

2025

U.S. Houzz Fall Design Trends Report



AHD&Co, Mike Van Tassell

Bold Color, Personality and Individuality

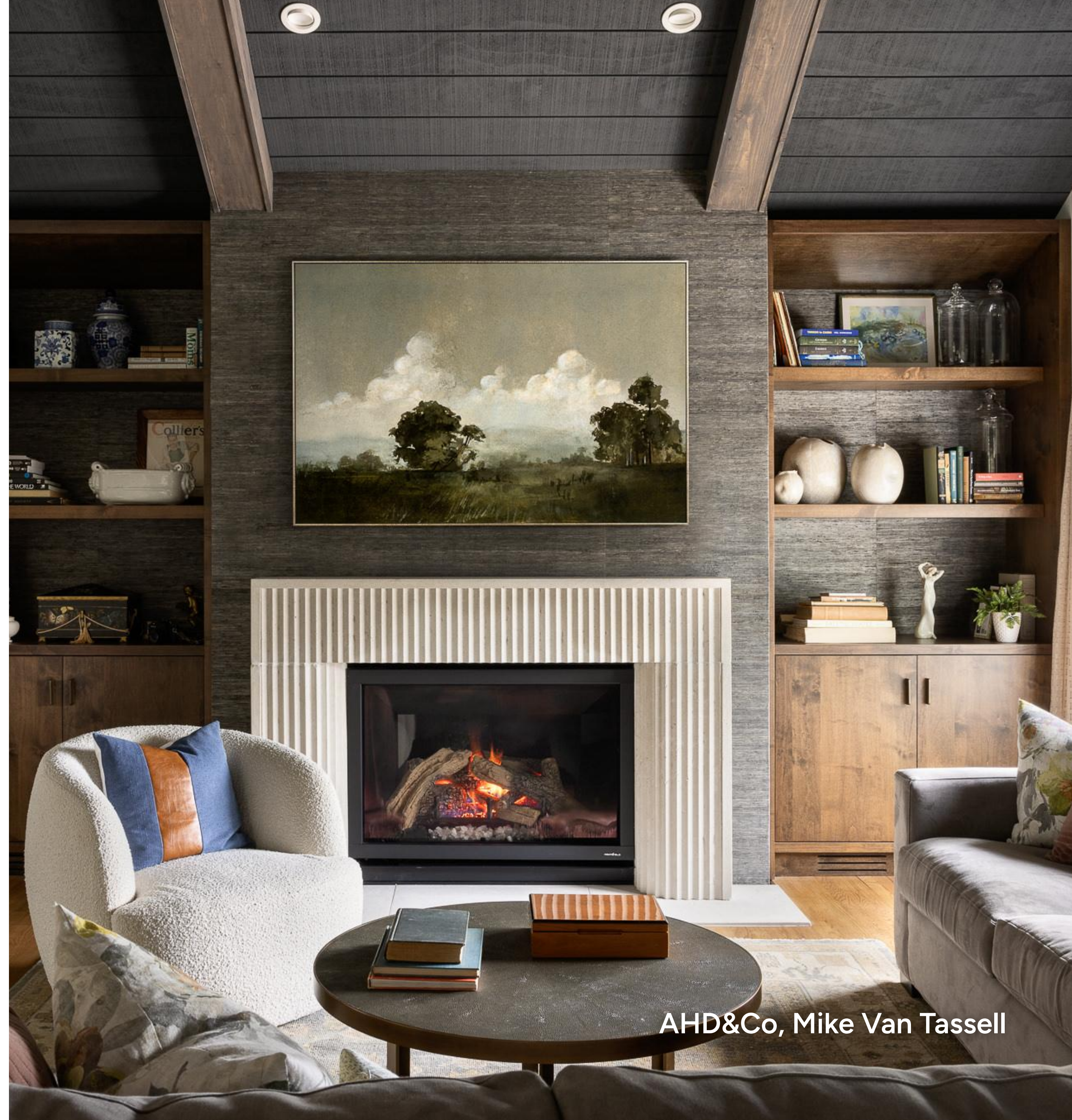
Designers and construction pros on Houzz say more homeowners are embracing bold choices. Jewel tones, wallpaper, statement ceilings, painted doors and playful patterns are all part of a push for individuality. The shift reflects a move away from resale-driven decisions toward deeply personal designs, with homeowners opting for vivid, expressive details that make their spaces feel unique and emotionally resonant.



Nicole Forina Home,
Andrew Frasz

Layered Textures

Layered textures — from boucle and grasscloth to plaster, zellige tile, fluting and handcrafted details — are taking over. Designers on Houzz are treating texture as the new neutral, using it to bring warmth, depth and subtle dimension. Inviting spaces that feel rich, lived-in and full of personality are the result.



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Statement Countertops and Backsplashes

Statement countertops and backsplashes are becoming the centerpiece of kitchens, with quartzite and dramatic-veined stone in high demand. Homeowners are seeking one-of-a-kind slabs that feel like art, alongside trending tiles such as zellige and other handcrafted options.



M&J Star Construction,
Reza Lotf Photography,
Samia Verbist Interior Design

Wallpaper Re-Revival

Wallpaper has had several revivals in recent years — now it's booming again. And not just on walls. It's also showing up frequently on ceilings, along with other design treatments like bold paint, beams and coffers to add character and highlight architectural details.



Copper Sky Design + Remodel,
Anastasia Alkema

Integrated, Seamless and Hidden Features

Design is getting smarter and more discreet. Hidden appliances, panel-ready cabinetry, hydraulic lift storage, pop-up TVs, concealed hoods and integrated lighting are growing in popularity for their sleek, clutter-free look. These innovations keep open-plan homes streamlined and functional while adding a touch of modern sophistication.



Kindred Interior Studios,
Dustin Peck Photography

Methodology

We searched through Houzz data, browsed hundreds of home design photos and interviewed dozens of home design professionals to bring you this collection of materials, colors and other home design ideas that are trending in Fall 2025.