
2026
UK
Houzz
State of AI in
Construction &
Design
houzz

Contents

Summary of Findings	3
Methodology	4
Industry Overview	5
Workflow Applications	15
Motivations & Concerns	21
AI at Houzz	26

Summary of Findings

Transformation: The Future of AI Starts Now

The construction and design industries are bracing for a significant technological shift. Nearly 3 in 5 design pros (59%) and more than 2 in 5 construction pros (43%) believe artificial intelligence will fundamentally transform the industry in the next 5 years. However, currently 49% of design firms and 20% of construction firms report that AI is already transforming their operations.

Awareness: AI Is in the Zeitgeist

Awareness of AI is widespread across the construction and design industry, with more than 7 in 10 respondents (72%) noting that they are familiar with AI. A similar share of pros (72%) are familiar with AI tools designed specifically for construction or design workflows. In fact, only 10% report having no exposure to AI at all.

Adoption: AI Is Already on the Job

Construction and design pros aren't just curious about AI; they're putting it to work. Adoption is well underway, including for streamlining administrative tasks (89% construction and 88% design pros), boosting marketing and sales efforts (67% construction and 48% design pros), and enhancing planning and design activities (33% construction and 40% design pros). Notably, a third of pros across the industry lean on AI more for project management.

Impact: Results You Can Measure

For construction and design businesses already using AI, the payoff is tangible. On average, they save three hours a week, citing gains in productivity, fewer manual tasks and better organisation as key benefits. It's a clear sign that AI isn't just a future promise; it's delivering real-time value today.

Survey Respondents and Methodology

Data for this report were gathered through a survey fielded in January 2026 sent via email to UK-based professionals in the construction and design industry who are registered on Houzz.

145
businesses in the UK

97%
provide residential services

73%
have been in businesses longer than 10 years

19%
have more than £500,000 or more in gross annual revenue

51%
have 1-4 employees

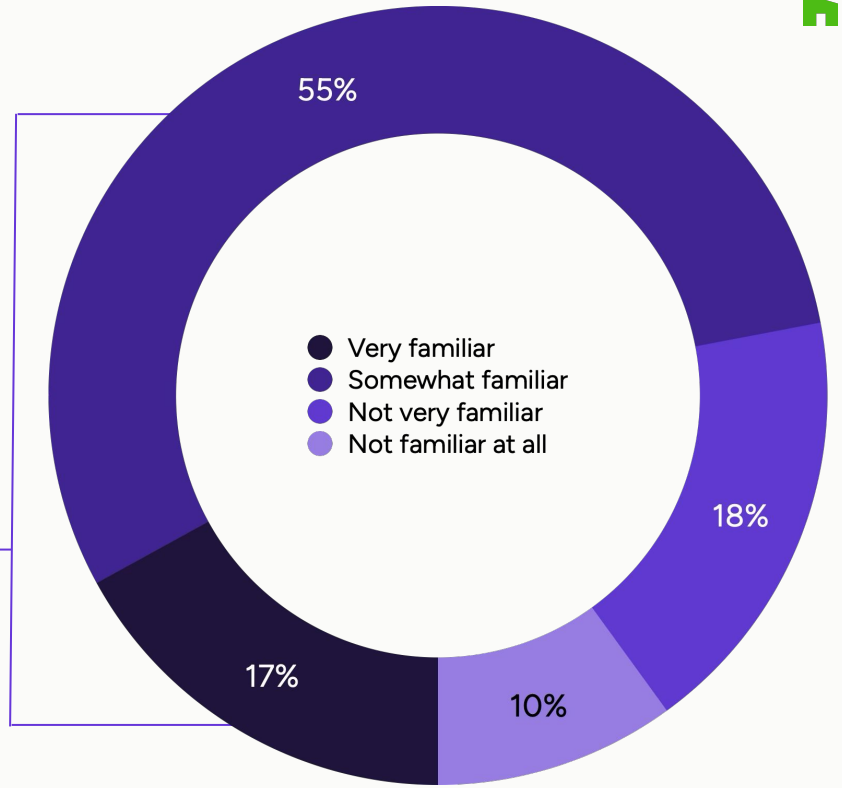
Industry Overview



Widespread Familiarity with AI Across All Pros

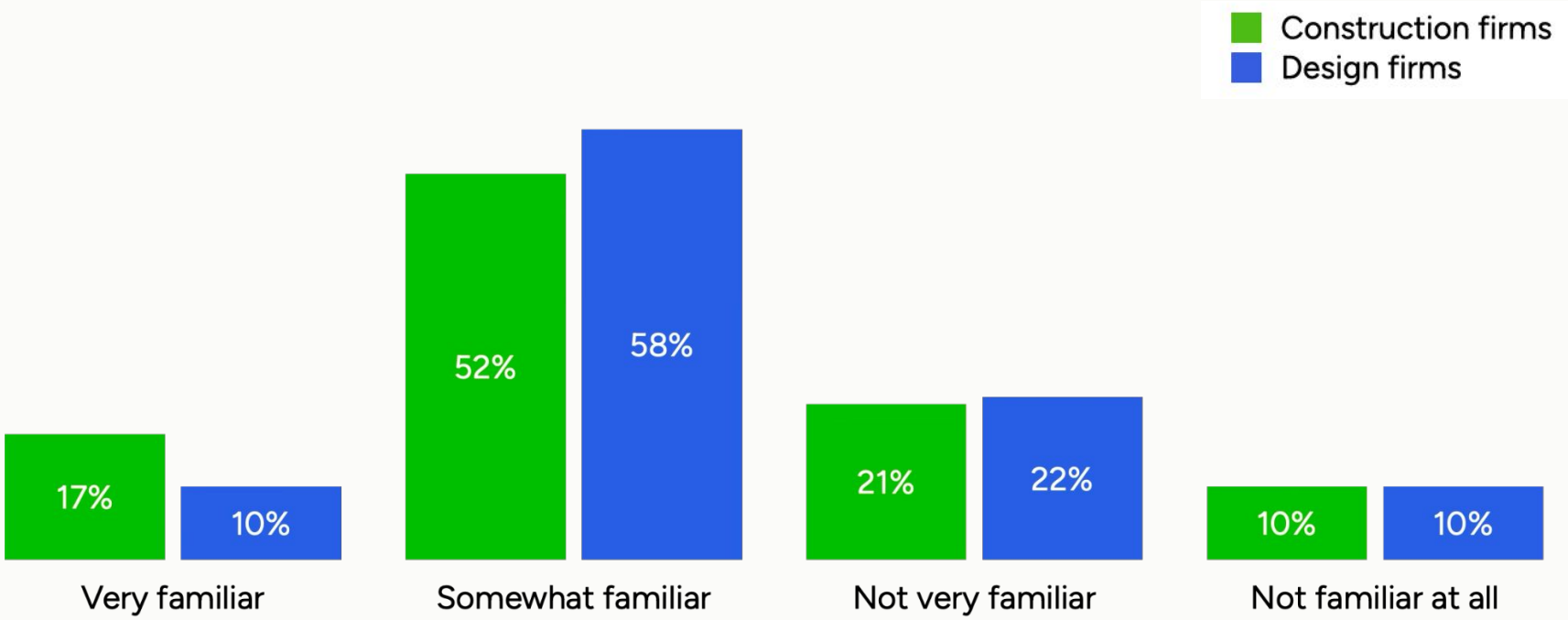
72%

are familiar with AI in general



Note: Respondents were asked, "Which of the following best describes your familiarity with what AI is and how it is used in general?"

