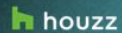


2026

U.S.

Houzz Bathroom Trends Study

Findings from a survey of 1,619 U.S. homeowners
on Houzz about their recent or planned bathroom
renovation projects





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Big Ideas

Style, Deterioration and Financial Means Lead Reasons to Renovate

The most common reason homeowners renovate a bathroom is that they can't stand the look of their old space (47%). Deteriorated bathrooms are the second-most-popular motivation (35%), followed by financial readiness (29%). Homeownership plays a role too: More than a quarter of homeowners (27%) renovate to improve resale value, while a close share (21%) do so after a recent home purchase, up 4 percentage points year over year. Less common triggers include specific issues, such as insufficient storage space (15%), too little lighting and poor ventilation (7% each).

Homeowners Are Soaking Up Self-Care in Upgraded Bathrooms

Half of renovating homeowners (50%) say they spend more time in the bathroom after upgrades. More than a quarter (28%) use the spaces for beauty and pampering routines, and 23% for rest and relaxation. The most relaxing feature of a renovated bathroom is its cleanliness, according to 76% of homeowners. That's followed by a spacious shower (71%) and organized storage (67%). Natural light helps 40% of renovating homeowners unwind, dimmable lighting, 39%, while a comfortable tub is cited by 26%. Smaller shares turn to steaming (4%), cold plunges, red light therapy, sauna sessions and recording beauty tutorials (1% each).

Larger Bathrooms Drive an Overall Rise in Spend

Median spending on bathroom upgrades rebounded to \$15,000 nationally in 2025, after falling to \$13,000 in 2024. Spending on major remodels, those in which at least the shower was upgraded, also rose. The overall median reached \$25,000, while the top 10% of projects was \$70,000, nearly three times as much. Larger bathrooms (100 or more square feet) commanded larger budgets, with a higher median spend of \$30,000, up 20%, and the top 10% of projects reaching \$75,000 or higher.

Pros Are Hired for Bathroom Projects in Nearly Every Home

The vast majority of homeowners (89%) bring in at least one professional for renovation projects, up 5 percentage points year over year. General contractors are the most sought after pros, hired for more than half of projects (52%). Bathroom remodelers and cabinetmakers are each hired by 23% of renovating homeowners. Bathroom designers are the next most hired pros (14%), followed by interior designers (12%).

Tub Removal Increasingly Provides More Storage Space

When renovating a bathroom, 38% of homeowners upgrade the bathtub. Another 8% keep their existing tub. In 26% of projects, a bathtub is removed, while 27% of renovating homeowners had no tub in the first place and do not add one. When a bathtub comes out, 79% of renovating homeowners use the space to enlarge the shower, and 24% relocate it. Storage claimed more of that space this year. Enlarging cabinetry rose by 5 percentage points to 14%, and enlarging the vanity or sink rose by 5 points to 11%. When homeowners add or replace a tub, the most popular option is a soaking tub, chosen by 72% of homeowners, up 10 percentage points year over year, while standard tubs fell to 19%, down 10 percentage points.

Vanities Go Wider, With More Built-In Features

More homeowners are upgrading vanities with wider versions; taken together, the larger sizes account for more than half of enhanced vanities. Vanities larger than 72 inches (21%), rose by 7 percentage points, and are now more popular than 60-inch (18%) or 72-inch (17%) models. Built-in features grew in popularity: Electrical outlets (32%) and hair tool organizers (19%) each rose by 7 percentage points. Built-in drawer organizers (25%) sit between them.

Scope & Spend



Blythe Interiors
Natalia Robert (Photographer)





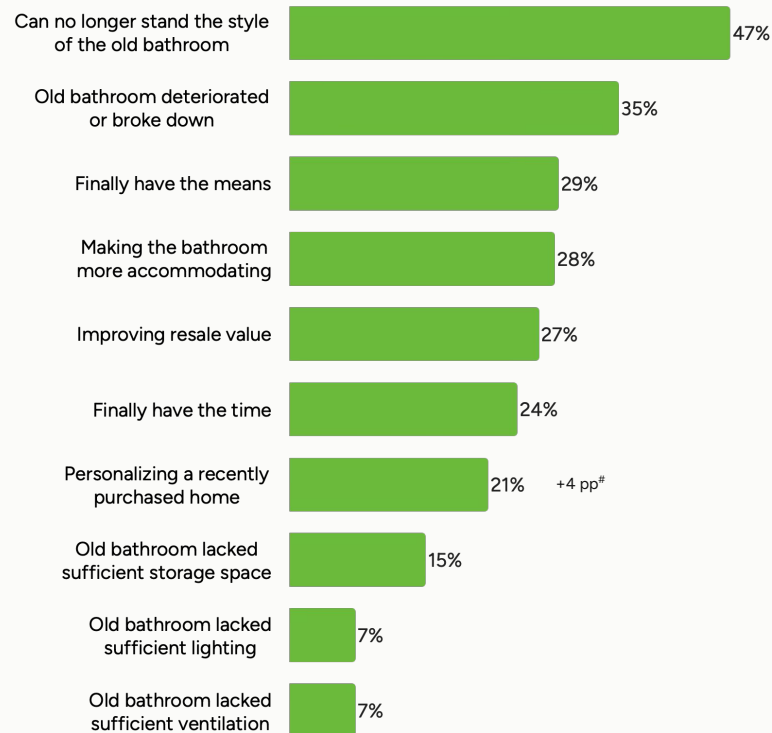
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Homeownership plays a role too: More than a quarter of homeowners (27%) renovate to improve resale value, while a close share (21%) do so after a recent home purchase, up 4 percentage points year over year.

Less common triggers include specific issues, such as insufficient storage space (15%), too little lighting and poor ventilation (7% each).

Events Triggering Bathroom Renovations



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Larger Bathrooms Drive an Overall Rise in Spend

Median spending on bathroom upgrades rebounded to \$15,000 nationally in 2025 after falling to \$13,000 in 2024.

Spending on major remodels, those in which at least the shower was upgraded, also rose. The overall median reached \$25,000, while the top 10% of projects was \$70,000, nearly three times as much. Larger bathrooms (100 or more square feet) commanded larger budgets, with a higher median spend of \$30,000, up 20%, and the top 10% of projects reaching \$75,000 or higher.

For smaller bathrooms (fewer than 100 square feet), the median spend rose to \$18,000, while the top 10% of projects start at \$44,000, down \$1,000 year over year.

*Median spend on bathroom remodels is from the 2026 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*

\$15,000

on all bathroom renovations in 2025

Spend on Major Bathroom Remodels in 2025**

	Median Spend*	90th Percentile
Overall	\$25,000	\$70,000
Larger bathrooms (100+ square feet)	\$30,000	\$75,000
Smaller bathrooms (< 100 square feet)	\$18,000	\$44,000



Minor Bath Remodel Spend Rebounds Across the Board

Homeowners spent more on minor bathroom renovations in 2025, with the national median reaching \$9,000, up from \$7,500 the year before. The top 10% of projects came in at \$35,000 or more.

Larger bathrooms (100 or more square feet) recovered much of the ground lost last year. The median climbed to \$10,000, an 18% increase, while projects in the 90th percentile reached \$39,000.

Median spending on smaller bathrooms (fewer than 100 square feet) held at \$5,000, but spending on the top 10% of projects rose to \$24,000, up 14%.

Spend on Minor Bathroom Remodels in 2025*

	Median Spend**	90th Percentile
Overall	\$9,000	\$35,000
Larger bathrooms (100+ square feet)	\$10,000	\$39,000
Smaller bathrooms (< 100 square feet)	\$5,000	\$24,000

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

**Median spend on bathroom remodels is from the 2026 Houzz & Home Study. Spend data has not been adjusted for inflation.



Most Renovated Bathrooms Stay the Same Size

The vast majority of bathrooms (82%) keep their size after renovation, while just 1% shrink.

When bathroom footprints increase, they tend to be modest. One in 10 baths (10%) grows somewhat larger, expanding by up to 50%, while 7% expand significantly beyond that.

Just over 2 in 5 finished bathrooms (42%) measure less than 100 square feet, while 35% fall between 100 and 199 square feet, and 22% reach 200 square feet or more.

Change in Size of Renovated Bathrooms*

Smaller	1%
About the same	82%
Somewhat larger (up to 50%)	-1 pp# 10%
Significantly larger (more than 50%)	7%

Final Size of Renovated Bathrooms*

Less than 100 square feet	42%
100 to 199 square feet	35%
200 square feet or more	22%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

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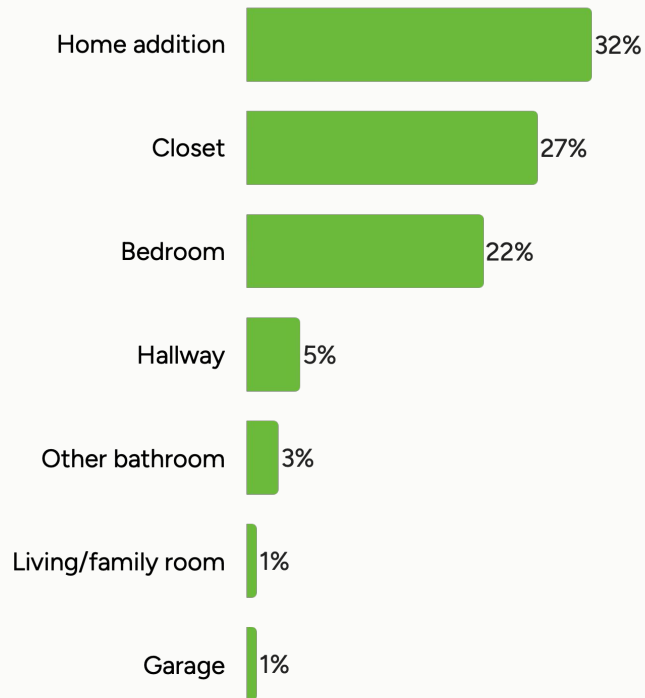
When Footprint Grows, Home Additions Mostly Provide the Space

Nearly a third of homeowners (32%) expand their bathroom through a home addition rather than repurposing a room next door.

