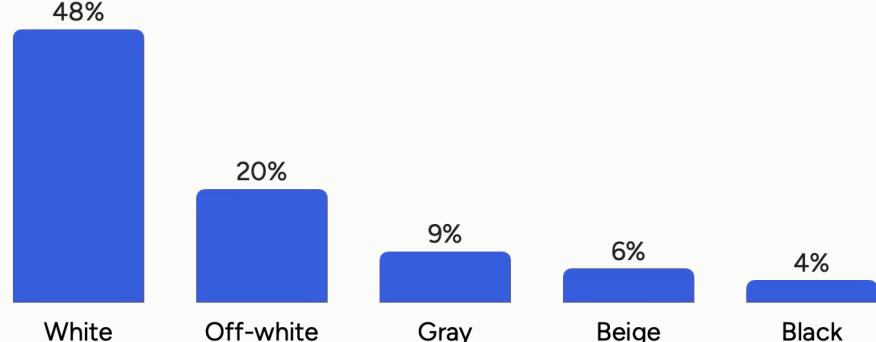
**Wood includes light (11%), medium (13%) and dark (4%) tones.

#Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Colors of New Vanities*



Colors of New Countertops*



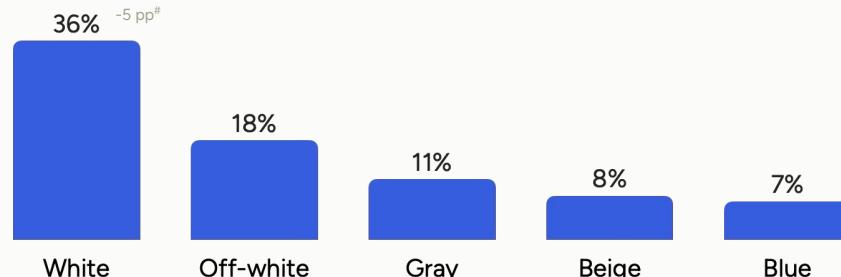
Shades of White Still Preferred

White remains the most popular color for bathroom walls, in both showers (36%) and nonshower areas (25%). Its popularity for shower walls has eased somewhat, however, with the share declining by 5 percentage points from the previous year. Off-white follows, selected by 18% for shower walls and by 21% for nonshower walls.

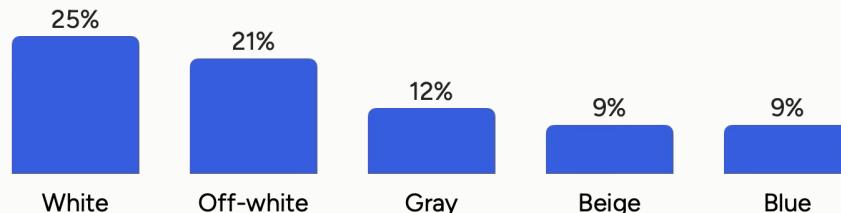
Gray, beige and blue have captured modest shares for both wall types this year. Gray is holding steady at 11% for shower walls and 12% of nonshower walls, beige accounts for 8% of shower walls and 9% of nonshower walls, and blue is the choice for 7% of shower walls and 9% of nonshower walls.

For more information on colors, see Appendix B.

Colors of New Shower Walls*



Colors of New Nonshower Walls*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or updated, or are adding or updating walls as part of their renovation.

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Accent Walls Make a Statement With Color and Pattern

Nearly a third of renovating homeowners (31%) bring personality into renovated bathrooms through accent walls. For accent wall colors, blue is most preferred (18%). White follows fairly closely (15%), although the share choosing it declined by 8 percentage points year over year. Smaller shares choose off-white and beige (10% each), but the latter gained 6 percentage points year over year. Green is right behind (9%).

Homeowners are just as likely to go for pattern as for color on their accent walls (46% each), while nearly as many (45%) differentiate the wall with a surface material. The latter share, however, fell by 8 percentage points year over year. About a third of homeowners (31%) create an accent wall with texture. For more information on colors, see Appendix B.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or updated, or are adding or updating, an accent wall as part of their renovation.

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Accent Wall Upgrades*

31%

upgrade accent walls

Accent Wall Colors*



What Distinguishes Accent Walls*

Pattern	46%
Color	46%
Surface material	45% -8 pp [#]
Texture	31%

Wet Rooms Appeal for Space Efficiency and Universal Design

Wet rooms now account for 16% of renovated bathrooms, with the share up by 3 percentage points year over year. Among homeowners who opt for one, 50% say the appeal lies in better use of space.

More than a third (35%) already had a wet room prior to the renovation. Among those choosing a wet room, aesthetics (29%) and universal design (26%) are strong motivators, while ease of cleaning appeals to 21%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

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

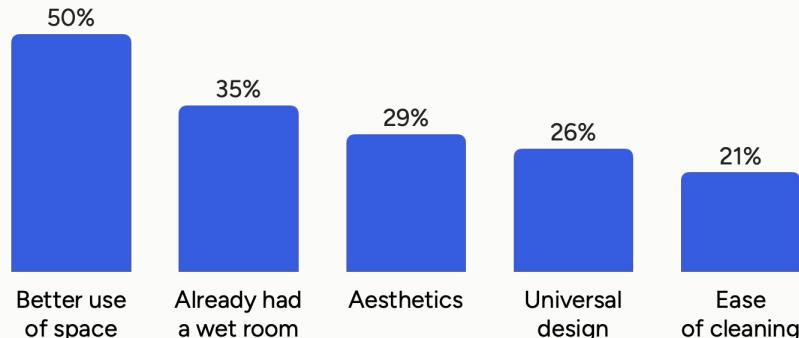
[†]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

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

Bathrooms That Are Wet Rooms*

16%
+3 pp[#]
are wet rooms

Reasons for Choosing a Wet Room**[†]



Flat-Bottom Is Top Tub Style in Wet Rooms

When it comes to bathtub styles in wet rooms, freestanding flat-bottom tubs are the top choice (57%). Alcove tubs follow at 27%, meaning that over 4 in 5 wet rooms have either a freestanding flat-bottom or an alcove tub.

Much smaller shares choose a freestanding claw-foot (6%) or deck-mounted (4%) tub for their wet room.

As part of a wet room upgrade, soaking bathtubs are also the clear favorite, with nearly three-quarters of renovating homeowners (74%) opting for this style, while far fewer select standard (20%) or walk-in (2%) tubs.

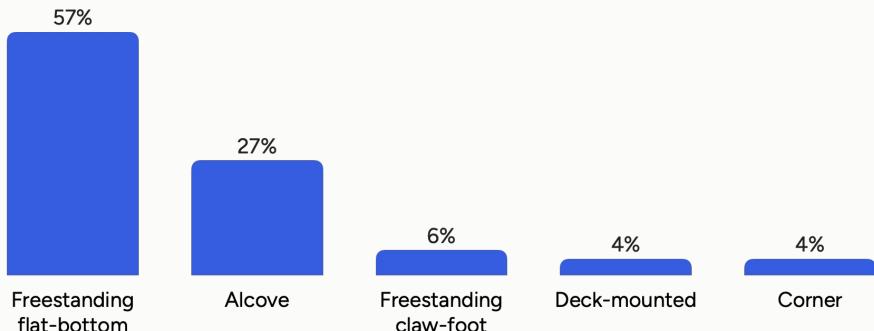
*Percentages reflect the proportion of homeowners who have upgraded or are upgrading a bathtub as part of a completed, current or planned wet room renovation during 2024-25 (2025 study).

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

Bathtub Types in Wet Rooms*†

Soaking	74%
Standard	20%
Walk-in	2%

Bathtub Styles in Wet Rooms*†



Majority Address Special Needs

Special needs are increasingly top of mind in bathroom renovations, with 68% of homeowners incorporating solutions; that share is up by 4 percentage points year over year.

While nearly a third (31%) anticipate that these needs will arise within the next 12 months, many are planning further ahead. Almost half (47%) expect special needs to arise five or more years down the line. Others expect them to arise in the next one to two years (10%) or the next three to four years (also 10%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

**Percentages reflect the proportion of homeowners who have addressed or are addressing future special needs in their bathroom renovation during 2024-25 (2025 study).

#Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Current and Future Needs Addressed During Bathroom Renovations*

68%
+4 pp[#]
address special needs

When Homeowners Expect Future Special Needs to Arise**

In the next 12 months	31%
In the next 1-2 years	10%
In the next 3-4 years	12%
In the next 5 or more years	47%

Aging Household Members Take Priority

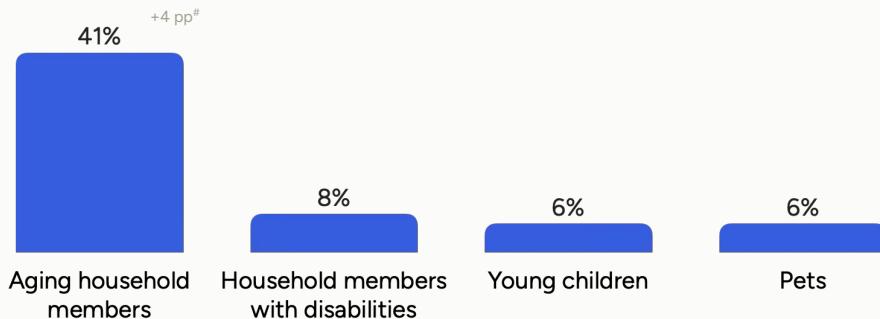
When addressing current special needs in bathroom renovations, homeowners most often focus on aging household members (41%), and that share is up by 4 percentage points. Homeowners focus far less frequently on the special needs of household members with disabilities (8%), young children (6%) and pets (6%).

Planning ahead, nearly half of homeowners (49%) address the future needs of aging household members in their current renovation. Smaller shares incorporate features for the future needs of household members with disabilities (11%), young children (5%) and pets (4%).

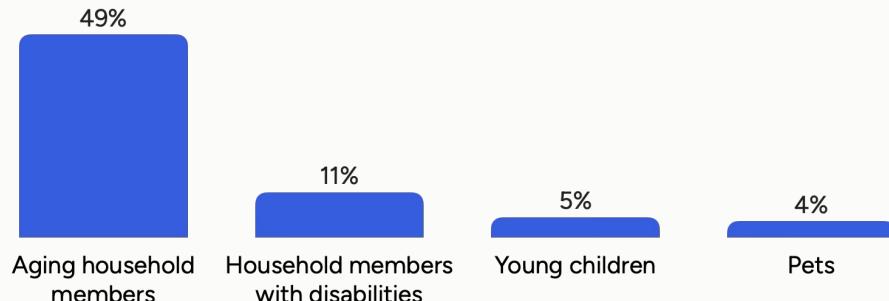
*Percentages reflect the proportion of homeowners who have addressed or are addressing current and future special needs in their bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Current Special Needs Addressed by Bathroom Renovations*



Future Special Needs Addressed by Bathroom Renovations*

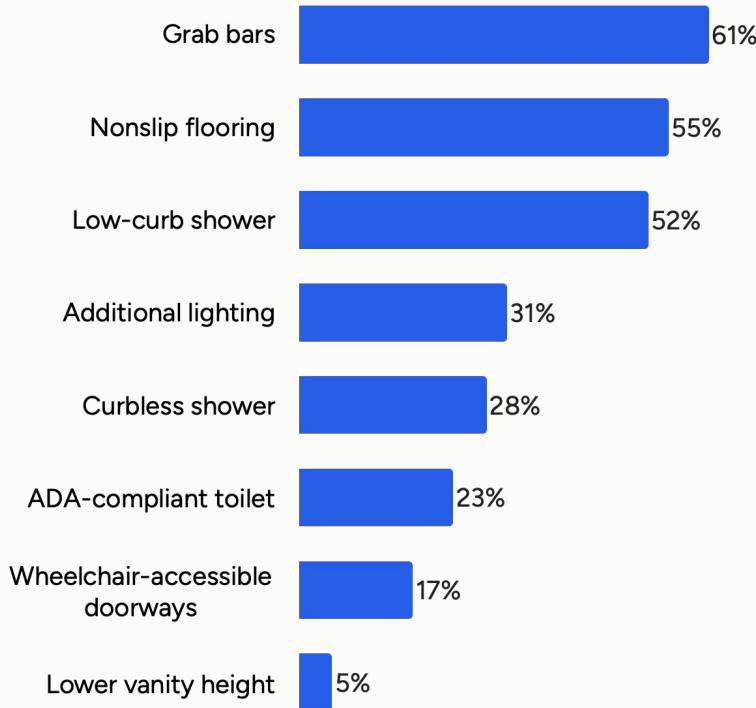


Safety Features Lead for Aging in Place

In addressing aging-in-place needs, homeowners focus on safety first, incorporating grab bars (61%) and nonslip flooring (55%). More accessible showers (low-curb, 52%, and curbless, 28%) also are popular, and some homeowners bring in additional lighting (31%), ADA-compliant toilets (23%) and wheelchair-accessible doorways (17%).