Familiarity Across Construction & Design Firms

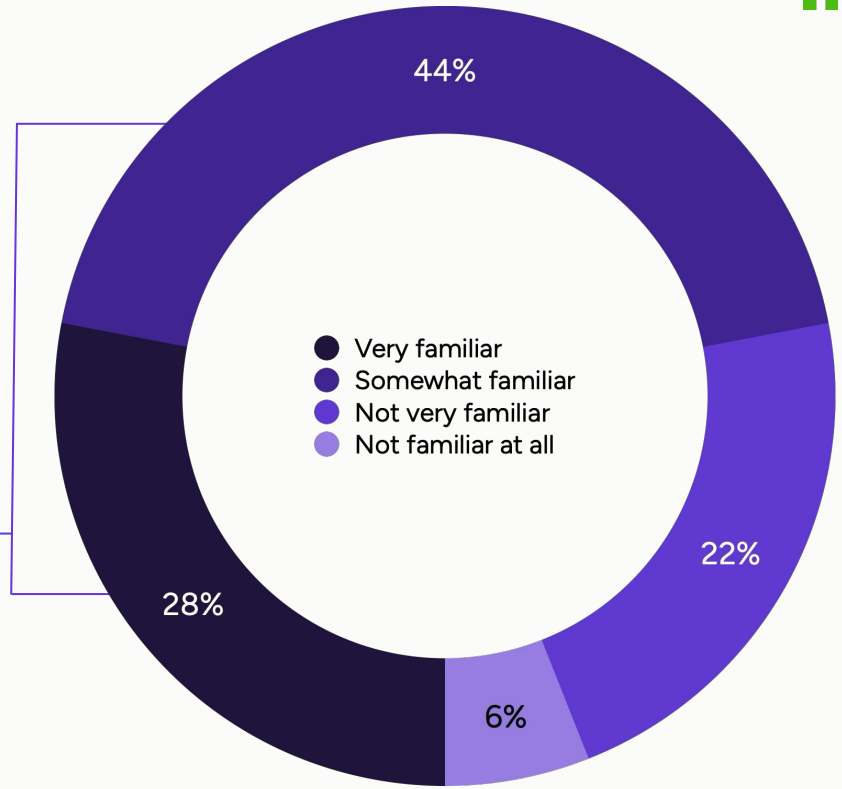


Note: Respondents were asked, "Which of the following best describes your familiarity with what AI is and how it is used in general?"

Industry-Wide Awareness of AI in Construction & Design

72%

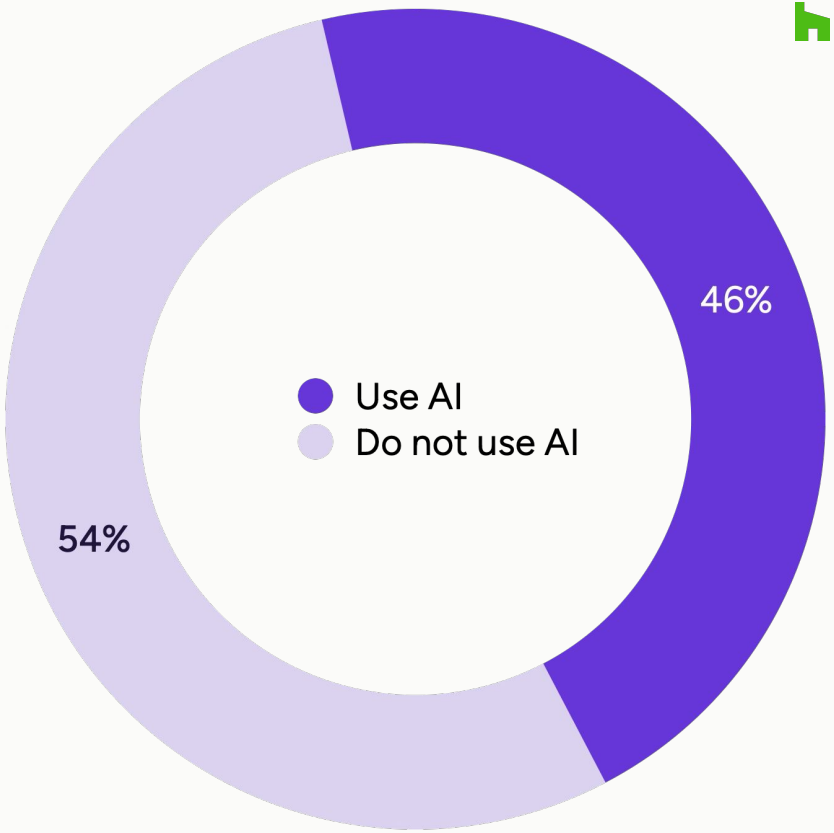
are familiar with AI tools for construction and design



Note: Respondents who had at least heard about AI in general were asked, "Which of the following best describes your familiarity with AI applications in the construction or design industry?"