Among spaces that do give way to additions, closets lead at 27%, while more than a fifth of homeowners (22%) absorb part of a bedroom.

Other spaces are incorporated far less often, including hallways (5%) and other bathrooms (3%). Living or family rooms and garages are the least likely to be repurposed, at just 1% each.

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 2025-26 (2026 study).



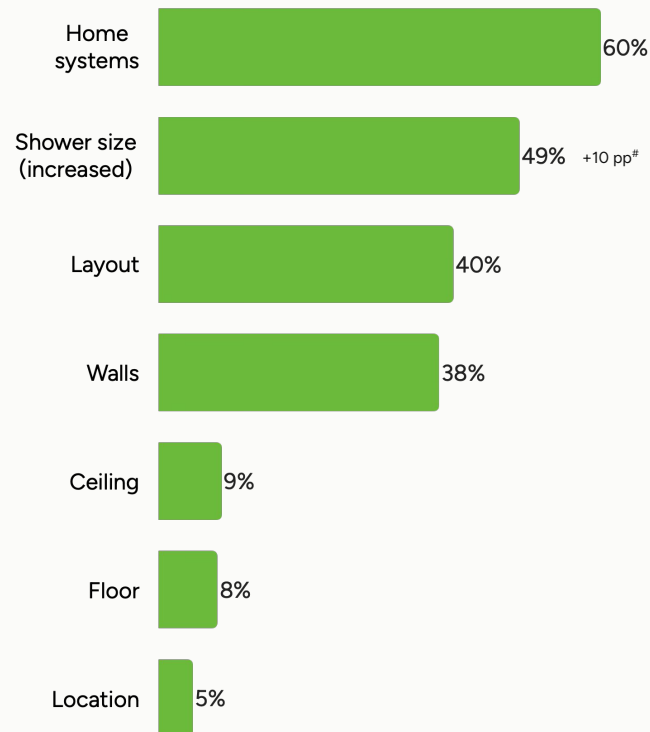
A Growing Focus on Enlarging Showers

Nearly half of renovations include enlarging the shower (49%), up 10 percentage points from last year. Home system upgrades remain the most widespread major change, with 60% of homeowners improving ventilation, heating or plumbing.

Multiple major changes often are taken on together, with 2 in 5 homeowners (40%) reworking the bathroom layout, and a slightly smaller share (38%) modifying the walls.

Fewer than 1 in 10 change the ceiling (9%) or floor (8%), and just 5% move the bathroom to a different part of the home.

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 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Pros Hired for Bathroom Projects in Nearly Every Remodel

The vast majority of homeowners (89%) bring in at least one professional for renovation projects, up 5 percentage points year over year. General contractors are the most sought after pros, hired for more than half of projects (52%).

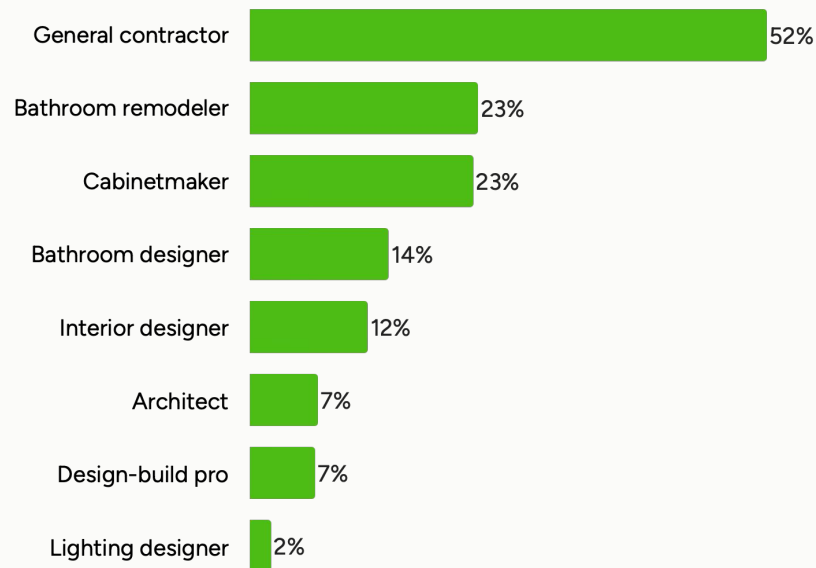
Bathroom remodelers and cabinetmakers are each hired by 23% of renovating homeowners.

Bathroom designers are the next most hired pros (14%), followed by interior designers (12%). Rounding out the list are architects and design-build pros (7% each), while lighting designers remain a niche choice (2%).

Service Providers Hired During Bathroom Renovation*

89%^{+5 pp[#]}

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 2025-26 (2026 study).

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Look & Feel



Signature Designs Kitchens & Baths



Transitional Style Is the Top Choice, With Contemporary Close Behind

Most homeowners (81%) update the style of their bathroom when they renovate, and the look they choose most often is transitional (22%).

Contemporary style is a close second choice (21%) after rising in popularity for three straight years, while modern (15%) and traditional (11%) remain nearly steady.

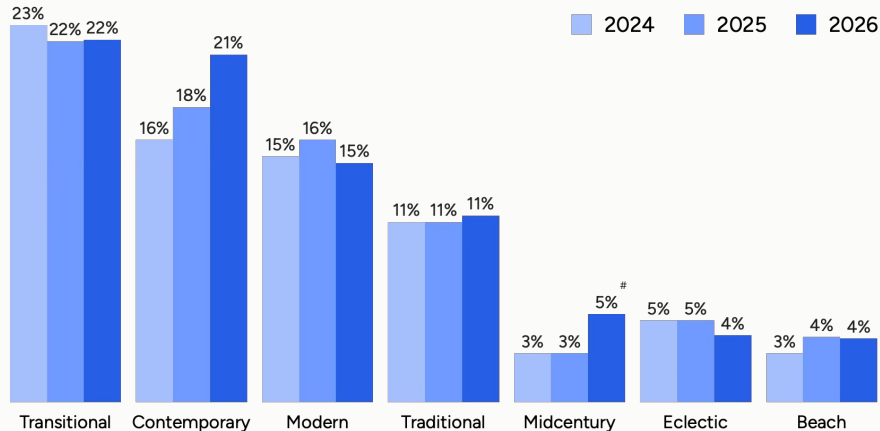
Midcentury is up 2 percentage points (5%), and now sits ahead of eclectic (4%) and beach (4%). For more information about styles over time, see Appendix A.

Bathroom Style Change*

81%

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 2025-26 (2026 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 2023-24 (2024 study), 2024-25 (2025 study) and 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



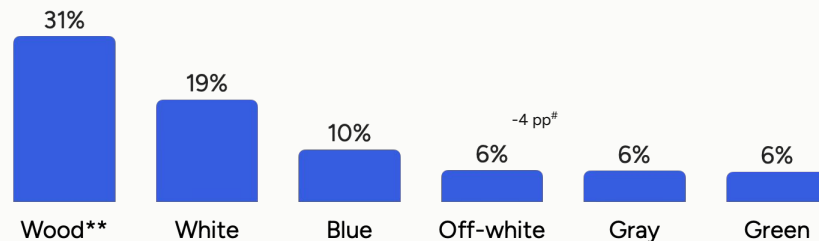
Homeowners Prefer Wood Vanities and White Countertops

Wood tones are the most popular color choice for bathroom vanities (31%), followed by white (19%) and blue (10%).

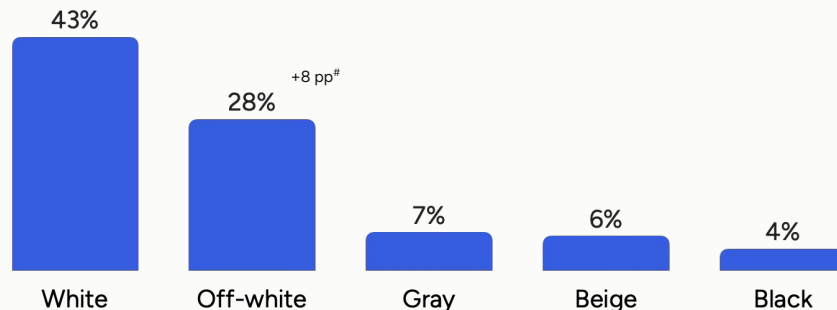
Off-white fell 4 percentage points (6%), landing it in a three-way tie with gray and green.

Countertops tell a different color story, with 43% of homeowners selecting white and 28% picking off-white, an 8-percentage-point climb. Gray (7%), beige (6%) and black (4%) round out the list. For more information on colors, see Appendix B.

Colors of New Vanities*



Colors of New Countertops*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study), and who have added or updated, or are adding or updating, vanities or countertops as part of their renovation.

**Wood includes light (12%), medium (14%) and dark (5%) tones.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



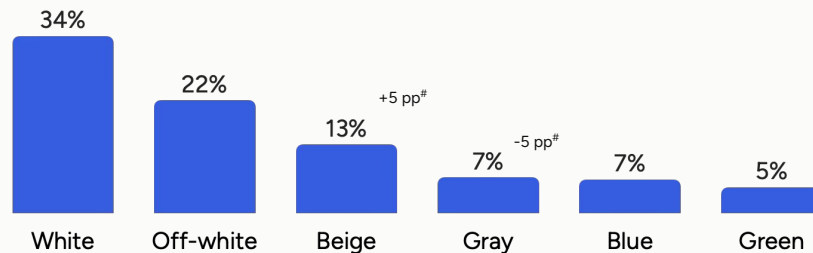
White Still Leads, Beige Gains and Gray Drops in Wall Choices

While white remains the most frequently chosen wall color inside (34%) and outside (23%) showers, beige and gray made significant shifts from last year. Gray fell in popularity, dropping 5 percentage points to 7% of shower walls and 4 percentage points to 8% of nonshower walls.