A lower vanity height (5%) is the least common aging-in-place feature incorporated during bath renovations.

Features Incorporated to Address Current or Future Aging in Place*†



*Percentages reflect the proportion of homeowners who have addressed or are addressing current and future special needs in their bathroom renovation during 2024-25 (2025 study).

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

Lighting Leads Among Wellness Features

More than a third of renovated bathrooms (36%) include wellness features, with lighting being the most popular (30%).

Some homeowners also go for soaking tubs or spa baths (18%) and water features, such as fountains or water walls (13%). And smaller shares of homeowners turn to natural light (8%), radiant flooring (7%) and steam showers (4%) to enhance well-being.

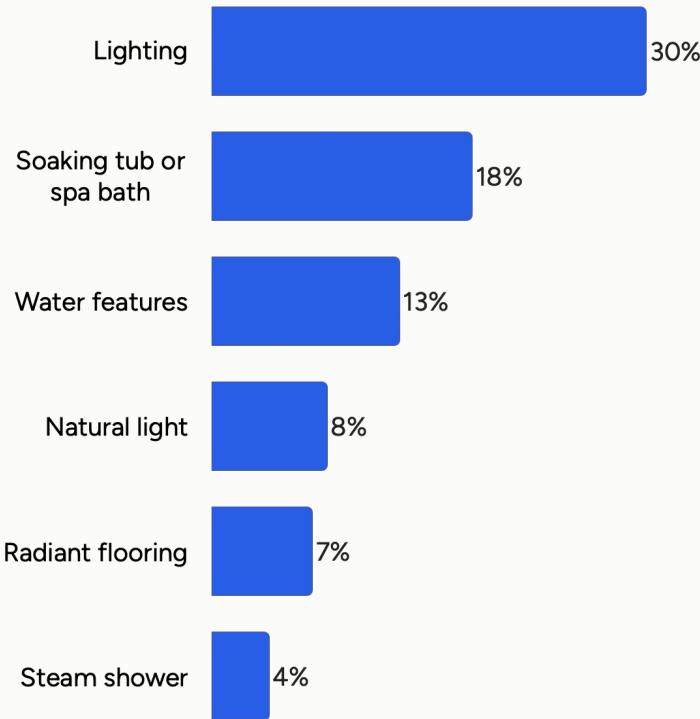
36%

of renovated bathrooms have one or more wellness features*[†]

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

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

Wellness Features in Renovated Bathrooms*[†]

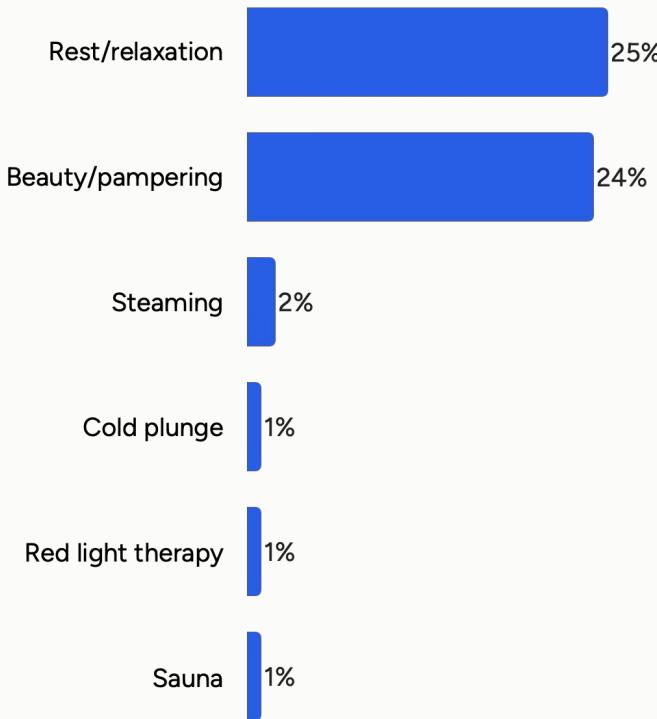


Bathrooms Become a Haven for Self-Care

In addition to daily functional routines, many renovated bathrooms are used for self-care. A quarter of homeowners (25%) say they use the bath for rest and relaxation, and nearly as many cite beauty and pampering sessions (24%).

Steaming (2%) and doing a cold plunge, red light therapy or sauna session (1% each) are less frequent ways homeowners turn their bathrooms into self-care retreats.

Self-Care Uses for Renovated Bathrooms*†



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

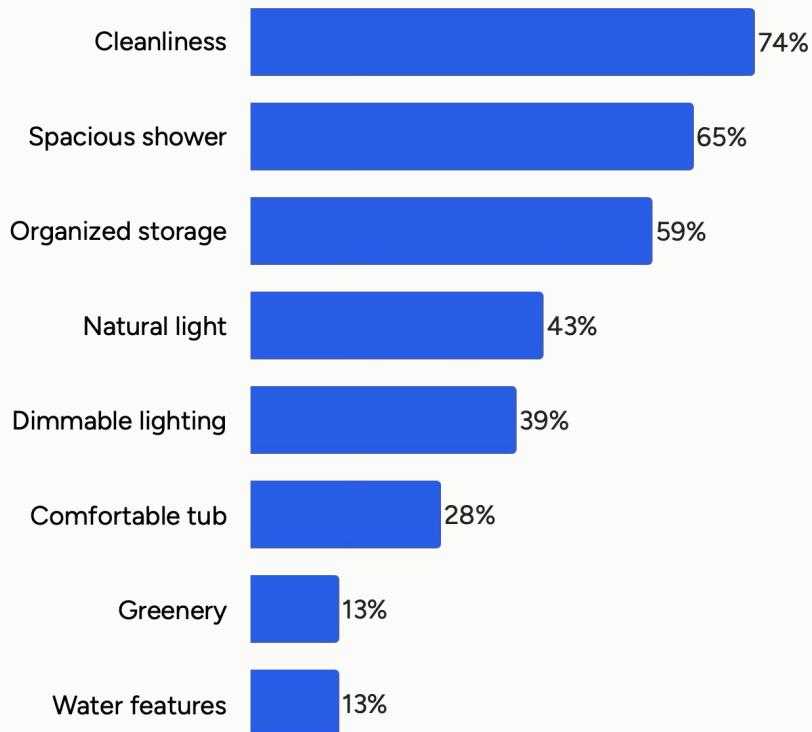
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Cleanliness, Space and Storage Promote Relaxation

Several aspects help homeowners relax in the bathroom; cleanliness is the most frequently cited factor (74%). The comfort of a spacious shower (65%) and the calmness of organized storage (59%) are strong factors as well.

Natural light (43%) and dimmable lighting (39%) enhance relaxation through ambiance, while just over a quarter of renovating homeowners (28%) say that a comfortable tub helps them unwind.

Relaxation Helpers in Renovated Bathrooms*†



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

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

03

Products & Features



Jennifer Kizzee Design

Renovations Typically Involve a Suite of Bathroom Upgrades

Faucets remain the feature most commonly upgraded during bathroom renovations (87%). Lighting fixtures (82%), flooring (81%) and wall finishes (81%) follow closely. Countertops (76%), showers (75%) and sinks (73%) also rank among the most frequently upgraded features.

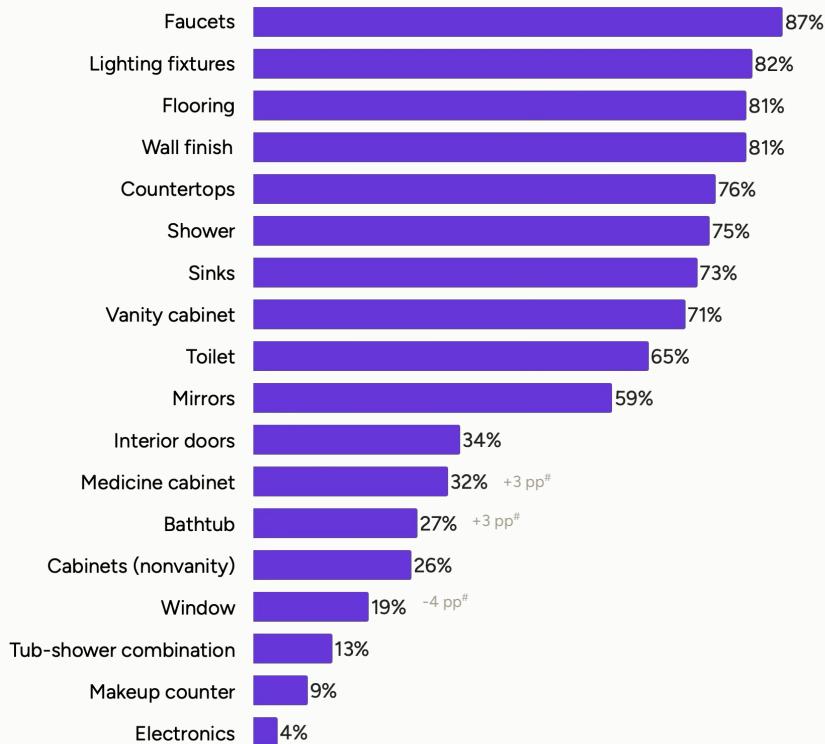
Smaller but growing shares of homeowners upgrade medicine cabinets (32%, up by 3 percentage points) and bathtubs (27%, also up by 3 percentage points). Window upgrades, on the other hand, dipped to 19%, down by 4 percentage points year over year.