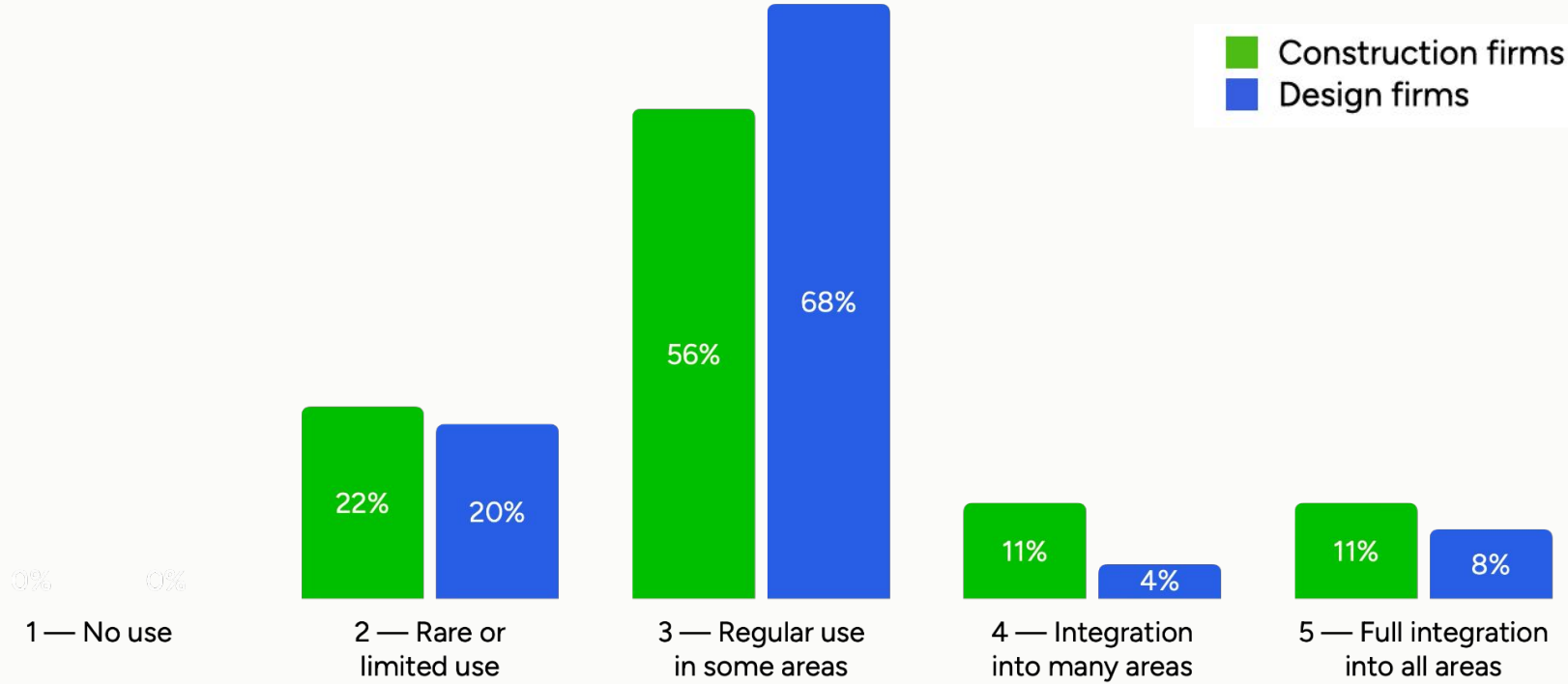
AI Adoption and Use Across All Pros

Nearly half of firms in the industry are already using AI



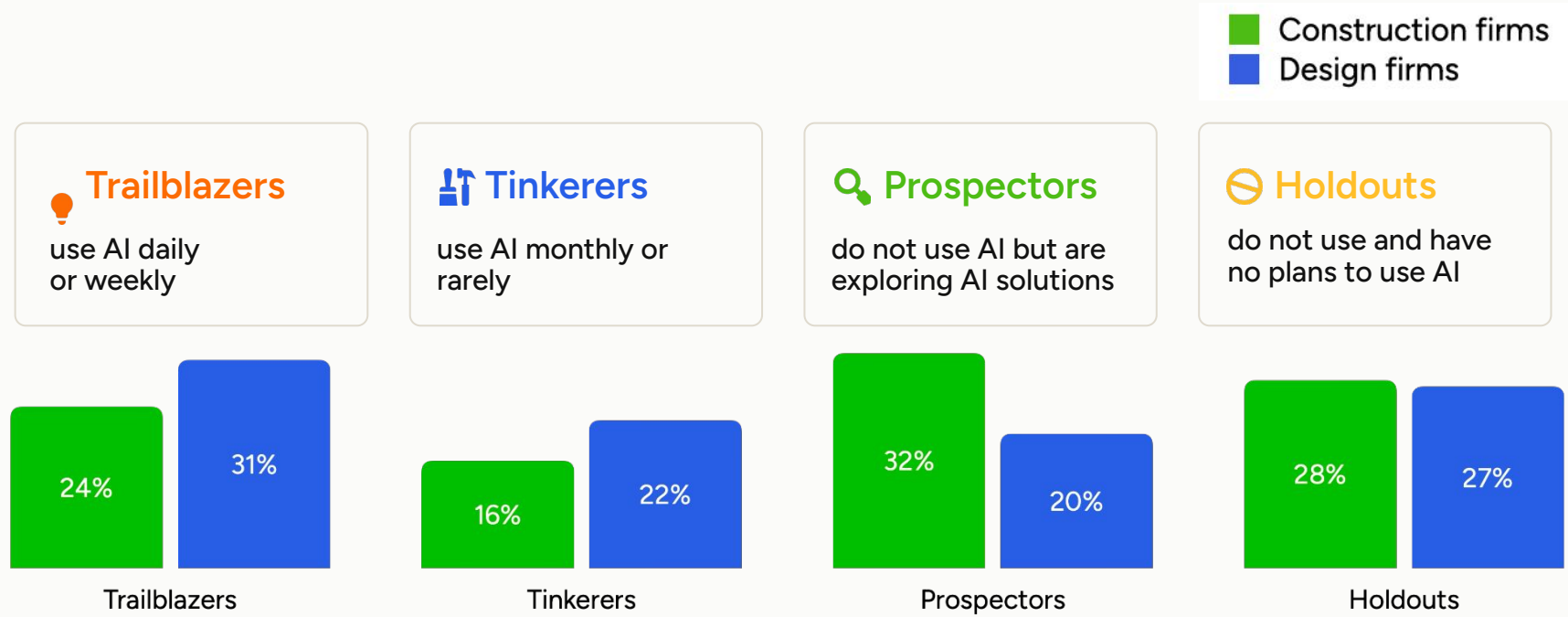
Note: Respondents were asked, “Is your company currently using any AI-powered tools or software for everyday business tasks?”

AI Usage Among Construction & Design Firms



Note: Respondents were asked, "On a scale of 1 to 5, how would you rate your company's current use of AI?"