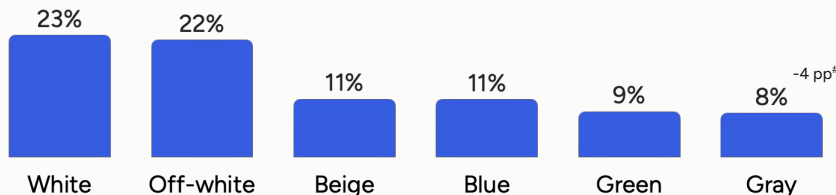
Beige, on the other hand, climbed 5 percentage points to 13% of shower walls. Beige was chosen for 11% of nonshower walls, while off-white accounts for 22% of each surface.

Blue's share holds at 7% inside showers and 11% outside. Green was selected by 5% of renovating homeowners for their shower walls and 9% for other bathroom 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 2025-26 (2026 study), and who have added or updated, or are adding or updating walls as part of their renovation.

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Homeowners Turn to Patterns to Make Accent Walls Pop

Renovating homeowners who include an accent wall in their bathroom projects (34%) mostly use patterns to make them stand out (53%). Color is the second choice, (48%) followed by surface material (45%) and texture (25%).

Blue and white share the top of the color list at 19% each.

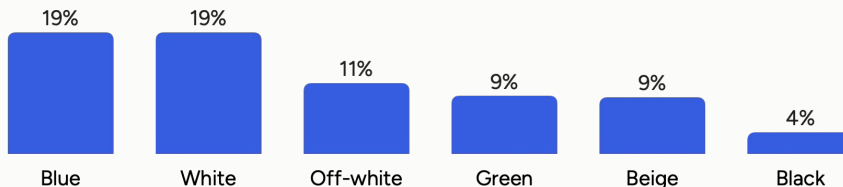
Off-white accounts for 11% of accent walls; green and beige, 9% each. Black remains the least popular choice at 4%. For more information on colors, see Appendix B.

Accent Wall Upgrades*

34%

upgrade accent walls

Accent Wall Colors*



What Distinguishes Accent Walls*

Pattern	53%
Color	48%
Surface material	45%
Texture	25%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study), and who have added or updated, or are adding or updating, an accent wall as part of their renovation.



Accessibility Is a Deciding Factor for Wet Rooms

A larger share of homeowners are upgrading bathrooms that have wet room designs (18%), up from 13% two years ago.

A driving factor is accessibility or universal design (40%), up 14 percentage points and a close second to better use of space (41%). More than a third of renovating homeowners who choose a wet room (36%) had one before the project.

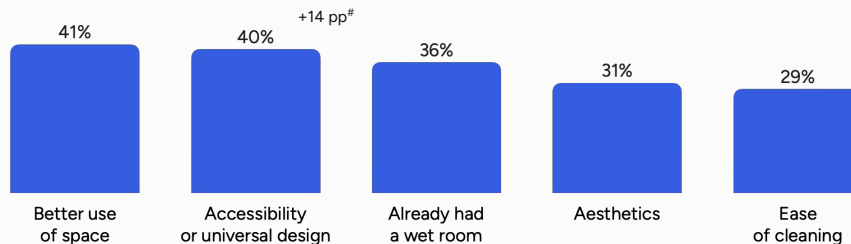
Aesthetics motivate 31%, while ease of cleaning appeals to 29%.

Bathrooms That Are Wet Rooms*

18%

are wet rooms

Reasons for Choosing a Wet Room**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

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

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Homeowners Plan Further Ahead for Special Needs

More than 7 in 10 renovating homeowners (71%) address special needs in their bathroom projects.

The planning horizon has moved further out for a majority of those homeowners: 55% expect special needs to arise five or more years from now, a share that grew 8 percentage points. The share anticipating special needs within the next 12 months fell by 6 percentage points to 25%.

Only 1 in 10 renovating homeowners (10%) expects needs to surface in the next one to two years, and 11% in the next three to four years.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

**Percentages reflect the proportion of homeowners who have addressed or are addressing future special needs in their bathroom renovation during 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Current and Future Needs Addressed During Bathroom Renovations*

71%

address special needs

When Homeowners Expect Future Special Needs to Arise**

In the next 12 months -6 pp# **25%**

In the next 1-2 years **10%**

In the next 3-4 years **11%**

In the next 5 or more years +8 pp# **55%**



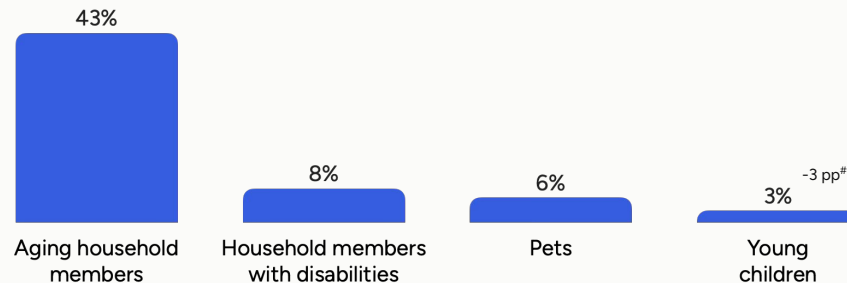
Needs of Aging Household Members Come First

Among renovating homeowners addressing current special needs, 43% focus on aging household members; that share rises to 55% when planning for the future, up by 6 percentage points year over year.

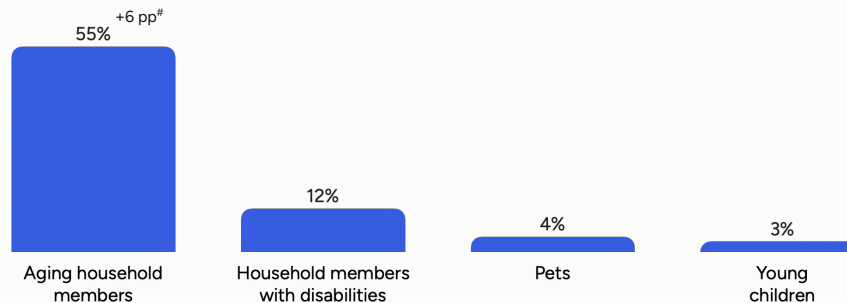
Every other group trails at a distance. Household members with disabilities account for 8% of current needs addressed by bathroom projects and 12% of future ones.

The focus on young children fell by 3 percentage points to 3% and reaching the same share for future needs. Pets hold steady at 6% and 4%, respectively.

Current Special Needs Addressed by Bathroom Renovations*



Future Special Needs Addressed by Bathroom Renovations*



*Percentages reflect the proportion of homeowners who have addressed or are addressing current and future special needs in their bathroom renovation during 2025-26 (2026 study).

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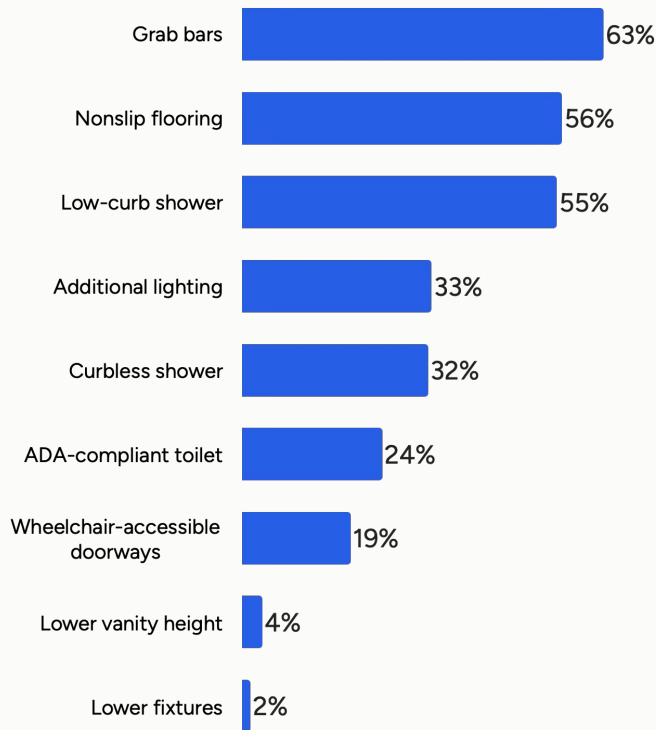


Grab Bars and Nonslip Flooring Lead Aging-in-Place Features

Homeowners renovating for aging in place most frequently choose grab bars (63%) and nonslip flooring (56%) for bathrooms. A majority (55%) install a low-curb shower, while curbless is selected by a third (32%) of renovating homeowners .

A third add lighting (33%), ADA-compliant toilets (24%) and wheelchair-accessible doorways (19%). Lower vanity heights (4%) and lower fixtures (2%) remain the least sought after features.

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 2025-26 (2026 study).