Homeowners tackle upgrades to tub-shower combinations (13%), makeup counters (9%) and electronics (4%) far less frequently, consistent with the previous year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Features Upgraded During Bathroom Renovations*

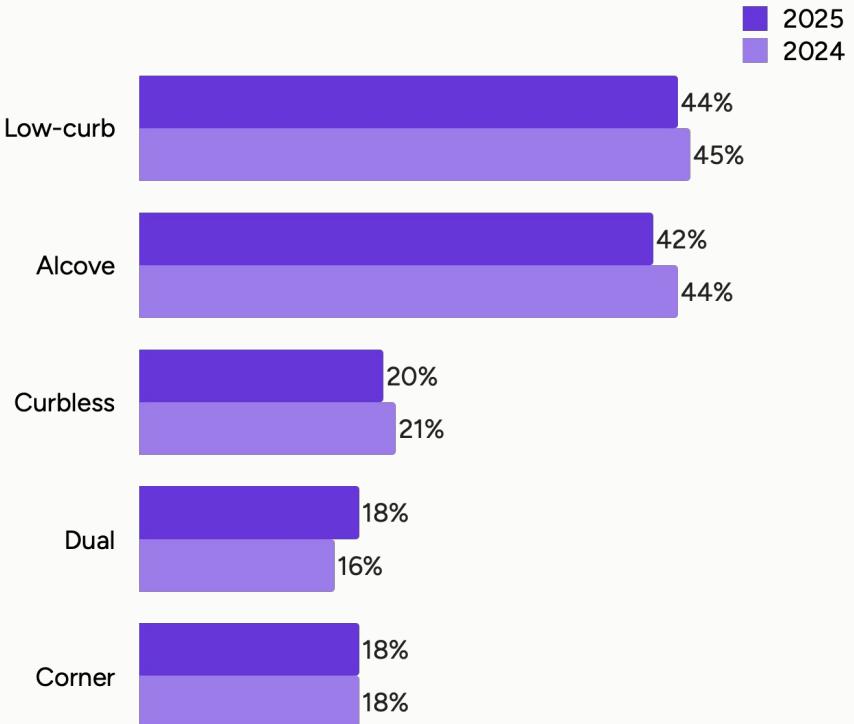


Alcove and Low-Curb Showers Vie for Top Spot

Among homeowners upgrading the shower, low-curb (44%) and alcove (42%) models are the most popular choices, followed by curbless (20%).

Corner showers account for 18%, putting them on par with dual showers (also 18%).

Styles of Upgraded Showers*



*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 2024-25 (2025 study).

Vast Majority of Showers Have Doors, With Frameless Leading

The overwhelming majority of homeowners (84%) choose a shower with a door. Frameless doors continue to be the No. 1 choice, selected by three-quarters of homeowners (75%). As for other door options, 18% of renovating homeowners select semiframed, while 7% opt for fully framed.

When it comes to shower entry points, hinged doors are the most common option (38%), followed by sliding doors (20%). Curtains (13%) and fixed doors (7%) remain less widespread.

84%

choose a shower with a door*

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

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

Entry Styles of Upgraded Showers*

Hinged	38%
Sliding	20%
Curtain	13%
Fixed	7%

Door Frame Styles of Upgraded Showers**

Frameless	75%
Semiframed	18%
Framed	7%

Tile Is Far and Away Shower Flooring Favorite

When it comes to flooring materials, porcelain is the most popular (39%), followed by ceramic (26%).

Vinyl (16%) and marble (8%) are less common, while just 3% of renovating homeowners choose laminate for their shower flooring.

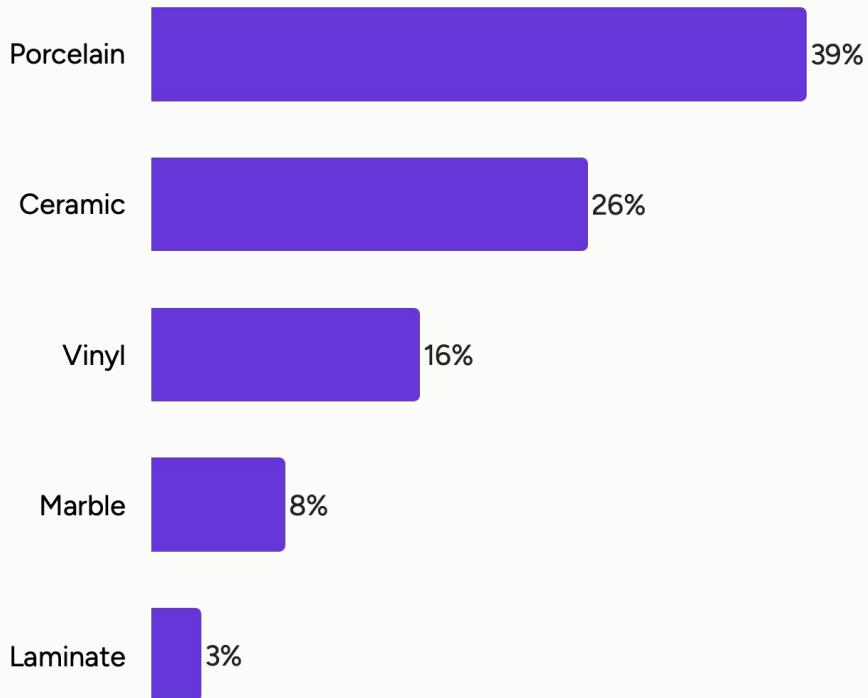
79%

choose tile for shower
flooring*†

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

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

Floor Materials in Upgraded Showers*†

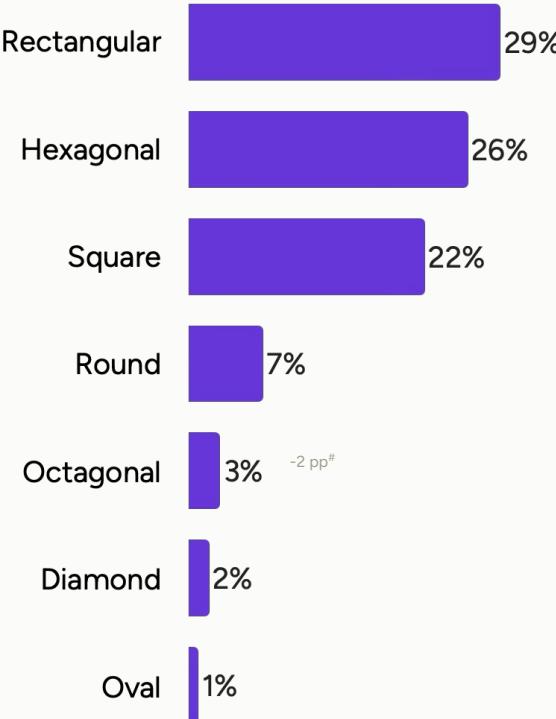


3 Top Shower Floor Tile Shapes in Similar Demand

When it comes to shower floor tile shapes, the three most popular have similar shares: rectangular (29%), hexagonal (26%) and square (22%).

At the other end, following distantly, are round (7%), octagonal (3%, down by 2 percentage points), diamond (2%) and oval (1%) tile shapes.

Shapes of Floor Tile in Upgraded Showers*



*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 2024-25 (2025 study).

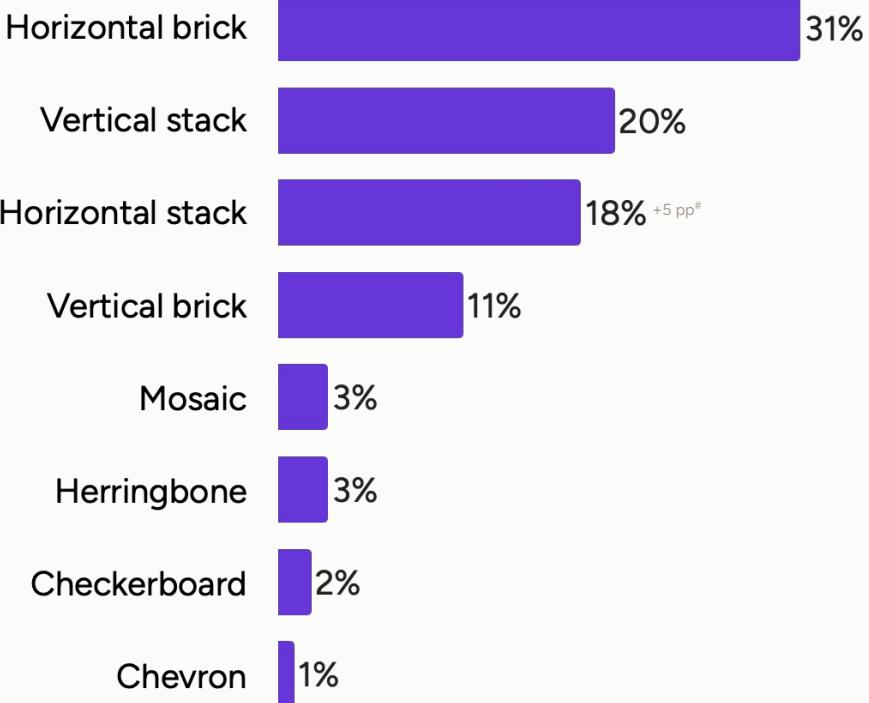
[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Horizontal Stack Gains Ground in Shower Wall Tile Patterns

Horizontally stacked shower wall tiles are up by 5 percentage points from the previous year, now chosen by 18% of renovating homeowners. However, horizontal brick continues to hold the top spot (31%), and vertical stack again ranks second (20%).

Vertical brick remains less common (11%), while more decorative tile patterns — mosaic and herringbone (3% each), checkerboard (2%) and chevron (1%) — appeal to even smaller shares of renovating homeowners.

Patterns of Wall Tile in Upgraded Showers*



*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 2024-25 (2025 study).

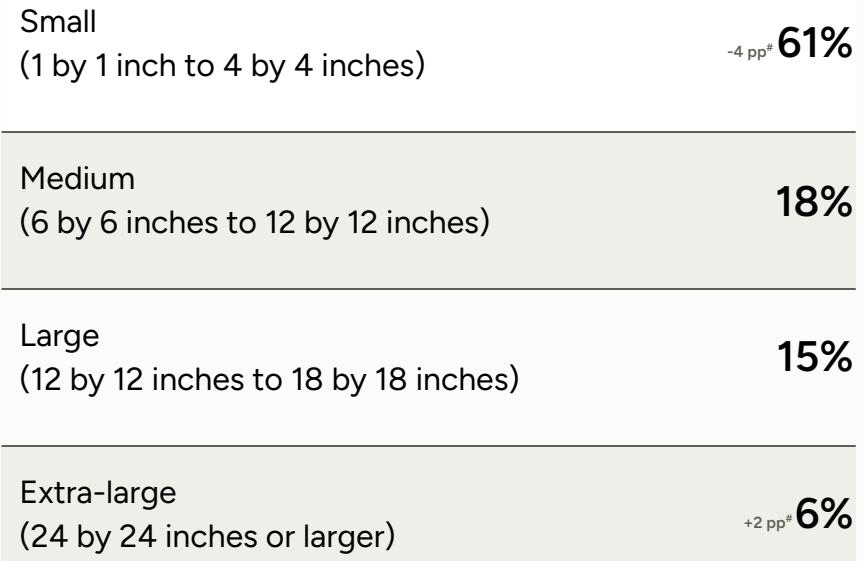
[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Small Shower Tiles Down but Still Top Choice

Most homeowners (61%) continue to favor small tiles (1 by 1 inch to 4 by 4 inches) for their shower flooring, though the share has declined by 4 percentage points.

Medium-size tiles (6 by 6 inches to 12 by 12 inches) and large tiles (12 by 12 inches to 18 by 18 inches) are each holding steady at 18% and 15%, respectively. Although only 6% of renovating homeowners choose extra-large tiles (24 by 24 inches or larger), this share is up by 2 percentage points.