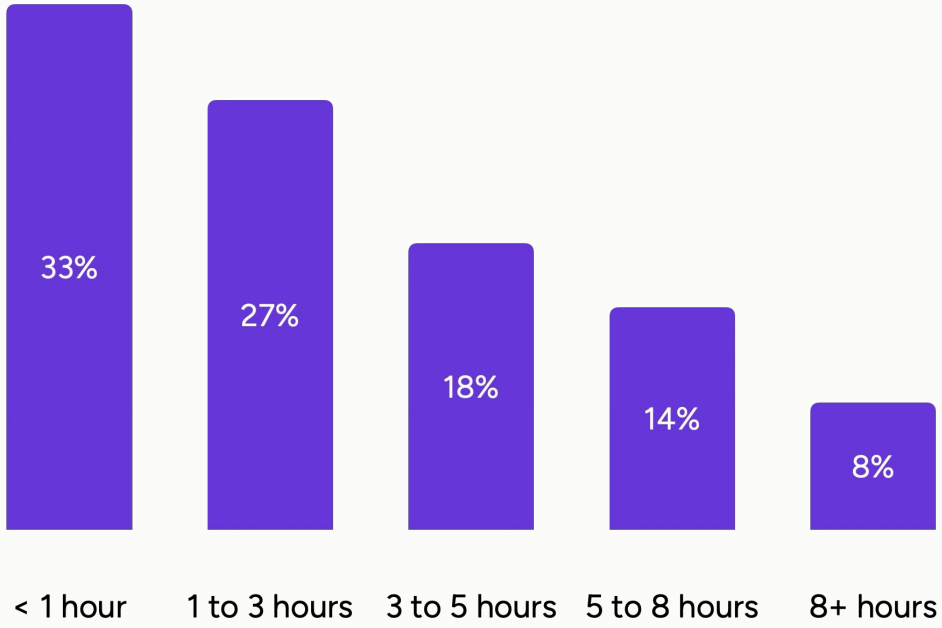
Engagement Levels Vary



Note: Respondents were asked, "Are you currently using any AI tools or software for business tasks?"

Weekly Time Saved Using AI Tools

3.0
hours saved on average weekly



Note: Respondents using AI tools or software for business tasks were asked, “How much time are you saving a week as a result of incorporating AI tools?”

Early Adopters Are Carving Out Financial Gains

£23,000

average annual financial gain per firm across the industry

£33,000

average annual financial gain per firm among contractors

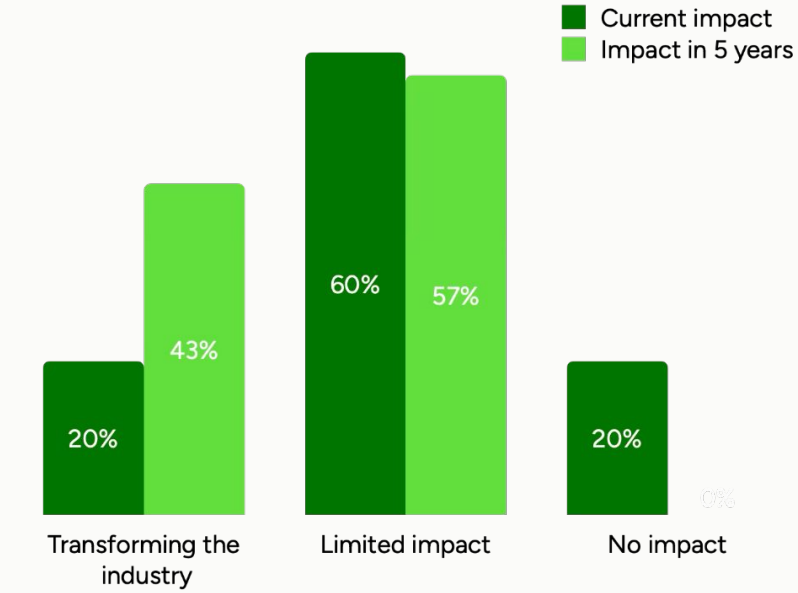
£13,000

average annual financial gain per firm among designers

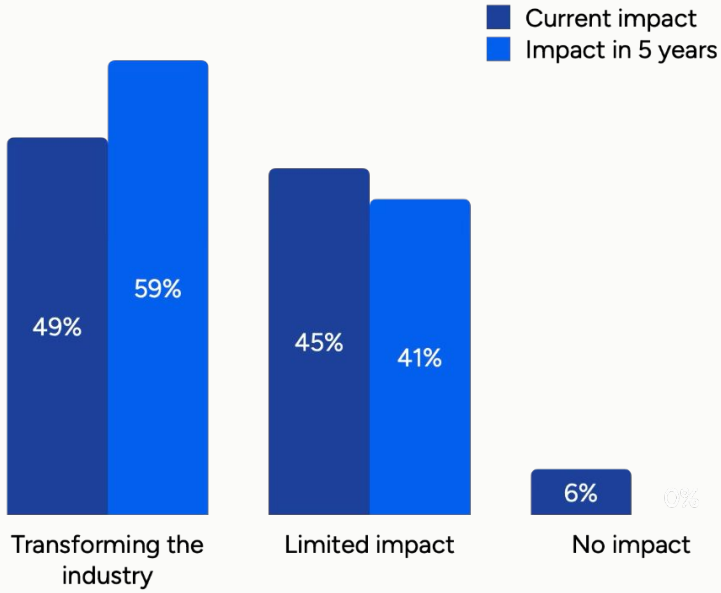
Notes: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?" The estimated average annual productivity gains per firm are based on self-reported weekly time savings from AI use and average annual revenues. The calculation assumes a 40-hour workweek and that time saved translates into a productivity gain.