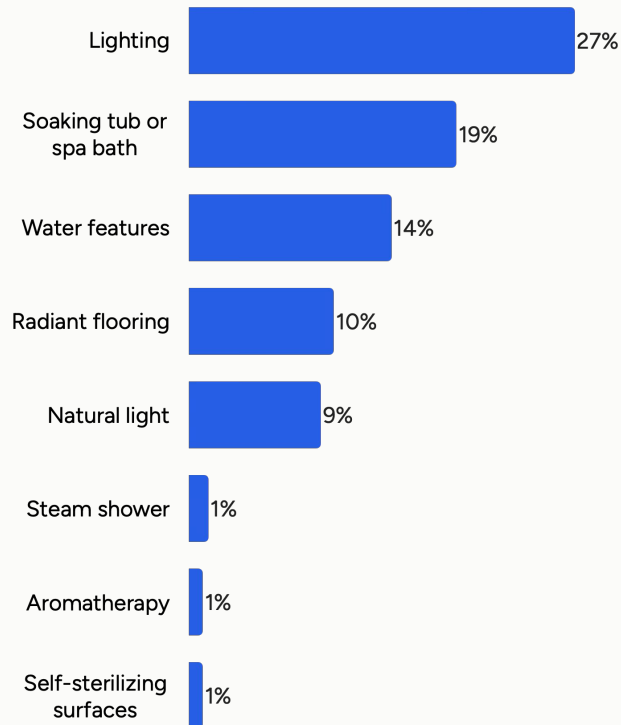


Lighting and Soaking Tubs Top Wellness Features

Lighting is the most widespread wellness feature in bathroom remodels (27%), followed by soaking tubs or spa baths (19%) and water features such as fountains or water walls (14%). Radiant flooring is included in 10% of projects, and 9% of renovating homeowners add natural light.

The smallest share of homeowners turn to steam showers, aromatherapy and self-sterilizing surfaces (all 1%).

Wellness Features in Renovated Bathrooms*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).



Soaking Up Self-Care in Upgraded Bathrooms

Half of renovating homeowners (50%) say they spend more time in the bathroom after upgrades.

More than a quarter (28%) use the spaces for beauty and pampering routines, and 23% for rest and relaxation. Other practices are far less common: steaming (4%), red light therapy, sauna sessions, cold plunges and recording beauty tutorials (1% each).

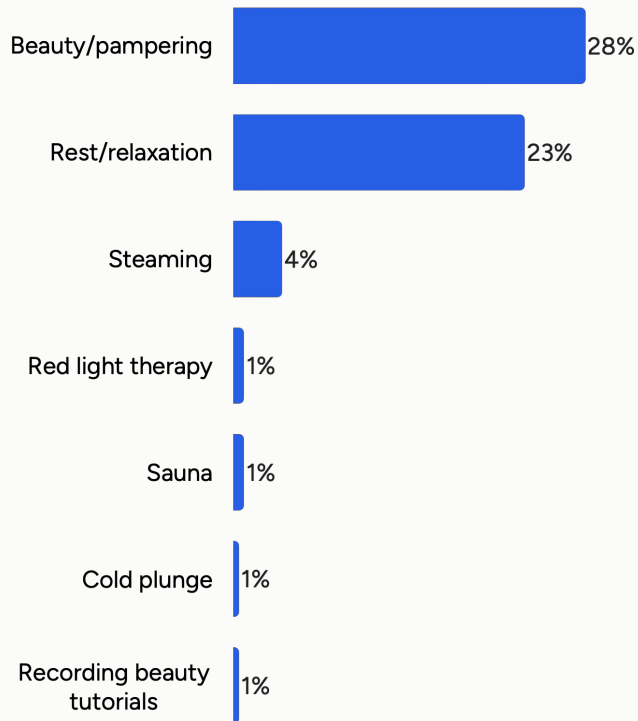
50%

spend more time in renovated bathrooms than before the upgrades*

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

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

Self-Care Uses for Renovated Bathrooms*†





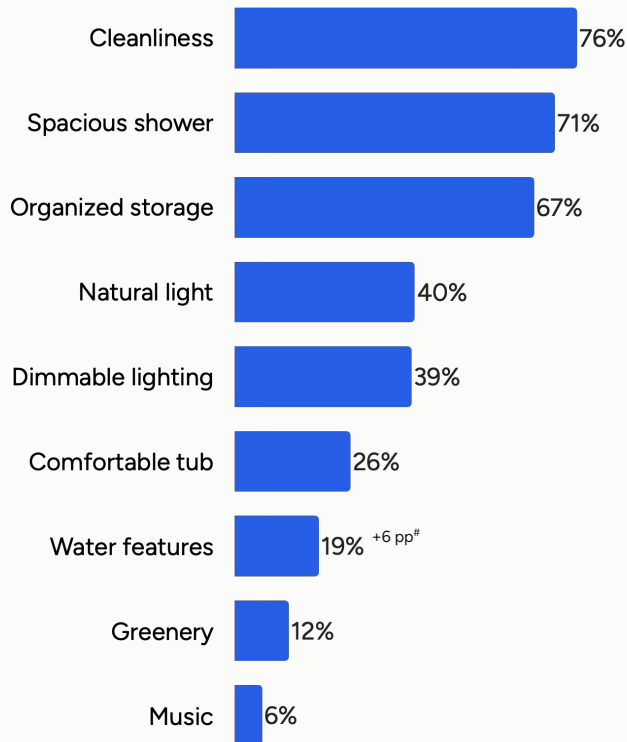
Cleanliness Boosts Relaxation

The most relaxing feature of a renovated bathroom is its cleanliness, according to 76% of homeowners. That's followed by a spacious shower (71%) and organized storage (67%).

Natural light helps 40% of homeowners unwind, and dimmable lighting, 39%. A comfortable tub is cited by 26%.

Water features follow, rising by 6 percentage points to 19%. Greenery is one of the least used relaxation features (12%), and music ranks at the bottom (6%).

Relaxation Features in Renovated Bathrooms*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

Products & Features





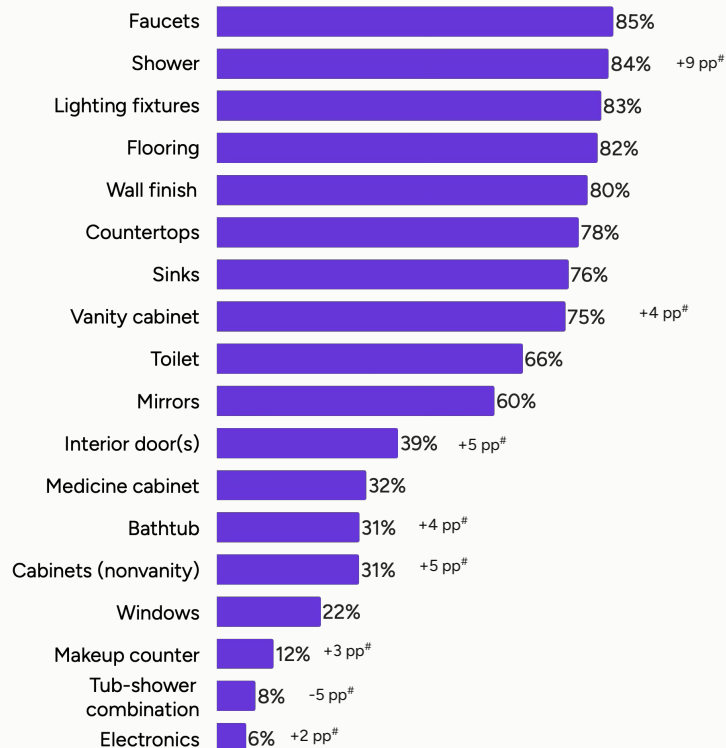
Faucets, Showers and Fixtures Head Most Popular Upgrades

Homeowners most often upgrade faucets (85%) when renovating bathrooms, closely followed by showers (84%), which jumped 9 percentage points from last year.

Lighting fixtures (83%), flooring (82%), wall finishes (80%), countertops (78%) and sinks (76%) are other popular improvements, showing up in three-quarters or more of projects.

Other features grew in popularity: vanity cabinets (75%, up 4 points), interior doors (39%, up 5 points), nonvanity cabinets (31%, up 5 points), bathtubs (31%, up 4 points), and electronics (6%, up 2 points). Tub-shower combinations fell 5 percentage points to 8%.

Features Upgraded During Bathroom Renovations*



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Most Showers Get Larger

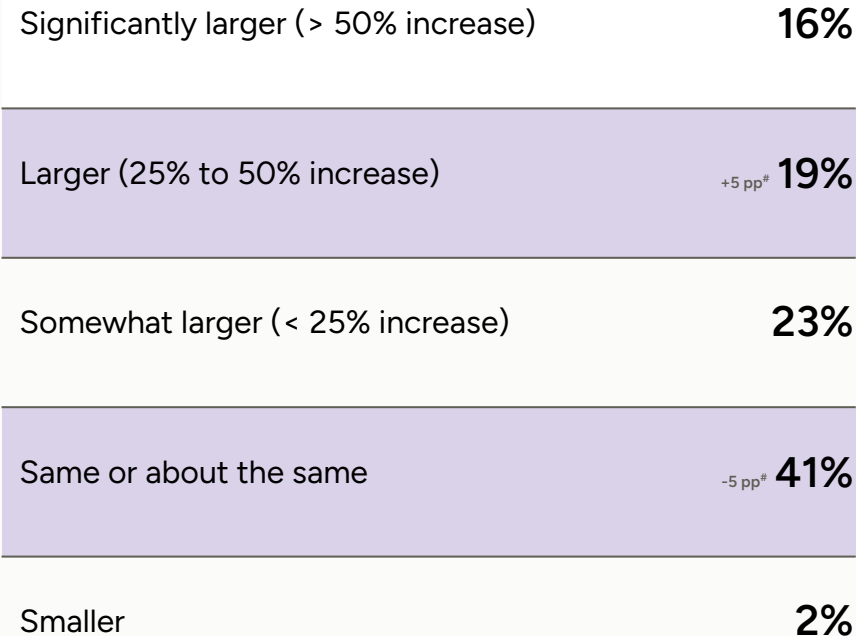
More than half of renovating homeowners who upgrade showers (58%) increase their size.

Most homeowners expand their showers by less than a quarter (23%). Increases of a quarter to a half rose by 5 percentage points to 19%, while 16% of homeowners increased showers by more than half.

A smaller share of renovating homeowners keep their shower at its original size. That share fell by 5 percentage points to 41%, meaning a majority of new or upgraded showers now change size.