Sizes of Floor Tile in Upgraded Showers*



*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 2024-25 (2025 study).

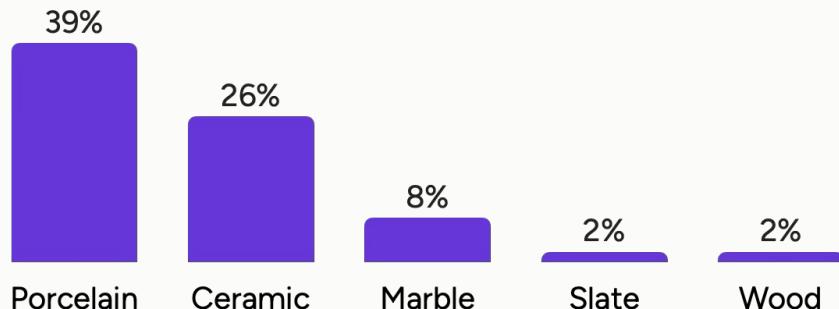
[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Special Flooring Features Appeal to Homeowners

Porcelain (39%) and ceramic (26%) are the leading material choices for flooring outside the shower. Marble (8%), slate (2%) and wood (2%) trail far behind.

When it comes to flooring types outside the shower, nearly one-third of homeowners (29%) go for nonslip surfaces, while 20% opt for heated flooring and 10% choose a mildew-resistant option.

Nonshower Flooring Materials in Upgraded Bathrooms*†



Nonshower Flooring Types in Upgraded Bathrooms*†



*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 2024-25 (2025 study).

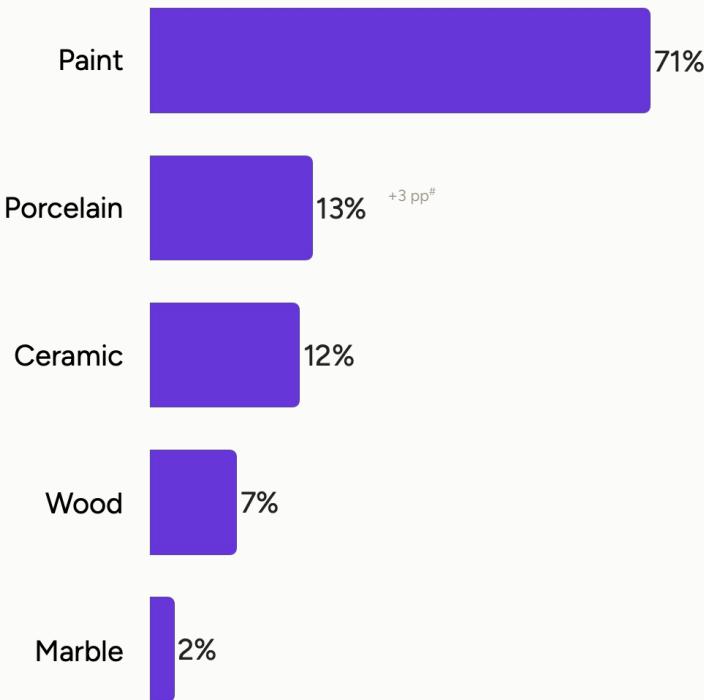
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Paint Still Leads for Bathroom Walls, but Porcelain Gains Interest

Paint has again far outpaced other finishes for bathroom walls outside the shower (71%). However, porcelain is gaining momentum, with the share choosing it climbing by 3 percentage points to reach 13%.

Ceramic is holding steady at 12%, while wood (7%) and marble (2%) continue to have less appeal to renovating homeowners.

Nonshower Wall Choices in Upgraded Bathrooms*



*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 2024-25 (2025 study).

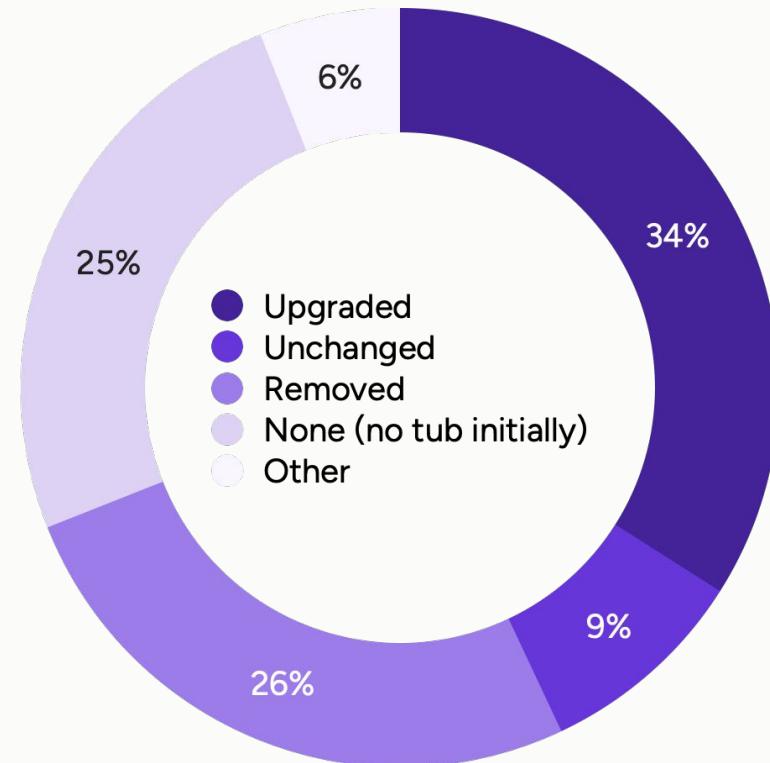
[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Homeowners Split on Bathtub Decisions

More than one-third of homeowners (34%) upgrade their bathtub during a bathroom renovation.

As for other bathtub approaches, 26% of renovating homeowners keep their existing tub, while 25% remove it altogether. Notably, 9% have no tub to begin with and don't add one while renovating.

Bathtub Status After Bathroom Renovation*



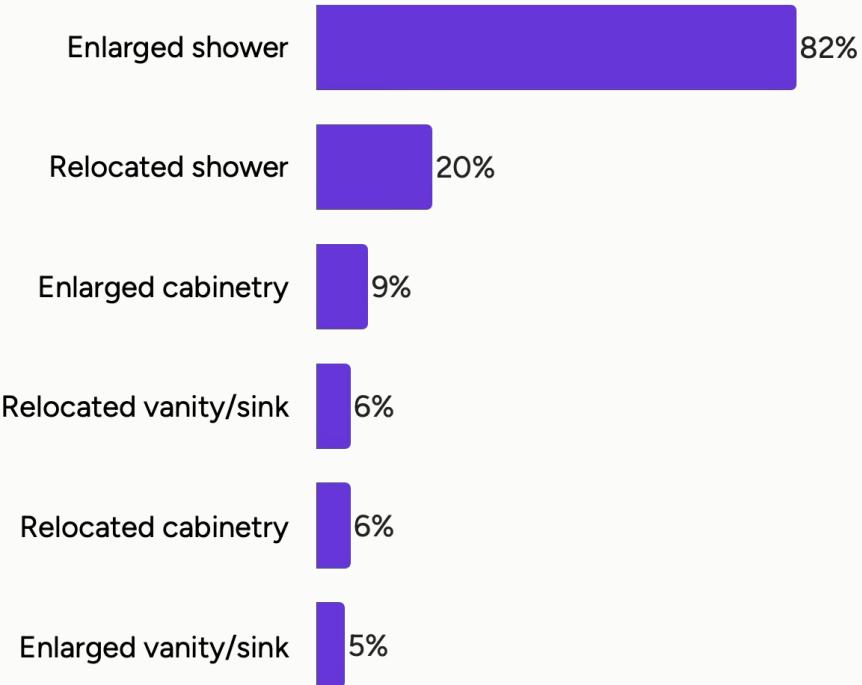
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

Tub Removal Leads to Bigger Showers for Most

Among homeowners who remove a bathtub, the vast majority (82%) use the extra space to enlarge their shower, while 20% relocate the shower altogether.

Beyond showers, 9% of tub-removing homeowners use the extra space to enlarge their cabinetry, while equal shares relocate their vanity or cabinetry (6% each). Fewer homeowners (5%) enlarge their vanity or sink.

Elements Changed After Bathtub Removal*



*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 2024-25 (2025 study).

More Than Half of Showers Are Expanded

When upgrading or adding showers, nearly half of homeowners (46%) keep the size the same or about the same.

Still, notable shares take the opportunity to expand, by different amounts. One in 5 (20%) enlarges the shower by less than 25%, while 14% increase the size by 25% to 50%. The latter share dipped by 3 percentage points from the previous year.

And 18% opt for a significant expansion, enlarging their shower by more than 50%. Only 2% reduce the shower size while renovating.

*Percentages reflect the proportion of homeowners who have added or upgraded, or are adding or upgrading, a shower as part of a completed, current or planned bathroom renovation during 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Sizes of New or Upgraded Showers*

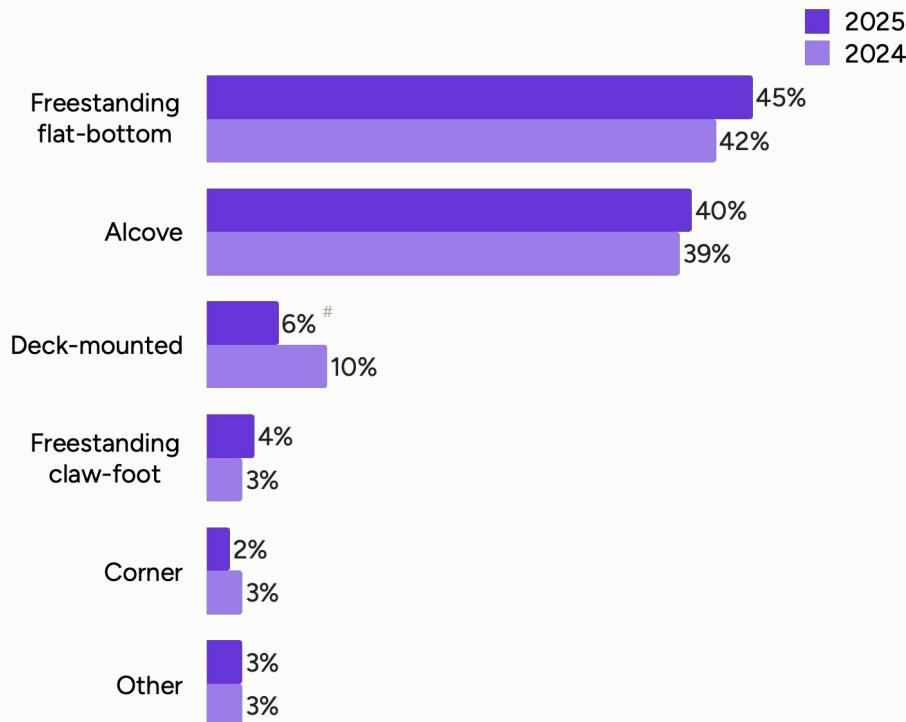
Significantly larger (> 50% increase)	18%
Larger (25% to 50% increase)	14% <small>-3 pp[#]</small>
Somewhat larger (< 25% increase)	20%
Same or about the same	46%
Smaller	2%

Freestanding Flat-Bottom Style Holds Top Tub Spot

Freestanding flat-bottom tubs remain the most popular style for bathtubs in renovated bathrooms, chosen by 45% of renovating homeowners. Alcove tubs follow closely (40%).