Perceived Impact of AI Among Construction & Design Firms

Construction firms



Design firms

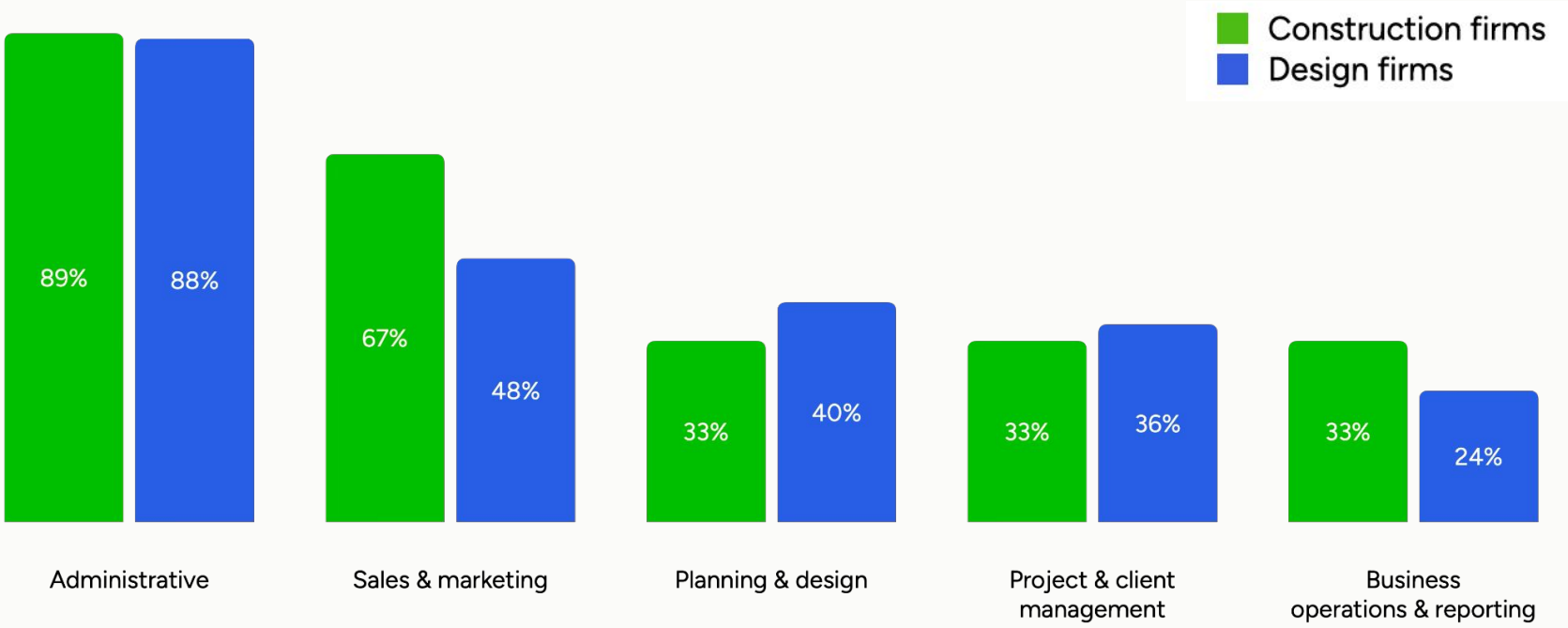


Note: Respondents were asked, "How do you see AI's current impact on the construction and design industries?" and "What do you expect AI's industry impact to be in 5 years?"