Just 2% end up with a smaller shower.

Sizes of New or Upgraded Showers*



*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 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



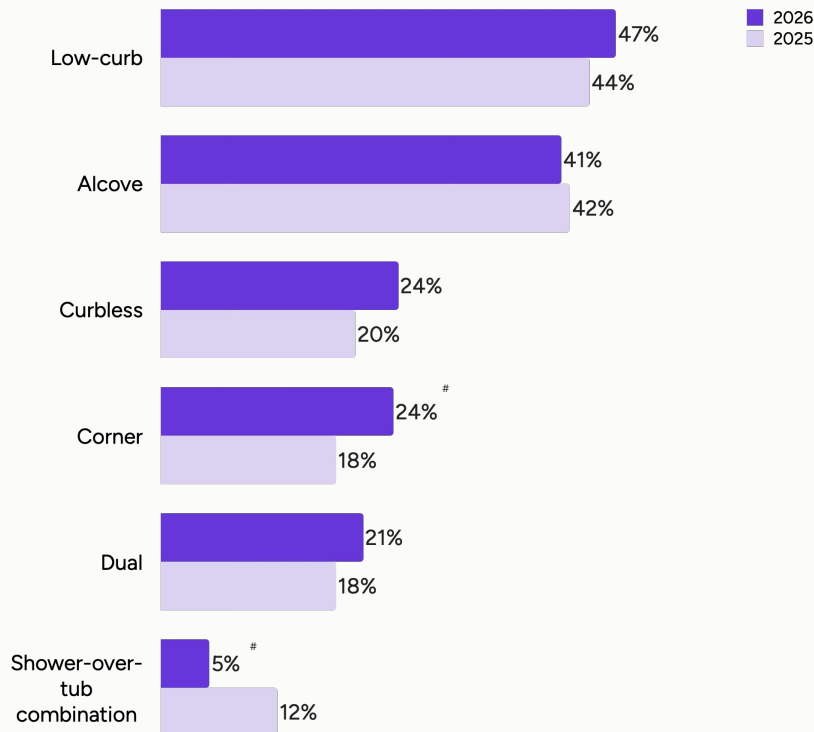
Low-Curb Showers Remain a Top Choice

When upgrading showers, homeowners most often choose low-curb models (47%). Alcove designs follow (41%).

Corner showers rose by 6 percentage points to 24%, the same share as curbless designs. Dual showers account for 21% of upgraded bathrooms.

Shower-over-tub combinations fell 7 percentage points to 5%, making it the least widespread style by a clear margin.

Styles of Upgraded Showers*



*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 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Hinged Glass Doors Are a Clear Favorite

Doors remain a near-universal shower feature, with 85% of renovating homeowners choosing a shower with one.

Hinged doors have become the clear standard for shower entries, chosen by 51% of renovating homeowners and up by 12 percentage points year over year. Sliding doors fell 6 points to 14%, and curtains declined 5 points to 8%. Fixed panels hold steady at 7%.

Among those doors, frameless designs grew in popularity, rising 4 percentage points to 80%. The semiframed style accounts for 14%, and fully framed for 6%.

85%
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 2025-26 (2026 study).
**Percentages reflect the proportion of homeowners whose new or updated shower has a door.

Entry Styles of Upgraded Showers*

Hinged	+12 pp# 51%
Sliding	-6 pp# 14%
Curtain	-5 pp# 8%
Fixed	7%

Door Frame Styles of Upgraded Showers**

Frameless	+4 pp# 80%
Semiframed	14%
Framed	6%

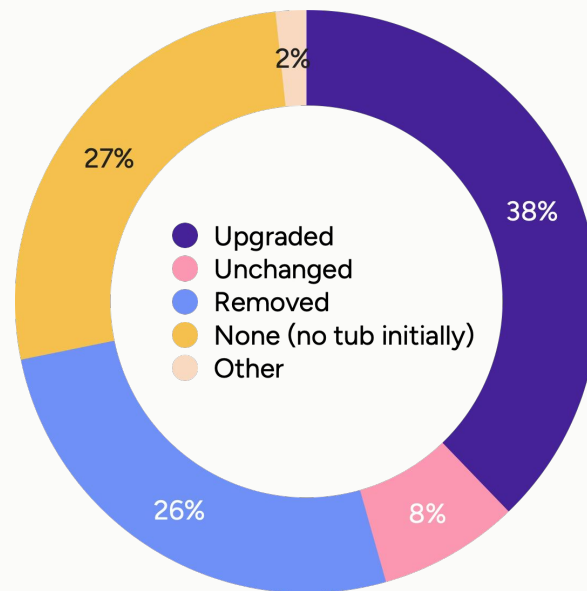


Bathtub Upgrades Are a Frequent Choice

When renovating a bathroom, 38% of homeowners upgrade the bathtub. Another 8% keep their existing tub.

In 26% of projects, a bathtub is removed, while 27% of renovating homeowners had no tub in the first place and do not add one.

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 2025-26 (2026 study).



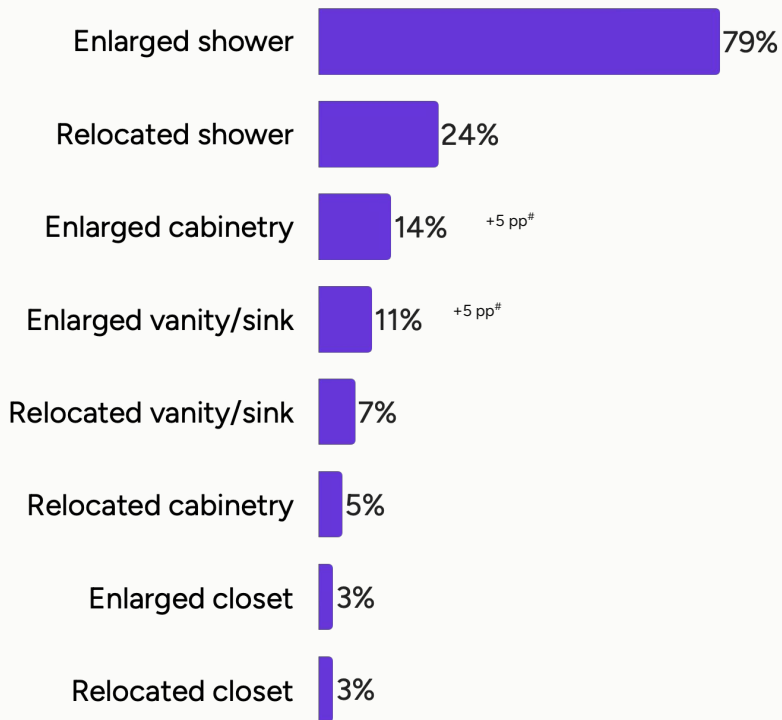
Tub Removal Increasingly Provides More Storage Space

When a bathtub comes out, 79% of renovating homeowners use the space to enlarge the shower, and 24% relocate it.

Storage claimed more of that space this year. Enlarging cabinetry rose by 5 percentage points to 14%, and enlarging the vanity or sink rose by 5 points to 11%.

A smaller share of homeowners move a vanity or sink (7%) or relocate cabinetry (5%). Enlarging and relocating closets round out the list with 3% each.

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 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



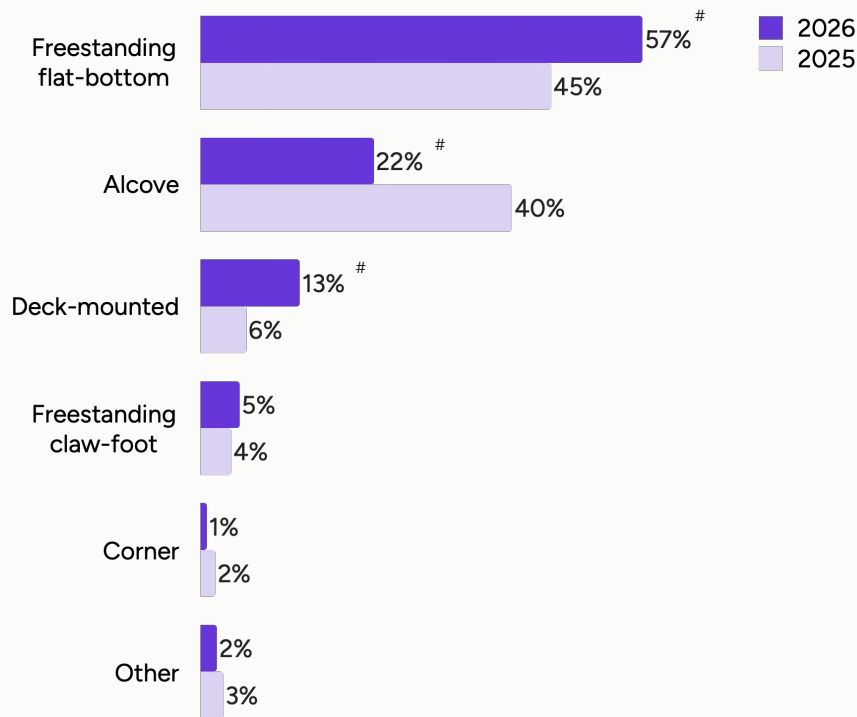
Freestanding Tubs Grow in Use, While Alcove Style Falls

More than half of renovating homeowners (57%) choose freestanding flat-bottom bathtubs when adding or replacing a tub, an increase of 12 percentage points year over year.

Alcove tubs fell 18 percentage points to 22%, while deck-mounted tubs rose 7 points to 13%, nearly doubling the share.

The least popular tubs are freestanding claw-foot (5%) and corner style (1%).