Deck-mounted tubs lost some ground, dropping from 10% to 6% year over year. Freestanding claw-foot (4%), corner (2%) and other styles (3%) continue to account for small shares of bathtub upgrades or additions.

Styles of Bathtub Styles in Renovated Bathrooms*



*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 2023-24 (2024 study) or 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Acrylic and Soaking Tubs Remain Top Choices

Acrylic is again the far-and-away favorite material for bathtubs in renovated bathrooms, chosen by 60% of renovating homeowners. Fiberglass follows at 16%, though that share slipped by 6 percentage points year over year. In contrast, enameled cast iron gained traction, rising by 4 percentage points to reach 8%. Cast polymer accounts for 6% of tub material choices.

As for tub types, soaking tubs are the clear favorite, selected by 62% of renovating homeowners. Standard tubs remain less common (29%), and walk-in tubs account for the lowest share (1%).

*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 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Bathtub Materials in Renovated Bathrooms*

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

Bathtub Types in Renovated Bathrooms*

Soaking	62%
Standard	29%
Walk-in	1%

Custom Vanity Options Lead, but Stock Models Gain Share

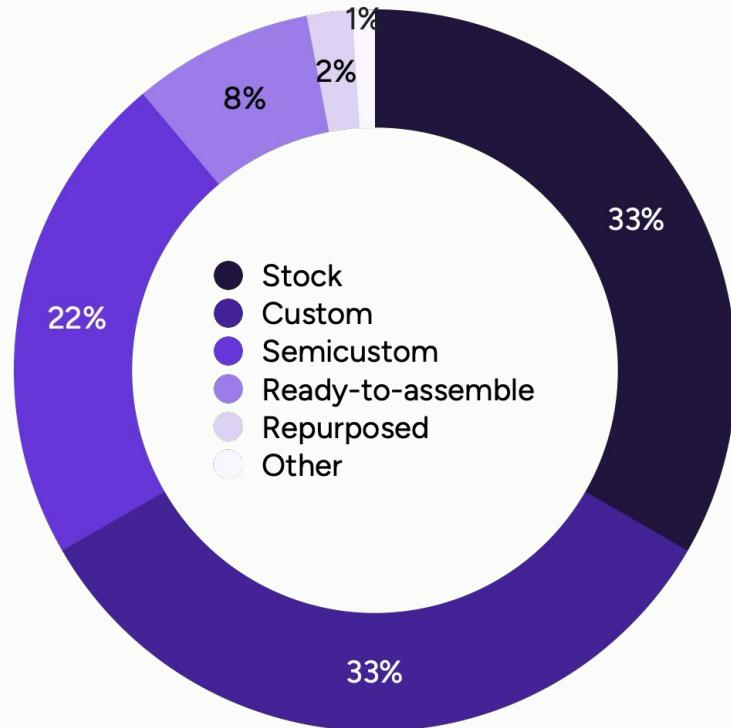
Stock vanities have become more popular for the fourth year in a row. However, custom vanities are still the most preferred, with more than half of renovating homeowners (55%) opting for either a fully custom (33%) or semicustom (22%) design.

Ready-to-assemble (8%) and repurposed (2%) vanities remain far less commonly chosen styles.

55%

choose a custom or semicustom vanity*

Styles of Upgraded Vanities*



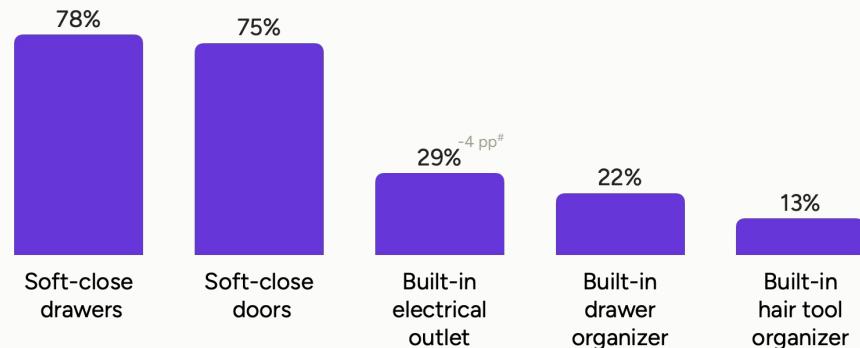
*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Built-In Vanity Features Trail Far Behind Soft-Close Options

Built-in features remain far less sought than other features in vanities. Fewer than a third of homeowners add any of the following built-ins: an electrical outlet (29%, down by 4 percentage points from last year), a drawer organizer (22%) or a hair tool organizer (13%). In contrast, soft-close mechanisms are prevalent. Among renovating homeowners, 78% opt for soft-close drawers and 75% select soft-close doors.

When it comes to size, nearly half of homeowners (47%) continue to favor vanities that are 48 inches or less. Larger vanities combined account for almost the same share, with 19% of renovating homeowners opting for 60 inches, 14% for 72 inches, and 13% for larger than 72 inches.

Features of Upgraded Vanities*



Widths of Upgraded Vanities*



*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

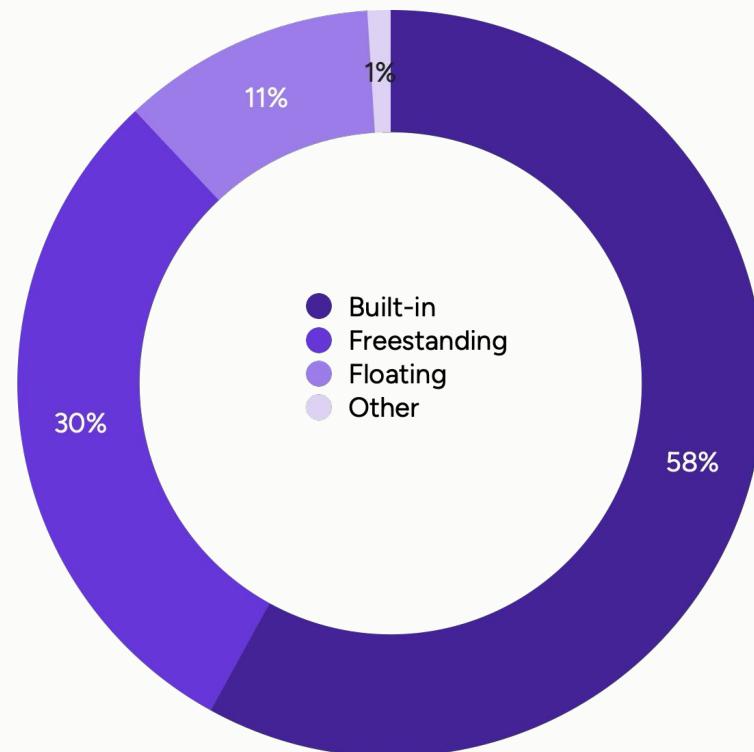
[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Majority Prefer Built-In Vanities

Among vanity mounting styles, built-in models remain the most common choice in remodeled bathrooms, selected by 58% of renovating homeowners.

Freestanding is the second-most-popular vanity style (30%), while 11% of homeowners choose a floating design. Very few vanities (1%) fall into other mounting categories.

Mounting Styles of Upgraded Vanities*



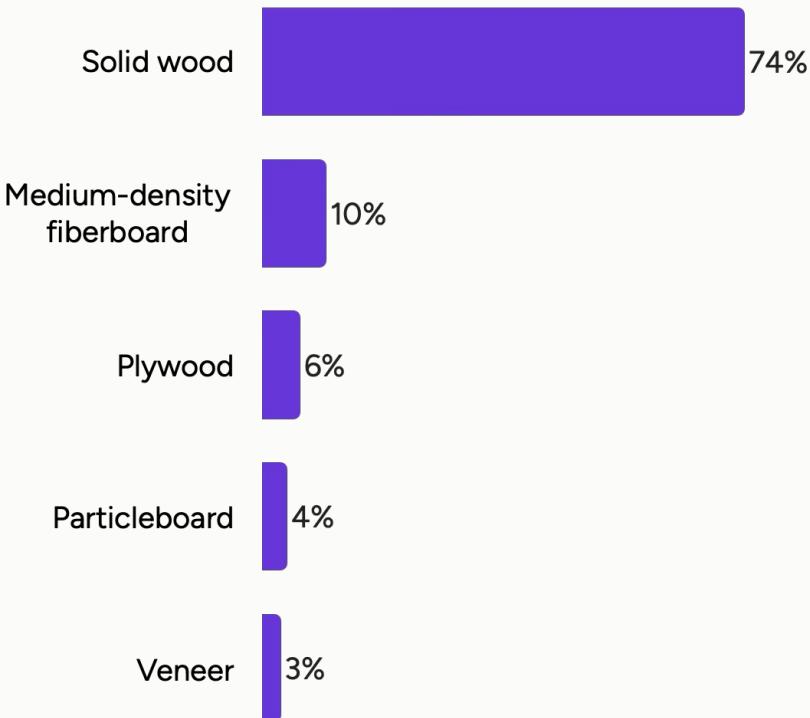
*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Solid Wood Vastly Preferred for Vanities

Nearly three-quarters of renovating homeowners (74%) choose solid wood for their vanity, making it the strong favorite among wood types.

Other wood material types account for much smaller, and relatively close, shares: medium-density fiberboard, 10%; plywood, 6%; particleboard, 4%; and veneer, 3%.

Wood Material Types for Upgraded Vanities*†



*Percentages reflect the proportion of homeowners who opted for wood vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

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

Maple and White Oak Rank Highest for Wood Vanities

Among solid wood types for upgraded vanities, renovating homeowners choose maple (29%) and white oak (23%) most often. Birch follows at a modest 12%, and walnut follows that at 9%.

Cherry (7%) and alder (5%) round out the list with the lowest shares.

Wood Types of Upgraded Vanities*†

Maple	29%
White oak	23%
Birch	12%
Walnut	9%
Cherry	7%
Alder	5%

*Percentages reflect the proportion of homeowners who opted for wood vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

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

Paint and Stain Top Vanity Finish Choices

Paint remains the leading finish choice for upgraded vanities, selected by 36% of renovating homeowners. Stain is the second-most-common vanity finish (23%), followed by wood veneer (15%).

Smaller shares of renovating homeowners opt for a natural (9%) or laminated veneer (5%) finish. Lacquer and varnish round out the list at just 3% each.