Workflow Applications

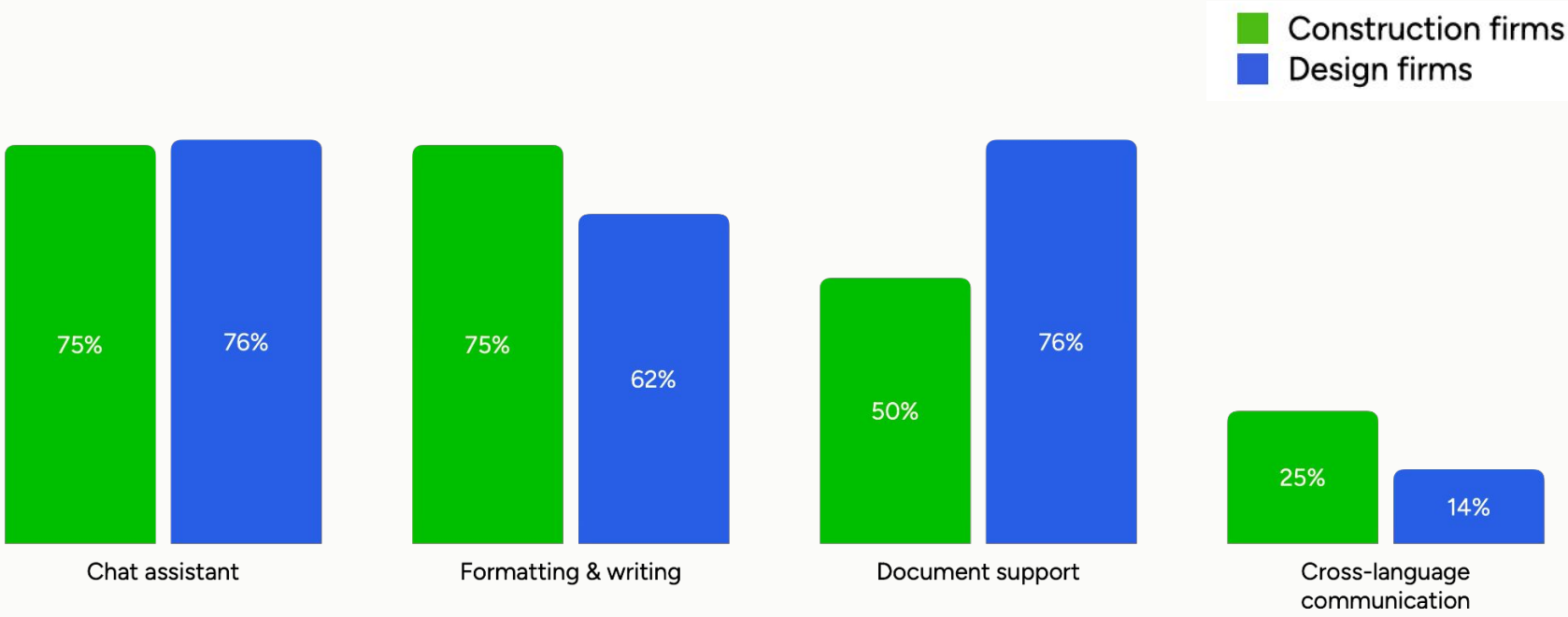


AI Use in Construction or Design Workflows



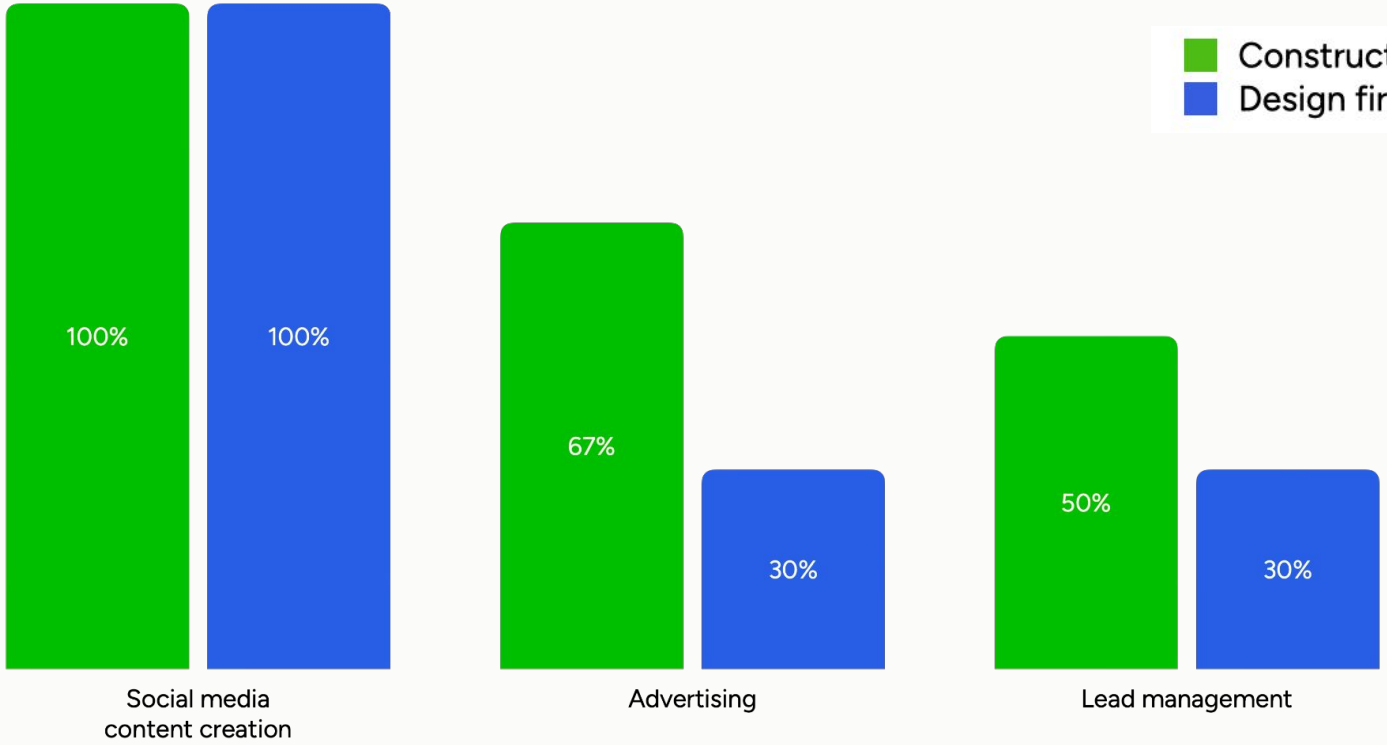
Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

Top AI Applications for Administrative Tasks



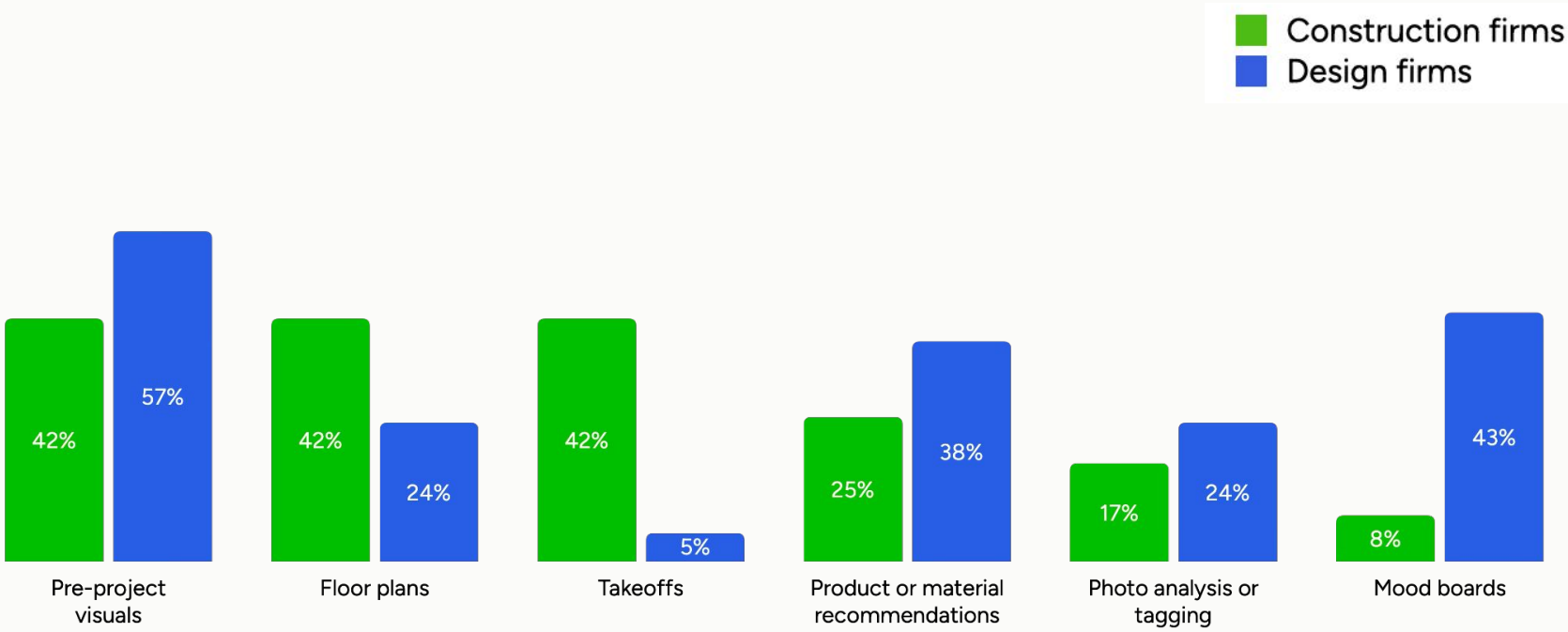
Note: Respondents were asked, "For which of the following administrative tasks is AI being currently used within your company? Select all that apply."

Top AI Applications in Sales and Marketing



Note: Respondents were asked, "For which of the following sales and marketing tasks is AI being currently used within your company? Select all that apply."