Styles of Bathtubs 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 2024-25 (2025 study) and 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Custom Vanities Stay a Favorite

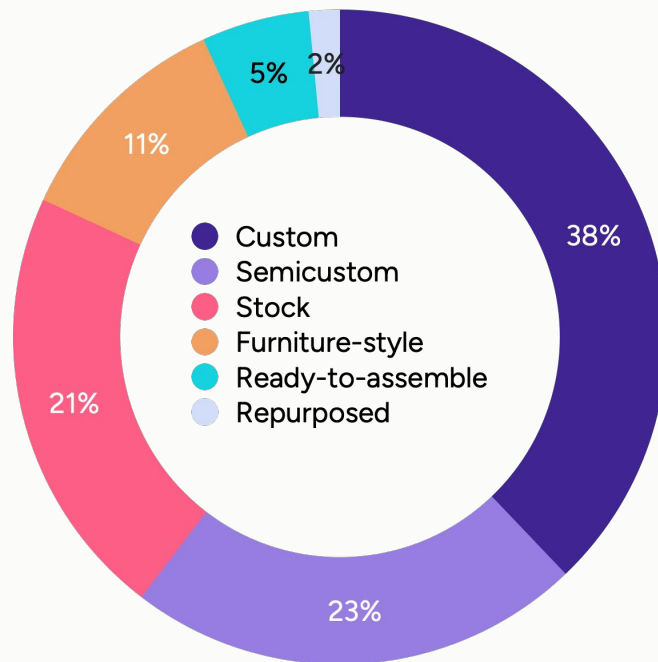
The top choice for upgrading vanities remains custom-made pieces (38%), and paired with semicustom styles, they account for 61% of all vanity upgrades. Built-to-order designs outnumber stock models (21%) roughly 3 to 1.

The remaining styles trail well behind: furniture-style (11%), ready-to-assemble (5%) and repurposed pieces (2%). Together they represent less than a fifth of upgraded vanities.

61%

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 2025-26 (2026 study).

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



Vanities Go Wider, With More Built-In Features

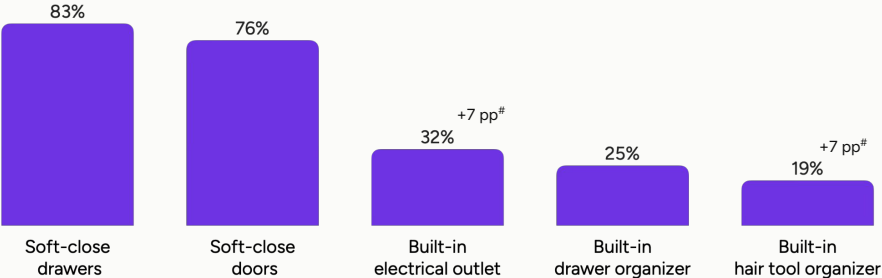
More homeowners are upgrading vanities with wider versions; taken together, the larger sizes account for more than half of enhanced vanities. Compact models measuring 48 inches or less are less widespread (37%).

Vanities larger than 72 inches (21%) rose by 7 percentage points and are now more popular than 60-inch (18%) or 72-inch (17%) models.

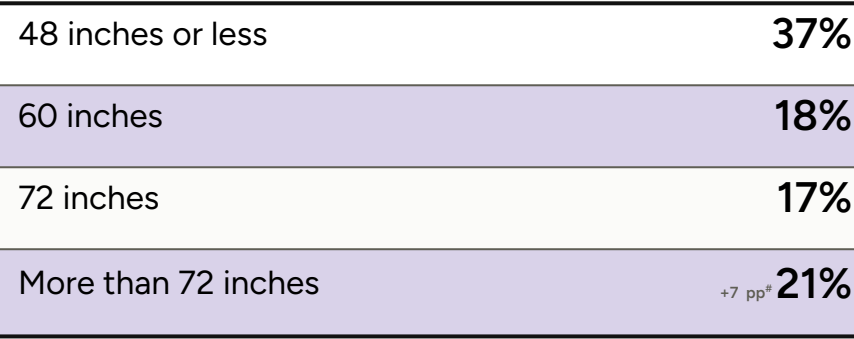
Soft-close hardware remains a favorite feature on drawers (83%) and doors (76%). Built-in features grew in popularity: Electrical outlets (32%) and hair tool organizers (19%) each rose by 7 percentage points. Drawer organizers (25%) sit between them.

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2025-26 (2026 study).
#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Features of Upgraded Vanities*



Widths of Upgraded Vanities*





Freestanding Vanities Fall in Popularity

Among homeowners upgrading their vanities, the freestanding styles are becoming less common (25%), down 5 percentage points. They fall behind built-in models, which remain the top choice (62%).

Floating designs stay a small share (13%), and remaining mounting categories are rare (1%).

Mounting Styles of Upgraded Vanities*

Built-in	62%
Freestanding	-5 pp# 25%
Floating	13%
Other	1%

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2025-26 (2026 study).
#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Double Sinks, Undermount Basins Surge Among Homeowners

Double sinks have become the standard in renovated bathrooms, selected for 64% of projects and up 17 percentage points year over year.

Undermount basins are the leading type of sink (68%), up 11 percentage points. Drop-in sinks follow at 16%, and integrated basins fell 7 percentage points to 11%.

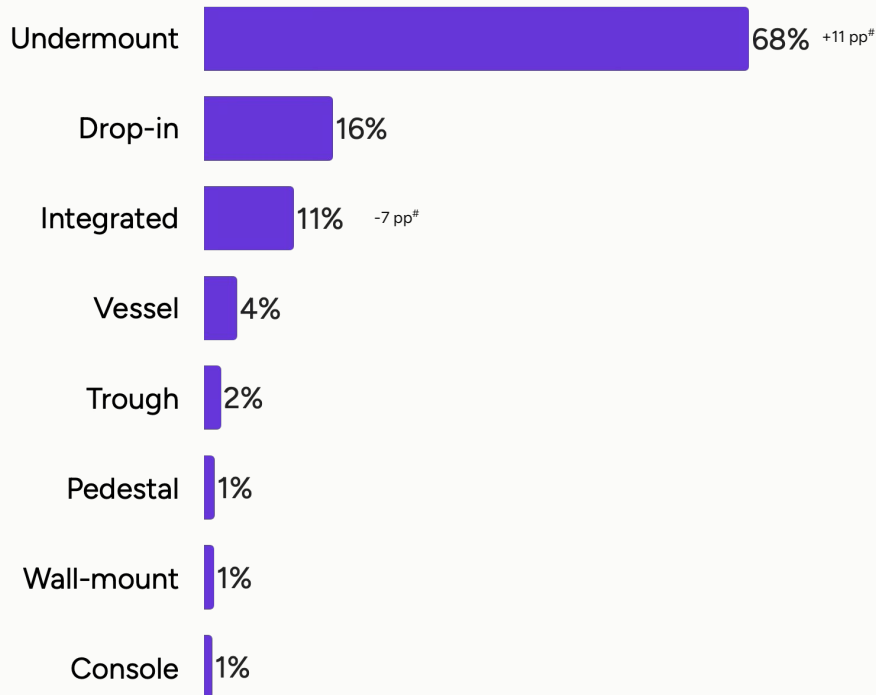
Vessel (4%) and trough (2%) sinks remain less common, and pedestal, wall-mount and console styles each account for 1% of upgrades.

+17 pp[#]
64%
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 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Types of Upgraded Sinks*





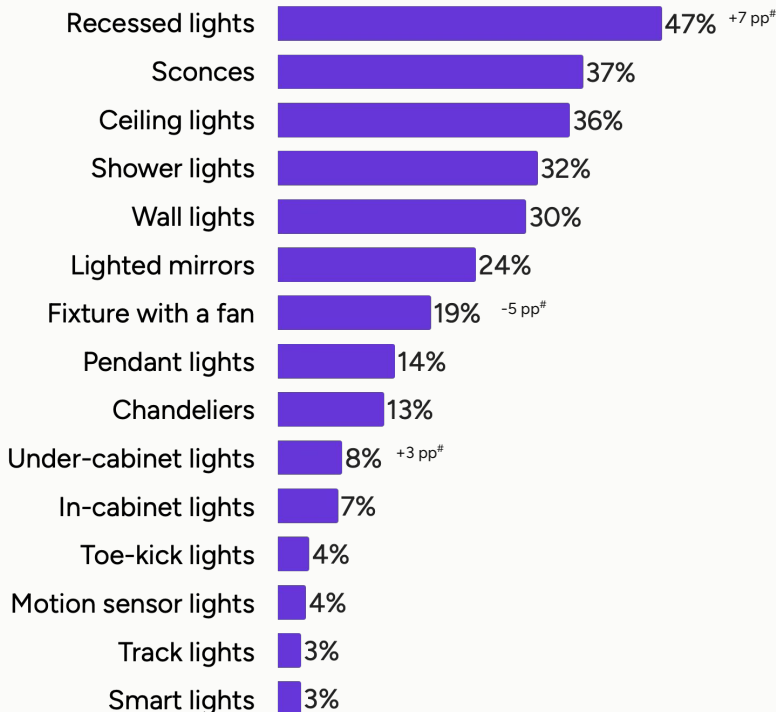
More Recessed Lighting, Fewer Fan Fixtures

Nearly half of renovating homeowners install recessed lights (47%), up 7 percentage points and the leading fixture type.

Fan fixtures moved in the opposite direction, falling 5 percentage points to 19%. Under-cabinet lighting rose by 3 percentage points to 8%.

Sconces are the second-most-common choice (37%), followed by ceiling lights (36%), shower lights (32%) and wall lights (30%) close behind. Roughly a quarter of renovating homeowners choose lighted mirrors (24%), while pendant lights (14%) and chandeliers (13%) appear less often. Toe-kick, motion-sensor, track and smart lights remain niche choice of 4% of homeowners or fewer.

Types of 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 2025-26 (2026 study).