Finishes of Upgraded Vanities*†

Paint	36%
Stain	23%
Wood veneer	15%
Natural	9%
Laminated veneer	5%
Lacquer	3%
Varnish	3%

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

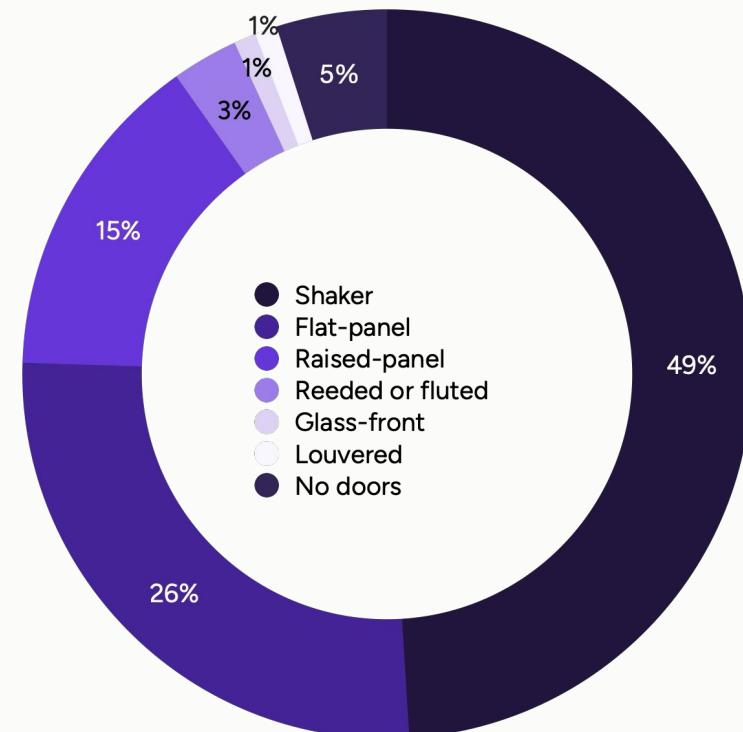
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Shaker Style Still Leads for Vanity Doors, While Louvered Debuts

On upgraded vanities, nearly half of renovating homeowners (49%) go for Shaker-style doors. Flat-panel doors follow at 26%, while raised-panel styles account for 15% of doors. Reeded or fluted (3%), glass-front (1%) and louvered (1%) doors are far less popular.

Very few vanities (5%) have no doors at all.

Door Styles of Upgraded Vanities*



*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Bar Pulls Still Favored, While Brushed Nickel Is Top Spot

When choosing vanity handles, renovating homeowners strongly prefer bar pulls (58%). Knobs follow at 35%, while finger pulls (9%) and no handles at all (8%) remain niche choices.

As for vanity handle finishes, brushed nickel leads at 32%, followed by black (18%) and brushed gold (14%).

Door Handle Types for Upgraded Vanities*

Bar pulls	58%
Knobs	35%
Finger pulls	9%
No handles	8%

Door Handle Finishes for Upgraded Vanities**†

Brushed nickel	32%
Black	18%
Brushed gold	14%

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 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 2024-25 (2025 study).

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

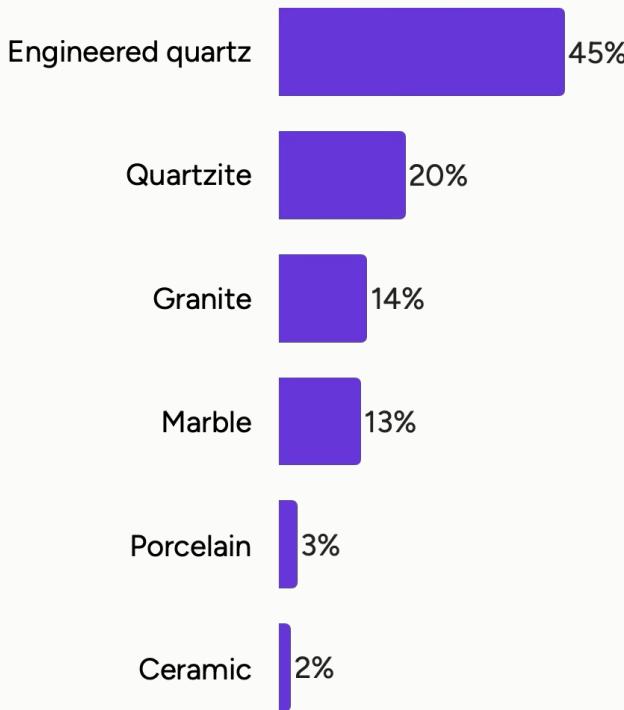
Engineered Quartz Remains No. 1 for Vanity Countertops

Nearly half of renovating homeowners (45%) go for an engineered quartz vanity countertop, making this material the strong favorite.

Natural stone types comprise the vast majority of the remaining material options, specifically quartzite (20%), granite (14%) and marble (13%). Meanwhile, porcelain (3%) and ceramic (2%) are niche selections.

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Countertop Materials for Upgraded Vanities*



Integrated Sink Styles Make Waves, but Undermounts Still Lead

Nearly three-quarters of homeowners (73%) upgrade sinks as part of a bathroom remodel.

Undermount sinks remain the top choice (57%), though the share is down by 4 percentage points year over year.

Integrated sinks, on the other hand, gained share, rising by 3 percentage points to reach 18%.

Nearly half of homeowners (47%) report having double sinks in their renovated bathroom.

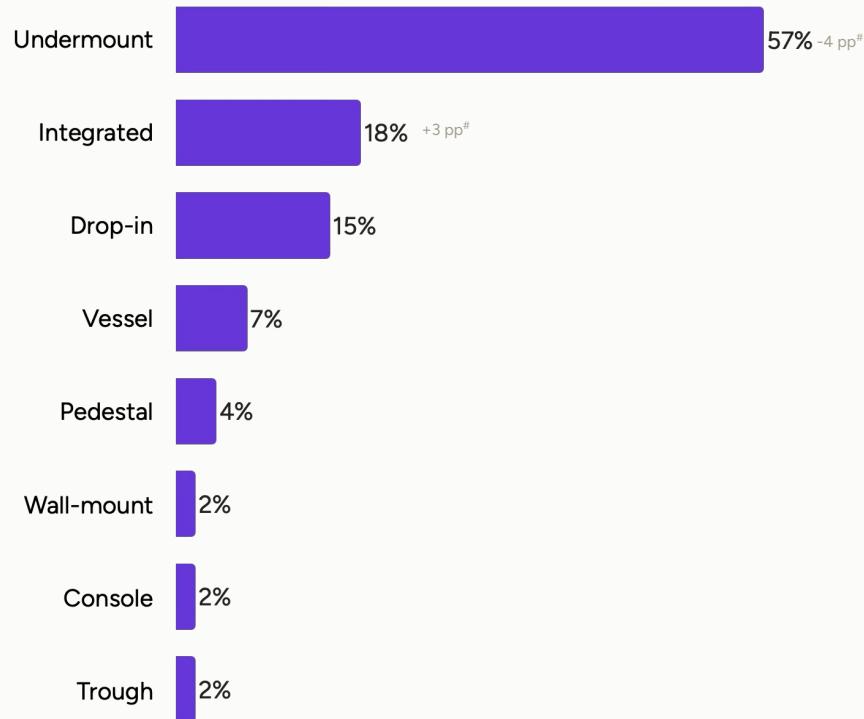
47%

have double sinks*

*Percentages reflect proportion of homeowners who have upgraded or are upgrading sinks as part of a completed, current or planned bathroom renovation during 2024-25 (2025 study).

#Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Types of Upgraded Sinks*



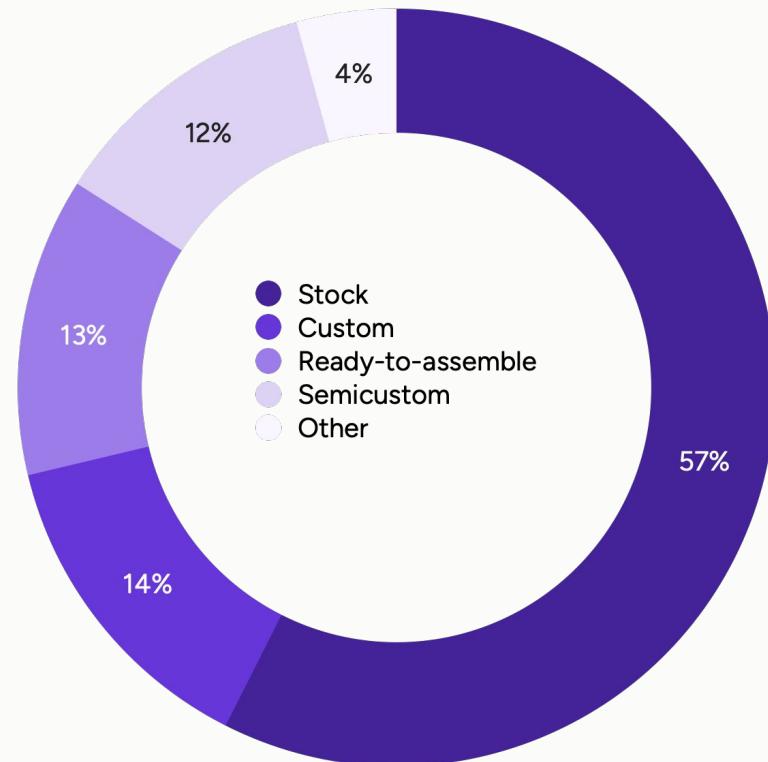
Custom Medicine Cabinets Favored Over Stock Models

Renovating homeowners seek stock medicine cabinets (57%), but a notable share invests in tailored options. Fourteen percent choose fully custom cabinets and 12% opt for semicustom designs, while 13% go with ready-to-assemble models. Only 4% turn to other solutions.

26%

choose a custom or semicustom medicine cabinet*

Styles of Upgraded Medicine Cabinets*



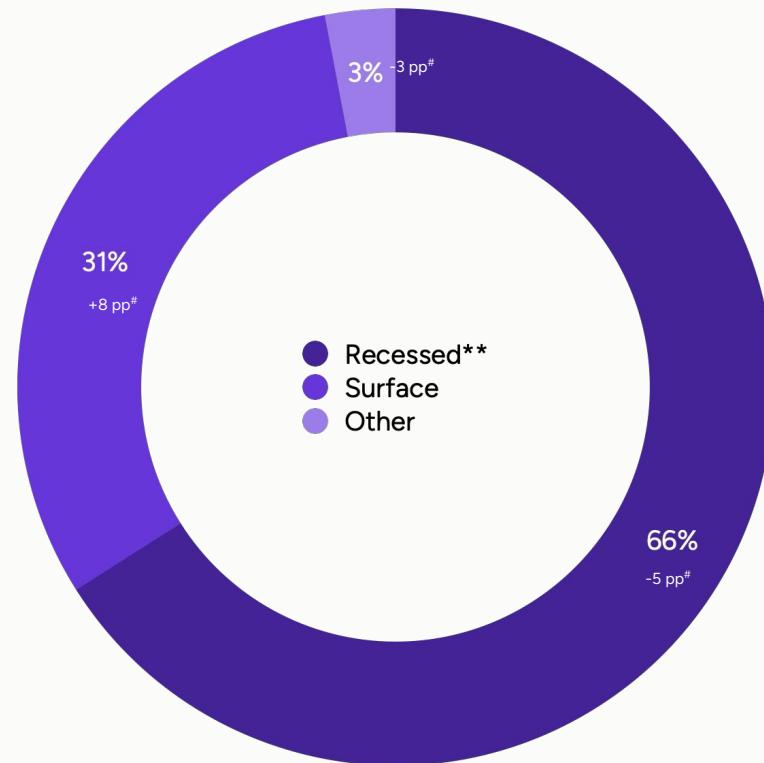
*Percentages reflect the proportion of homeowners who have updated or are updating medicine cabinets as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Interest in Surface-Mount Medicine Cabinets Spikes

When it comes to medicine cabinet mounting styles, recessed remains the top choice, selected by two-thirds of renovating homeowners (66%). However, that share has slipped by 5 percentage points year over year.

In contrast, surface-mounted medicine cabinets climbed by 8 points to reach 31%. Only a few renovating homeowners (3%) opt for a mounting style that is not recessed or surface-mounted.