Top AI Applications in Planning and Design

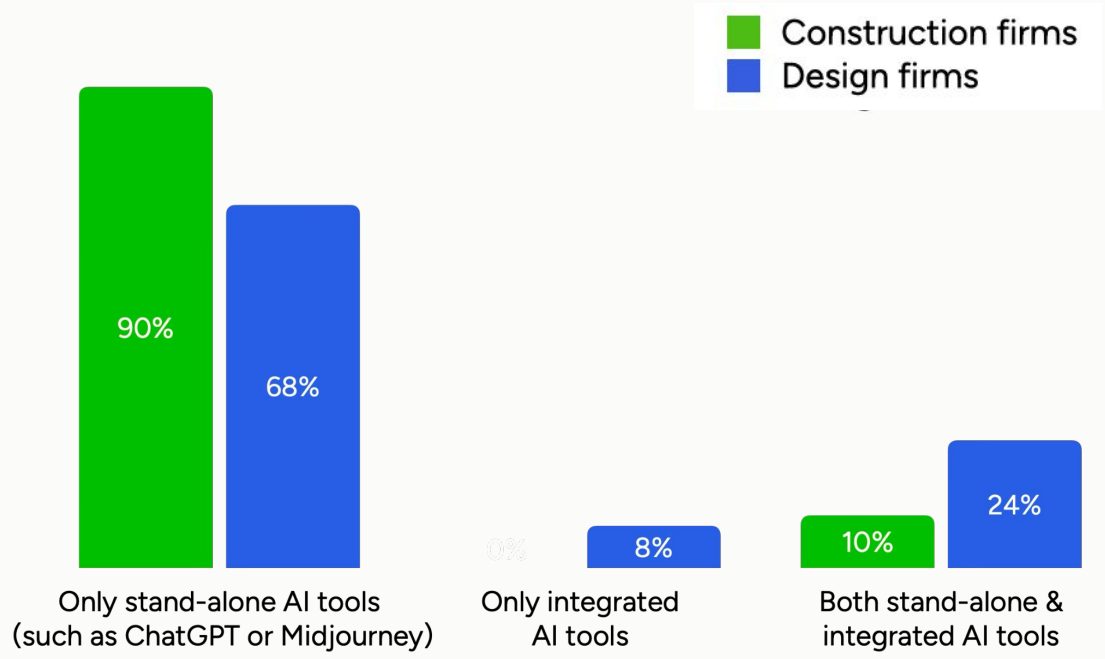


Note: Respondents were asked, "For which of the following planning and design tasks is AI being currently used within your company? Select all that apply."

Stand-Alone vs. Integrated AI Tools

40%
pay for stand-alone AI tools

43%
pay for stand-alone AI tools

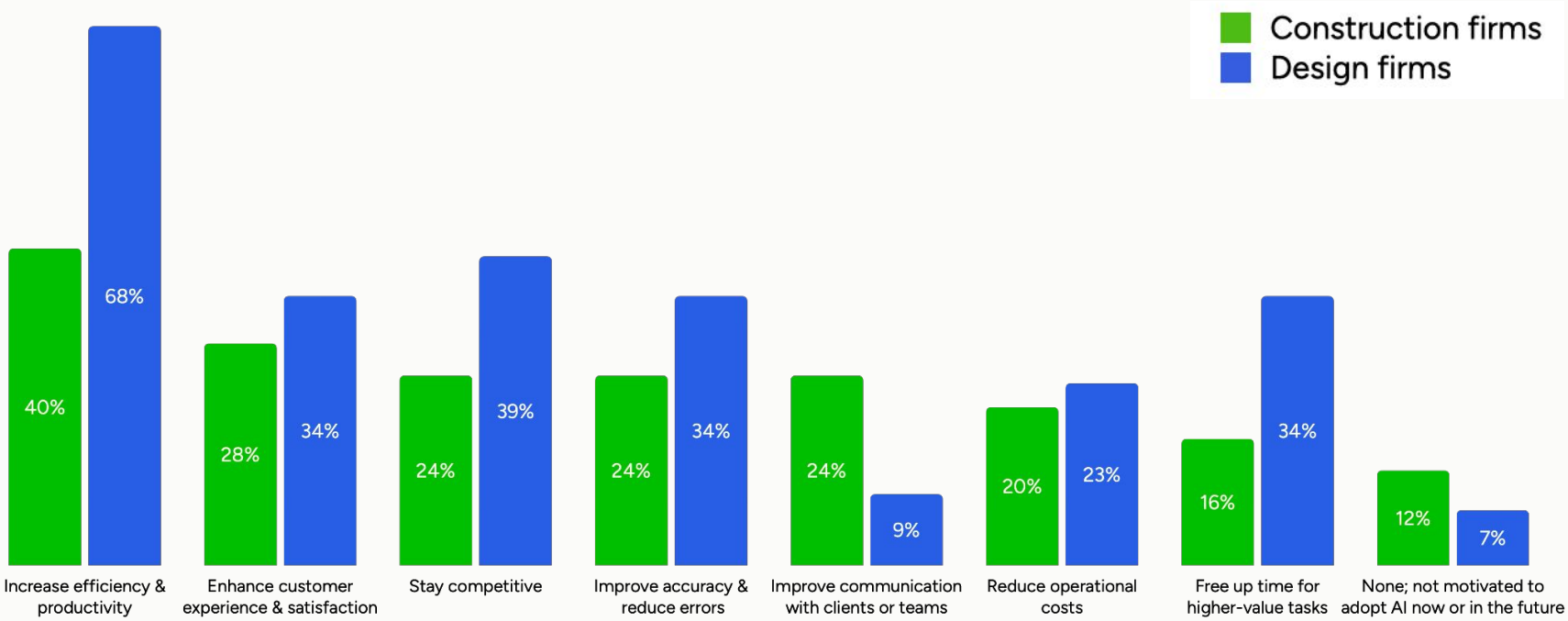


Note: Respondents using AI tools or software for business tasks were asked, "Which of the following best describes the AI tools you use for business tasks?"