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Radiant Heating a Growing Choice, but Ventilation Holds the Top Spot

Radiant heating moved up 3 percentage points as a system addition, chosen by 14% of renovating homeowners.

Ventilation fans remain the most common addition by a wide margin, installed by nearly 3 in 5 homeowners (59%).

Tankless water heaters follow well behind (9%). The smallest shares are water softeners (5%), purified water systems (4%) and dehumidifiers (4%).

New Systems Added During Bathroom Renovations*

Ventilation fan	59%
Radiant heating	+3 pp [#] 14%
Tankless water heater	9%
Water softener	5%
Purified water system	4%
Dehumidifier	4%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



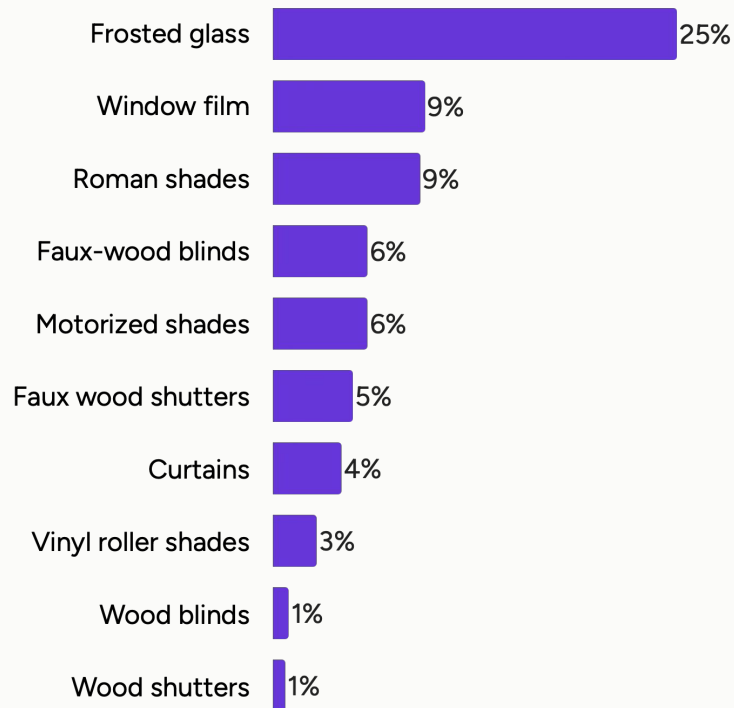
Frosted Glass, Roman Shades and Film Top Window Treatments

Frosted glass is the leading window treatment in renovated bathrooms, chosen by a quarter of renovating homeowners — more than double any alternative. Window film follows (9%).

Roman shades lead soft window treatment choices (9%). Faux-wood blinds and motorized shades follow (6% each), with faux wood shutters just behind (5%).

Curtains (4%), vinyl roller shades (3%), wood blinds (1%) and wood shutters (1%) round out the less frequent choices.

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 2025-26 (2026 study).



Cost Drives Sustainable Choices Ahead of Environmental Concerns

Most renovating homeowners include sustainable options in their bathroom projects (82%).

Cost is the leading motivation. Two-thirds cite long-term cost-effectiveness (66%) ahead of environmental friendliness (56%) — the two reasons homeowners name most often.

Other motivations trail well behind. Health reasons are cited by 15% of homeowners, and federal incentives have the smallest share (1%).

Sustainability During Bathroom Renovations*

82%

choose sustainable options*

Reasons for Including Sustainable Options**

Cost-effective in the long run	66%
Environmentally friendly	56%
Health reasons	15%
Federal incentives	1%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 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.



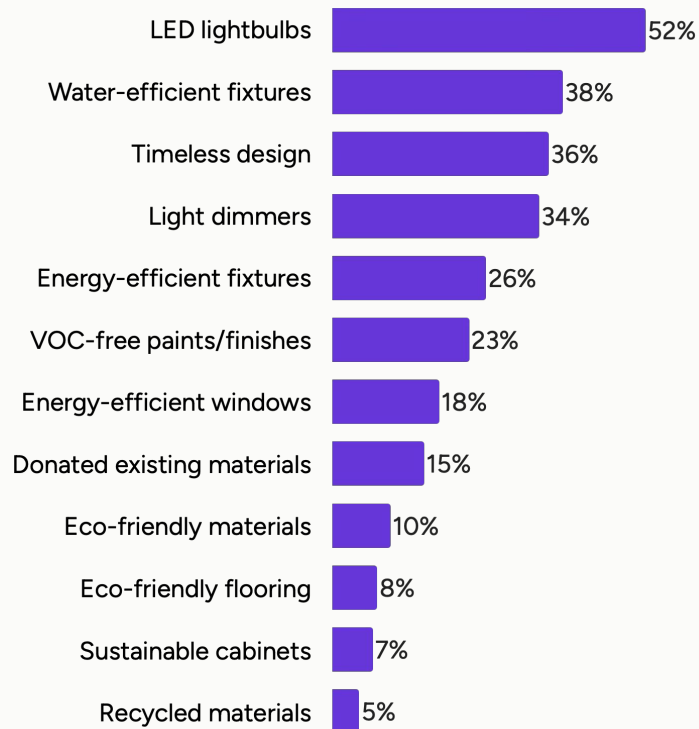
LED Lightbulbs Lead Sustainable Options

Homeowners favor effective sustainable upgrades. Half of renovating homeowners install LED lightbulbs (52%), the top choice, followed by water-efficient fixtures (38%).

Timeless design (36%) and light dimmers (34%) rank next, ahead of energy-efficient fixtures (26%) and VOC-free paints or finishes (23%).

Material choices include energy-efficient windows (18%), donated materials (15%), eco-friendly materials (10%), eco-friendly flooring (8%), sustainable cabinets (7%) and recycled materials (5%).

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 2025-26 (2026 study).



Color-Changing Mirrors Are Fastest-Growing Specialty Feature

Mirrors with adjustable lighting color temperature are among the specialty features renovating homeowners are adding (11%), up 4 percentage points, ranking third within the mirror category. Mirrors lead overall: a third of renovating homeowners add a specialty mirror feature (33%), most often LED lighting (26%) or an antifog system (21%). Faucets follow (28%), driven almost entirely by water efficiency (20%). Showers remain the category least equipped with specialty features (12%). Integrated lighting is the most common addition in showers (4%), with remote controls, overflow sensors and touch-screen displays (each 3% or fewer).

28% Specialty Features in Faucets*

Water efficiency	20%
Touch control	3%

33% Specialty Features in Mirrors*

LED lighting	26%
Antifog system	21%
Changing color with temperature	+4 pp# 11%
Hidden outlets	5%
Shadow elimination system	2%

12% Specialty Features in Showers*

Integrated lighting	4%
Remote temperature control	3%
Remote on-off 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 2025-26 (2026 study), and who have added or upgraded, or are adding or upgrading faucets, mirrors and/or the shower as part of their renovation.

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Tubs With Specialty Features Decline in Popularity

Fewer than half of renovating homeowners have specialty features in new or upgraded bathtubs (46%), down by 9 percentage points.

Grab bars also declined, chosen by 14% of homeowners and down 8 percentage points. They now trail nonslip flooring (23%), followed by space for two (13%) and whirlpool or jet options (9%).

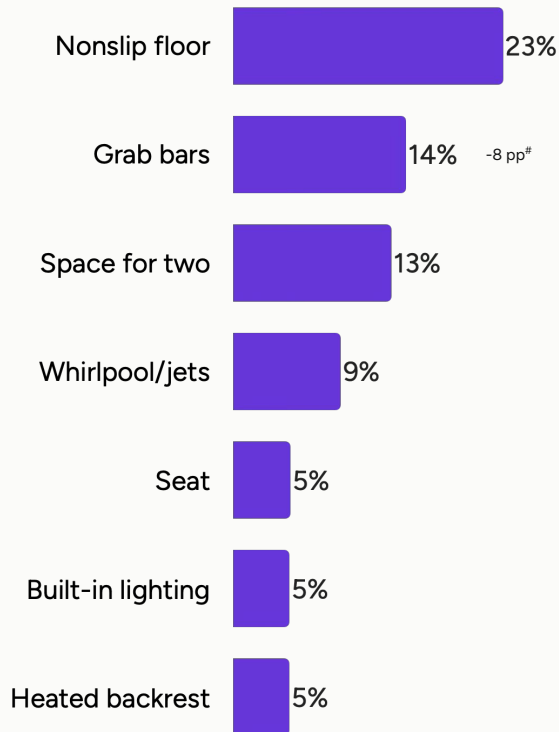
-9 pp[#]
46%

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 2025-26 (2026 study), and who have added or upgraded, or are adding or upgrading, bathtubs as part of their renovation.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Specialty Features in New or Upgraded Bathtubs*





Bidets Take a Seat at the Top of Specialty Toilet Features

Nearly half of renovating homeowners now include specialty features in new or upgraded toilets (47%), up 9 percentage points.

Bidet toilet seats (31%), adjustable water pressure (30%) and air dryers (28%) each rose 10 percentage points, followed by heated seats (27%), up 8 percentage points.

Convenience features gained as well. Self-cleaning functions (22%) and nightlights (20%) each rose 6 percentage points, with self-deodorizers (14%) up 5 points.