Mounting Styles of Upgraded Medicine Cabinets*



*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 2024-25 (2025 study).

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

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.



Health Tracker Joins Medicine Cabinet Features

Upgraded medicine cabinets are evolving beyond mere storage, with a growing focus on integrated technology and convenience.

Hidden outlets (22%) and antifog systems (17%) are the most common features, and health trackers have entered the mix as well, appearing in 1% of new or upgraded medicine cabinets.

Mirrors remain a priority, most often installed on the outside (64%) rather than the inside (36%). Lighting is also gaining traction, with over a quarter of medicine cabinets (26%) now featuring illumination on the outside and 20% on the inside, versus 21% and 17%, respectively, in 2024.

*Percentages reflect the proportion of homeowners who have added or upgraded, or are adding or upgrading medicine cabinets as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).

Features of New or Upgraded Medicine Cabinets*

Hidden outlets	22%
Antifog system	17% +3 pp [#]
Health tracker	1% +1 pp [#]

Mirrors in New or Upgraded Medicine Cabinets*

On the outside	64%
On the inside	36%

Lighting in New or Upgraded Medicine Cabinets*

On the outside	26% +5 pp [#]
On the inside	20% +3 pp [#]

Lighting Fixture Preferences Expand Beyond Recessed

Recessed styles remain the most popular lighting choice in renovated bathrooms (40%), though the share choosing them dropped by 4 percentage points year over year.

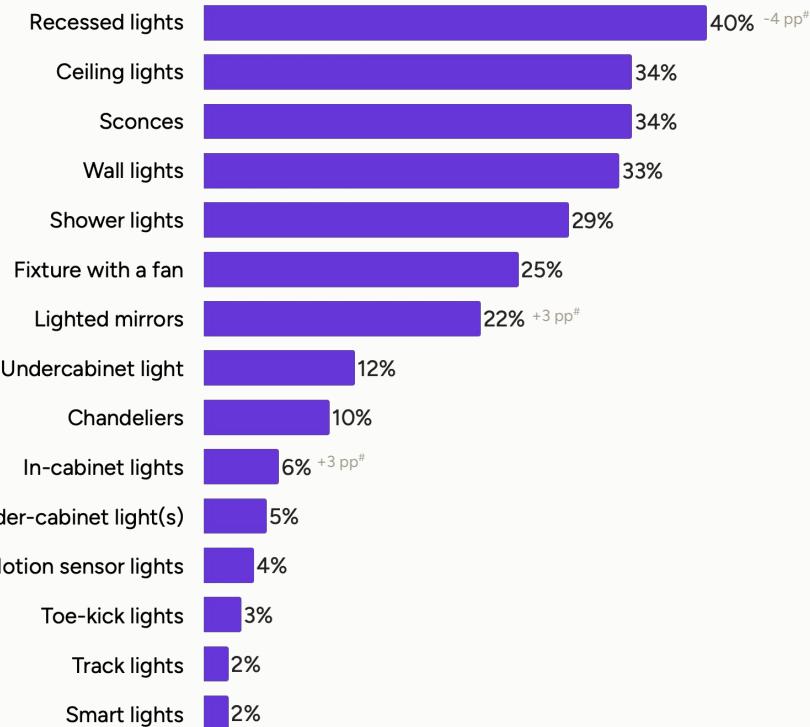
Ceiling and wall-mounted options are close behind, with equal shares of renovating homeowners choosing sconces and ceiling lights (34% each) and 33% opting for wall lights. Shower lights appear in 29% of projects, while 25% of renovating homeowners opt for lighting fixtures with a fan.

Lighted mirrors gained traction this year, with the share rising by 3 points to reach 22%. Undercabinet lights (12%), chandeliers (10%) and in-cabinet lighting (6%) round out the bathroom lighting list.

*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 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Types of Upgraded Light Fixtures*

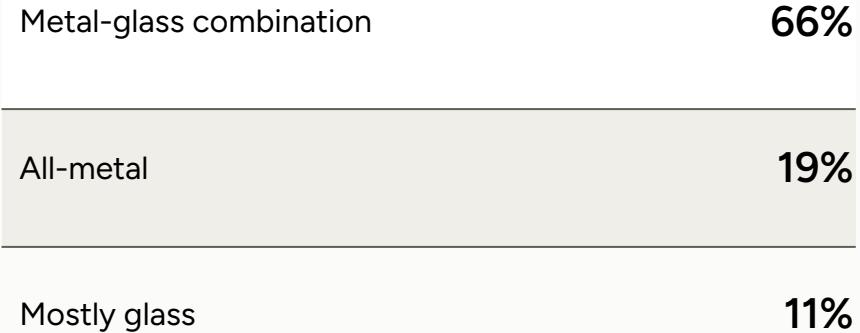


Metal and Glass Shine in Bathroom Lighting

When upgrading bathroom light fixtures, the majority of homeowners (66%) prefer designs made with a combination of metal and glass.

All-metal lights follow distantly (19%), while mostly glass designs account for just 11% of lighting fixtures in renovated bathrooms.

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 2024-25 (2025 study).

Good Ventilation Is Top Systems Priority

Among the 61% of homeowners upgrading systems during their bathroom remodel, some go the extra mile by bringing in new fixtures or features.

Ventilation fans are the most popular additions, selected by 58% of homeowners. Radiant heating (11%) and tankless water heaters (9%) follow. Water softeners (4%) and dehumidifiers (3%), which are more specialized features, are the least widespread.

New Systems Added During Bathroom Renovations*†

Ventilation fan	58%
Radiant heating	11%
Tankless water heater	9%
Water softener	4%
Dehumidifier	3%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

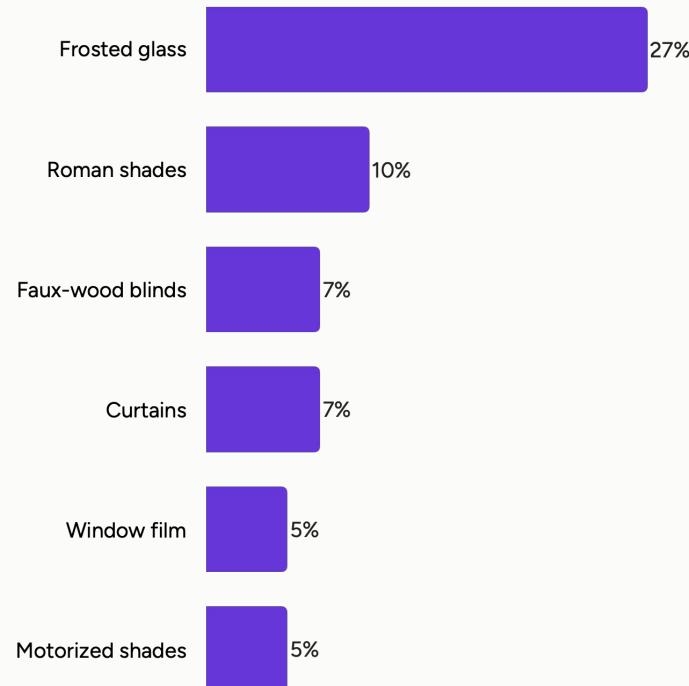
†No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Frosted Glass Tapped Most for Windows

When upgrading window treatments in the bath, homeowners most frequently choose frosted glass (27%).

Only 10% choose Roman shades, and other window treatments are selected even less frequently: faux-wood blinds or curtains (7% each) and window film or motorized shades (5% each).

Types of Upgraded Window Treatments*



*Percentages reflect the proportion of homeowners who have updated or are updating windows as part of their completed, current or planned bathroom renovation during 2024-25 (2025 study).



Sustainability Features Highly Sought

A notable 83% of renovating homeowners opt for sustainable features during their bathroom renovations.

Interestingly, many homeowners cite both cost-effectiveness in the long run (65%) and environmental friendliness (56%) as reasons for making sustainable choices, although the former share is down by 4 percentage points compared with the previous year.

Additionally, 14% of homeowners cite health reasons as a consideration, while federal incentives motivate only a few (1%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

**Percentages reflect the proportion of homeowners who are adding or upgrading a bathroom and are choosing sustainable options as part of their completed, current or planned renovation.

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

Sustainability During Bathroom Renovations*

83%
choose sustainable options*

Reasons for Including Sustainable Options**

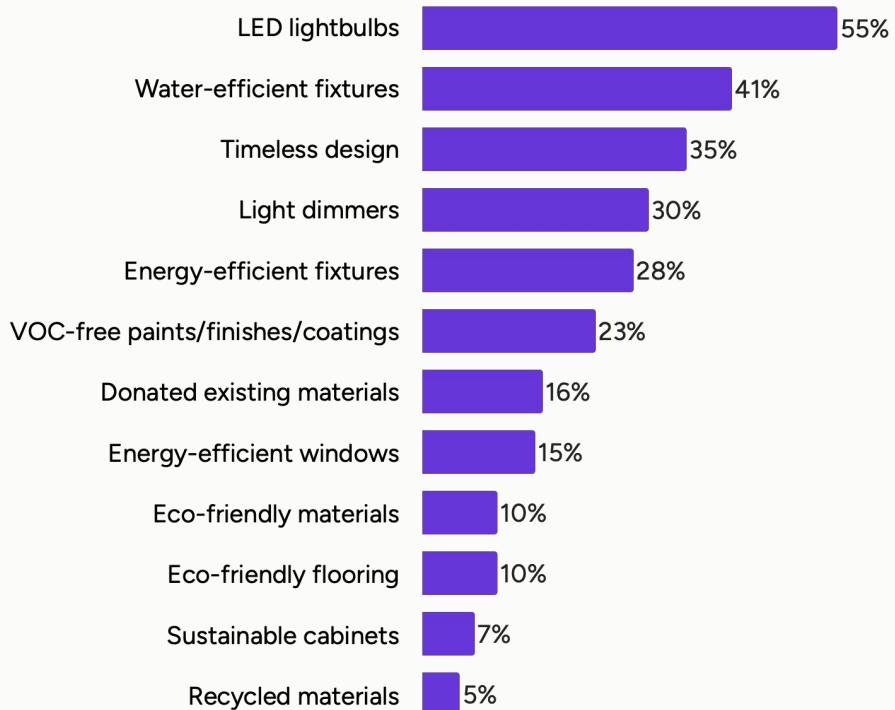
Cost-effective in the long run	65%
Environmentally friendly	55%
Health reasons	14%
Federal incentives	1%

LEDs and Water Efficiency Lead Sustainability-Minded Features

When it comes to sustainability in bathroom renovations, homeowners most often opt for simple but effective upgrades. LED lightbulbs are the top choice (55%), followed by water-efficient fixtures (41%). Choices with longevity in mind include a timeless design (35%) and light dimmers (30%), while some homeowners go for energy-efficient fixtures (28%) and VOC-free paints or finishes (23%).

Donating discarded materials (16%) and using energy-efficient windows (15%), eco-friendly materials and flooring (10% each) and sustainable cabinets (7%) remain less common sustainability methods. Using recycled materials (5%) is the least common approach.

Sustainable Options in Renovated Bathrooms*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study).

Specialty Features Promote Efficiency and Ease

Specialty features in renovated bathrooms aren't widespread yet, and adoption varies by category. More than a third of renovating homeowners (34%) choose mirrors with specialty features, including LED lighting (24%) and antifog systems (22%). Faucets with specialty features are close behind (28%), with water efficiency (23%) as the most common option. Just 10% of homeowners incorporate specialty features in the shower, including integrated lighting (4%) and remote on-off control and temperature control as well as water overflow sensors (2% each).