Motivations & Concerns

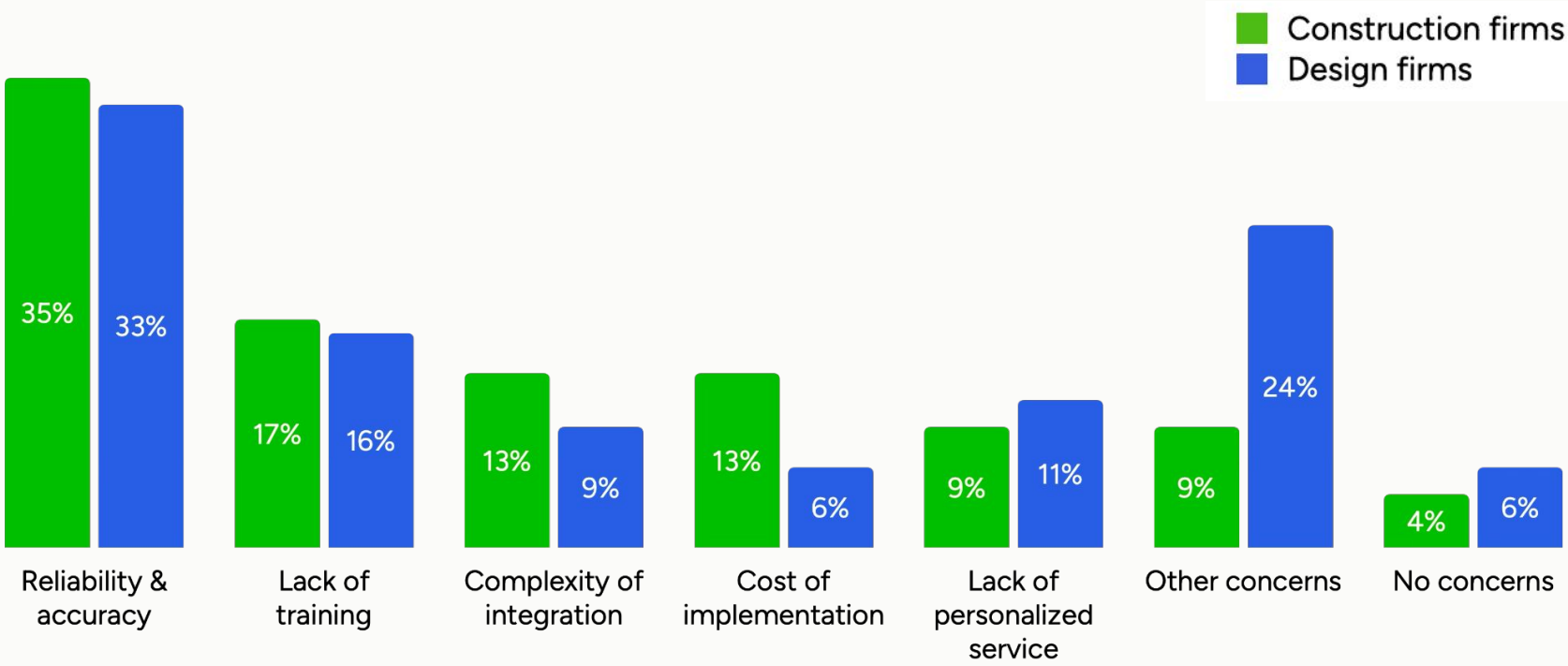


Motivations for Adopting AI



Note: Respondents were asked, "Which of the following would motivate you to adopt AI tools for your business now or in the future? Select top three."

Pros Raise Concerns Around AI Usage

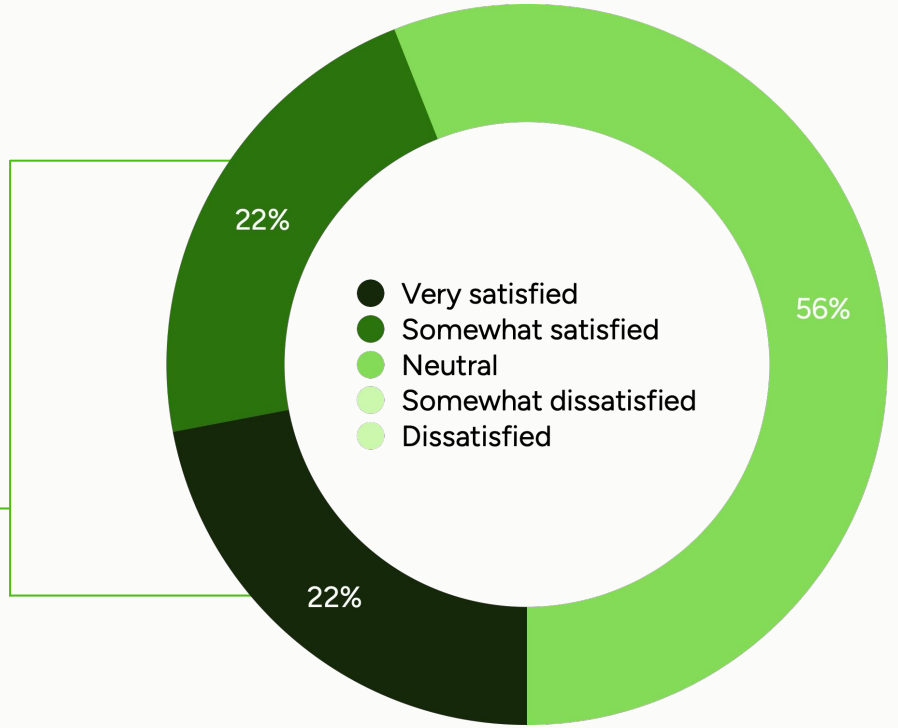


Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"

Levels of Satisfaction With AI Tools: Across Construction Firms

44%

are satisfied with their use of AI tools

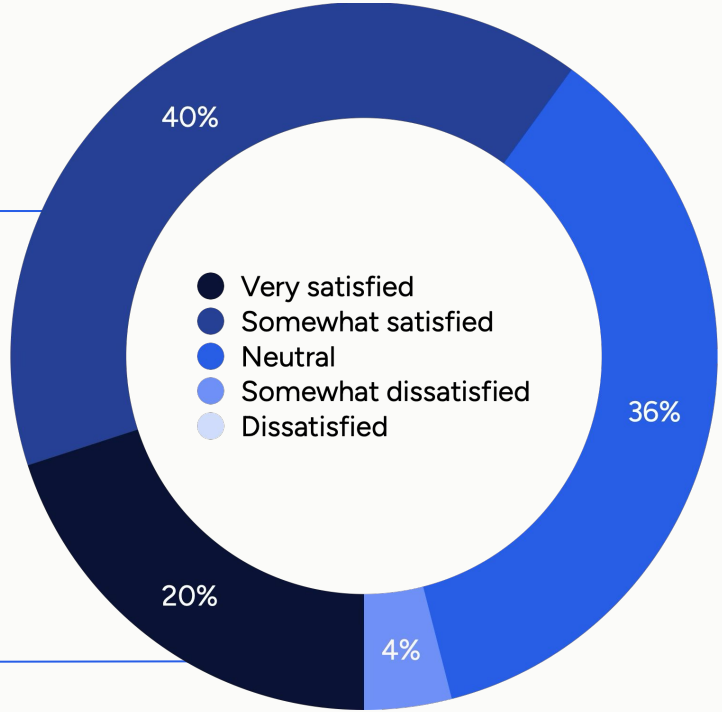


Note: Respondents using AI tools or software for business tasks were asked, "Overall, how satisfied are you with the use of AI-powered tools in your workflow?"

Levels of Satisfaction With AI Tools: Across Design Firms

60%

are satisfied with their use of AI tools



Note: Respondents using AI tools or software for business tasks were asked, "Overall, how satisfied are you with the use of AI-powered tools in your workflow?"

About Houzz

Houzz, the leading AI-driven 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, project management and design software, Houzz Pro (pro.houzz.co.uk), 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 visualisations and financial tools. Using Houzz, people can find ideas and inspiration, hire professionals, and get advice for their projects. The Houzz platform is used by more than 3 million construction and design industry professionals and over 70 million homeowners and home design enthusiasts around the world. Houzz and Houzz Pro are available on the web and as a top-rated mobile app. For more information, visit houzz.co.uk.



Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

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

AutoMate AI



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

houzz.co.uk/research