28% Specialty Features in Faucets*

Water efficiency	23%
Touch control	4%

34% Specialty Features in Mirrors*†

LED lighting	24%
Antifog system	22%
Changing color with temperature	7%
Hidden outlets	5%
Shadow elimination system	1%

10% Specialty Features in Showers*

Integrated lighting	4%
Remote on-off control	2%
Remote temperature control	2%
Water overflow sensors	2%
Touch-screen display	1%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or upgraded, or are adding or upgrading faucets, mirrors and/or the shower as part of their renovation.

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

Specialty Tub Features Provide Safety and Comfort

More than half of renovating homeowners (55%) include specialty features in new or upgraded bathtubs, showing that safety and comfort are priorities. Nonslip flooring (24%) and grab bars (23%) are the most common specialty features, while fewer seek space for two (12%), whirlpool or jet options (12%) and built-in seating or lighting (7% each).

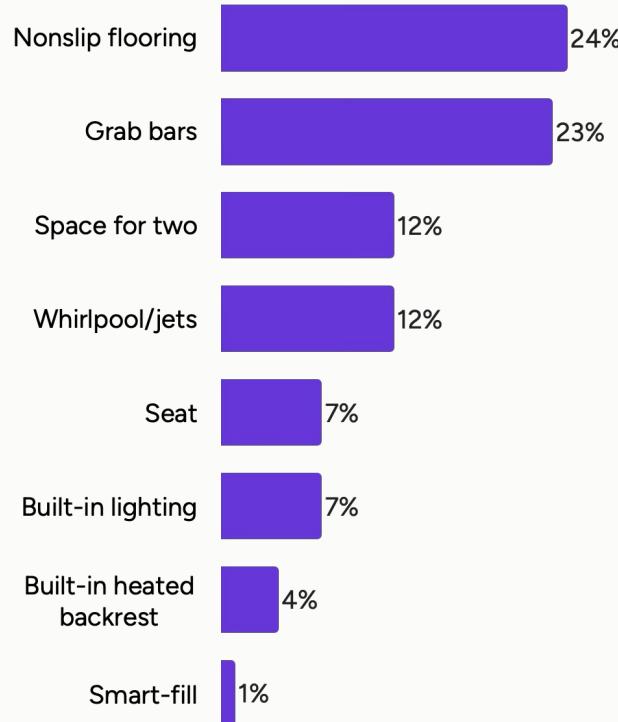
Heated backrests (4%) and smart-fill technology (1%) are the least frequently incorporated specialty bathtub features.

55%

have specialty features in the bathtub*

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or upgraded, or are adding or upgrading, bathtubs as part of their renovation.

Specialty Features in New or Upgraded Bathtubs*



Toilet Tech Boosts Functionality and Convenience

More than a third of renovating homeowners (38%) include specialty features in their new or upgraded toilet. A bidet toilet seat (21%) and adjustable bidet water pressure (20%) top the list, followed by a heated seat (19%) and an air dryer (18%).

A self-cleaning function (16%) and a nightlight (14%) appeal to some, while a self-deodorizing feature (9%) and a motion-activated cover and seat (8%) round out the list.

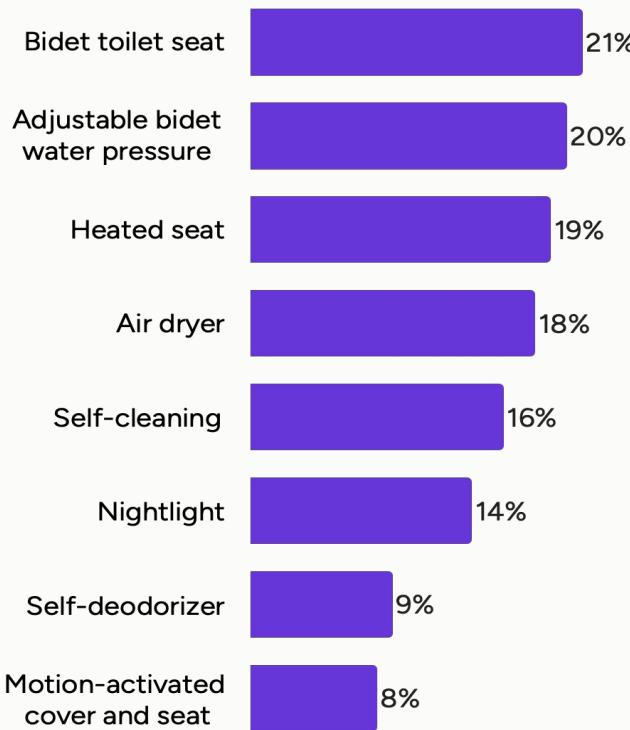
38%

have one or more specialty toilet features*†

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-25 (2025 study), and who have added or upgraded, or are adding or upgrading, toilets as part of their renovation.

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

Specialty Features in New or Upgraded Toilets*†



04

Appendices

Additional details about the styles and colors of renovated bathrooms.



Appendix A:

Styles After Bathroom Renovations*

	2020	2021	2022	2023	2024	2025
Transitional	18%	19%	25%	23%	23%	22%
Contemporary	18%	18%	16%	16%	16%	18%
Modern	20%	20%	16%	15%	15%	16%
Traditional	12%	10%	11%	11%	11%	11%
Eclectic	3%	3%	2%	3%	5%	5%
Farmhouse	5%	5%	5%	5%	5%	4%
Beach	4%	3%	3%	4%	3%	4%
Midcentury	2%	3%	3%	4%	3%	3%
Craftsman	3%	2%	2%	2%	3%	2%
Rustic	2%	1%	2%	2%	2%	1% [#]
Scandinavian	2%	1%	1%	2%	2%	1% [#]
Other	5%	5%	4%	4%	5%	6%
No particular style	5%	4%	4%	6%	8%	6% [#]

*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), 2023-24 (2024 study) and 2024-25 (2025 study).

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.



Appendix B: Colors After Bathroom Renovations*

	Shower Walls	Nonshower Walls	Accent Walls	Nonshower Flooring	Countertops	Vanities
White	36% ^{-5 pp#}	25%	15% ^{-8 pp#}	21%	48%	20%
Off-white	18%	21%	10%	14%	20%	10%
Gray	11%	12%	8%	19% ^{-6 pp#}	9%	9%
Greige	4%	5%	2%	5% [#]	2%	3%
Beige	8%	9%	10% ^{+6 pp#}	10% ^{+4 pp#}	6%	4%
Blue	7%	9%	18%	4%	2%	9%
Brown	2%	1%	2%	3%	1%	4%
Green	4%	7%	9%	1%	1%	5% ^{+2 pp#}
Wood**	0%	0%	4%	8%	3% ^{+1 pp#}	28% ^{+2 pp#}
Black	2%	1% ^{-1 pp#}	5%	6%	4%	3%
Other	7%	4%	14%	8%	3%	4% ^{+2 pp#}

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2024-2025 (2025 study).

**Wood includes light, medium and dark tones.

[#]Shows a statistically significant difference between 2025 and 2024 studies at or above a 90% confidence level.

05

Methodology



Kyle Hill Design



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 bathroom renovation projects, fielded between July 6 and July 30, 2025.

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 then 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 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 1,738 users, who reported they were 18 or older, were homeowners and had completed a bathroom remodel or addition in the past 12 months, were currently working on one or planned to start one in the next six months.

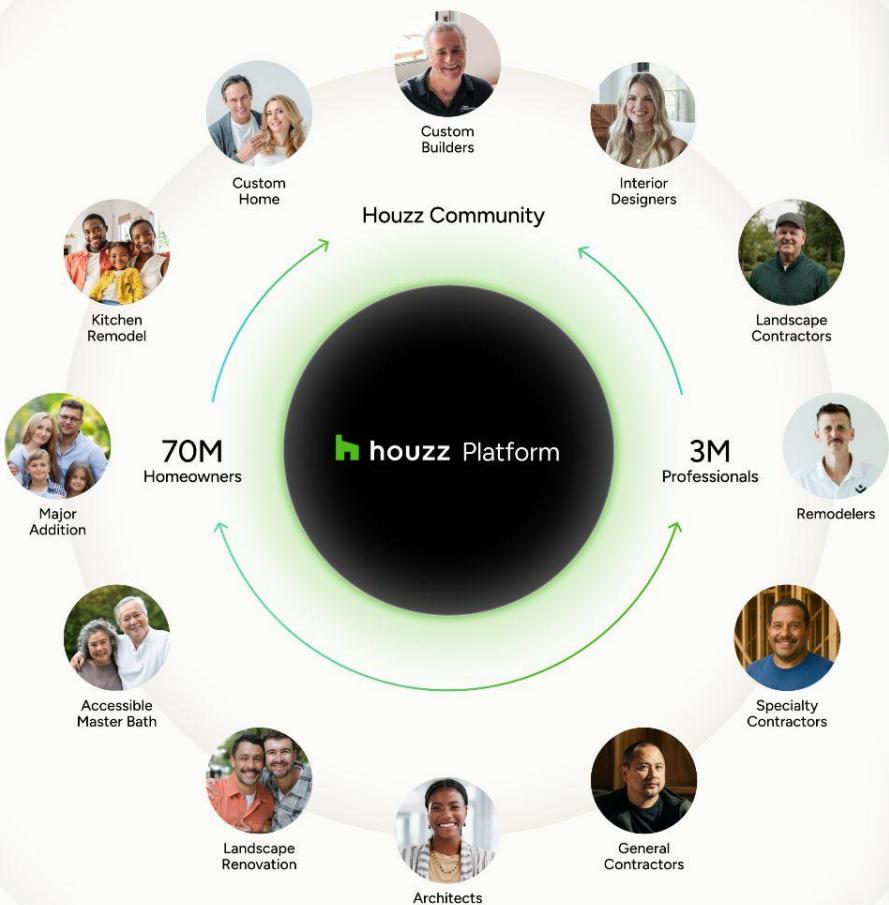
About Houzz

This photorealistic image was created using [Houzz Pro's 3D Floor Planner](#) to showcase key trends from the 2025 U.S. Houzz Bathroom Trends Study.





Houzz, the leading platform for construction and design, empowers industry professionals and homeowners with the tools they need to make every project a success. The company's cloud-based, AI-powered project management and design software, Houzz Pro (houzz.com/pro), helps pros win projects, collaborate with clients and teams, and run their businesses efficiently and profitably. Houzz Pro also provides pros and their clients with 24/7 access to project information, 3D visualizations and financial tools. Using Houzz, people can find ideas and inspiration, hire professionals and buy products. The Houzz platform is used by more than 3 million construction and design industry professionals and more than 70 million homeowners and home design enthusiasts around the world. Houzz and Houzz Pro are available on the web and as top-rated mobile apps. For more information, visit houzz.com.



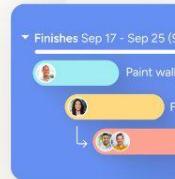
Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

3D Scanner | 3D Floor Plans | Takeoffs
Product Clipper | Mood Boards | Selections



Project Management

Schedule | Tasks | Client Dashboard | Sub Dashboard
Daily Logs | Time & Expense Tracking | Procurement
photo, video & file storage



Financials

Estimates | Invoices | Proposals | Change Orders
Online Payments | Budgets | Financial Reports
QuickBooks Integration



houzz.com/research