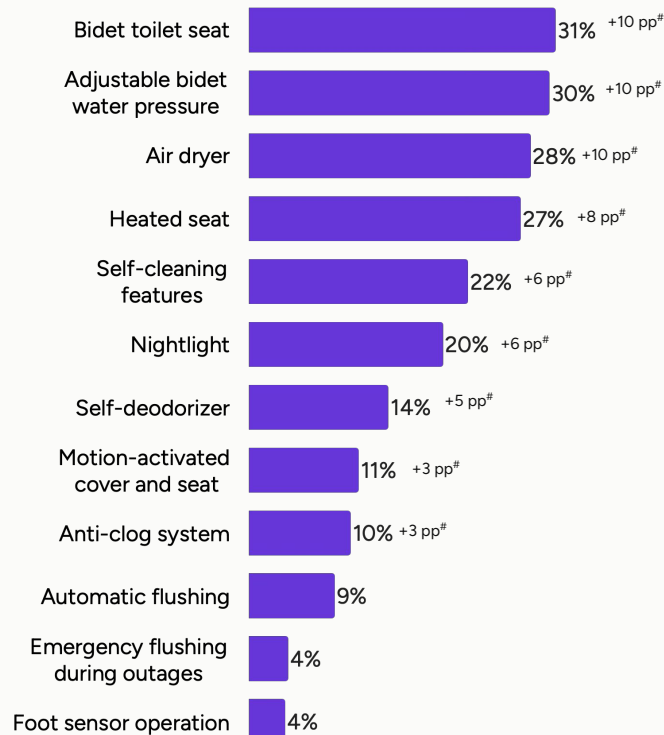
47% ^{+9 pp[#]}

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 2025-26 (2026 study), and who have added or upgraded, or are adding or upgrading, toilets as part of their renovation.

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Specialty Features in New or Upgraded Toilets*



Materials & Shapes



Urbane Design
Bentwood of Austin (Cabinetry)
Avery Nicole Photography





Porcelain and Ceramic Tile Are Shower Floor Favorites

Tile is the overwhelming choice for shower flooring, covering 79% of upgraded showers. Natural pebble stones follow at 15%, while slab accounts for 6% and wood for less than 1%.

Within tile, two materials are favorites. Porcelain is the top choice (42%), with ceramic close behind (35%).

Natural stone and engineered surfaces are far less widespread. Marble appears in 11% of upgraded showers, acrylic in 3%, and limestone and engineered quartz in 2% each.

79%

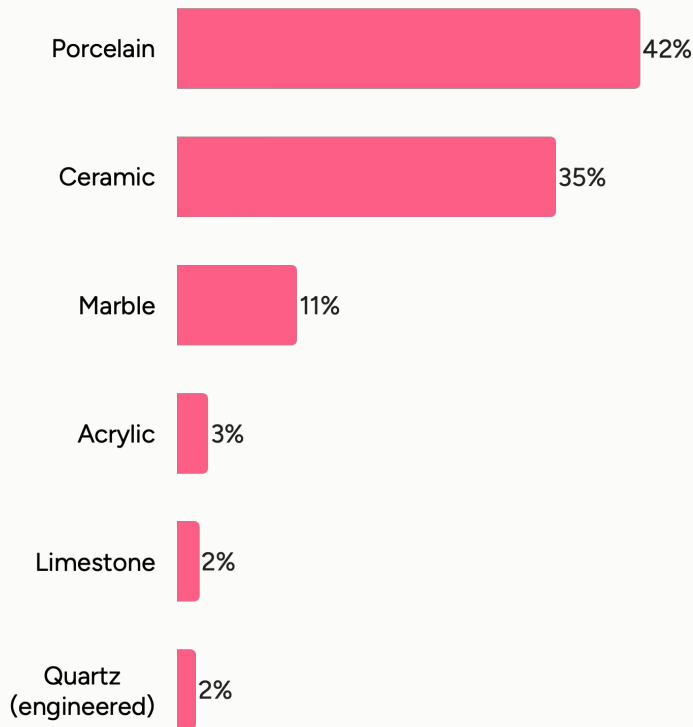
choose tile for shower flooring*[†]

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 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 2025-26 (2026 study).

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

Floor Tile Materials in Upgraded Showers**[†]



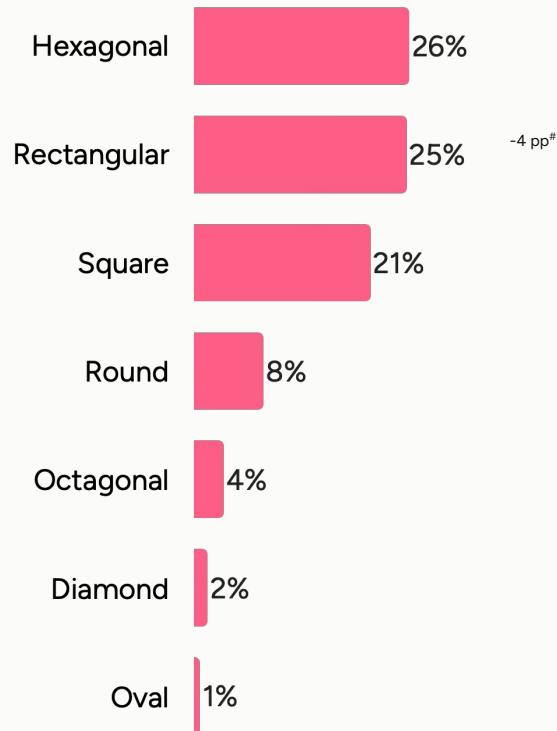


Hexagonal, Rectangular and Square Tile Lead Shower Floor Choices

Hexagonal is the most widespread shower floor tile shape, chosen by 26% of renovating homeowners. Rectangular fell 4 percentage points to 25%, and square follows closely at 21%.

Other shapes trail at a distance. Round tile accounts for 8% and octagonal for 4%, while diamond (2%) and oval (1%) appear in the smallest share of renovated bathrooms.

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 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



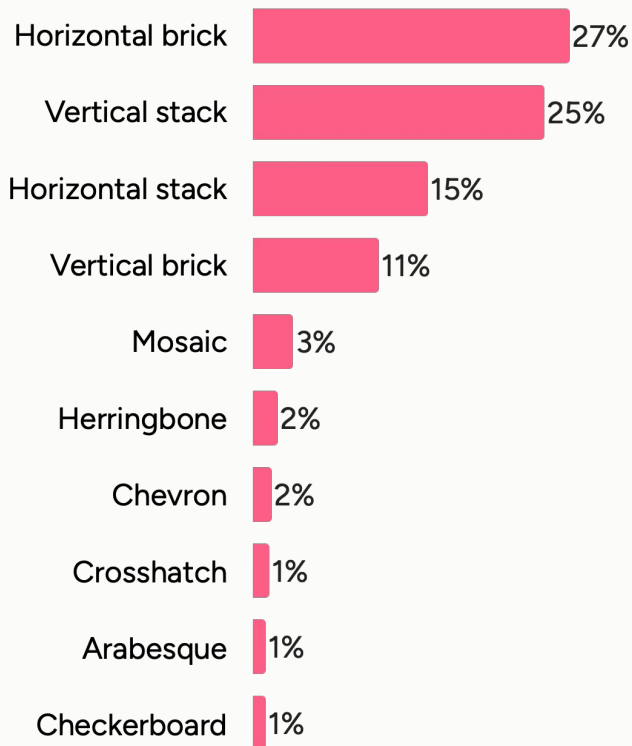
Horizontal Brick and Vertical Stack Tile Preferred for Shower Walls

Horizontal brick is the most widespread shower wall tile pattern at 27%, with vertical stack close behind at 25%. Horizontal stack follows at 15% and vertical brick at 11%.

Decorative patterns are far less common, led by mosaic at 3%.

The remaining options are marginal. Herringbone and chevron appear on 2% of shower walls each, while crosshatch, arabesque and checkerboard each account for 1%.

Patterns of Wall Tile in Upgraded Showers*



*Percentages reflect the proportion of homeowners who have chosen or are choosing tile for their shower walls as part of their completed, current or planned bathroom renovation during 2025-26 (2026 study).



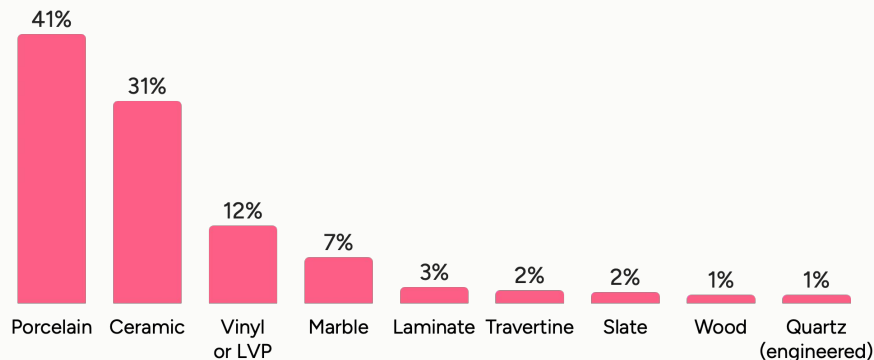
Porcelain and Ceramic Lead Flooring Materials

Porcelain and ceramic account for most flooring outside the shower, at 41% and 31% respectively among renovating homeowners.

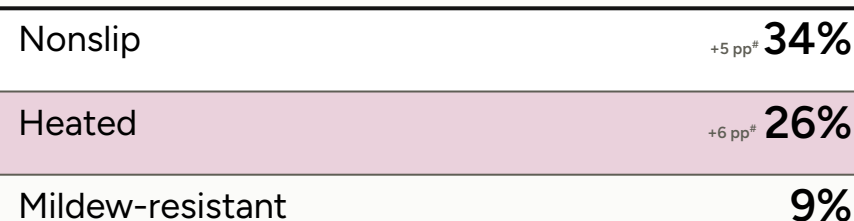
Vinyl or luxury vinyl plank follow (12%), ahead of marble (7%) and laminate (3%). Travertine and slate account for 2% each, while wood and engineered quartz round out the list at 1% each.

Performance features are becoming more widespread. Nonslip surfaces rose by 5 percentage points to 34% and heated flooring by 6 points to 26%, while mildew-resistant options are selected by nearly 1 in 10 renovating homeowners (9%).

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 2025-26 (2026 study).

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

#Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



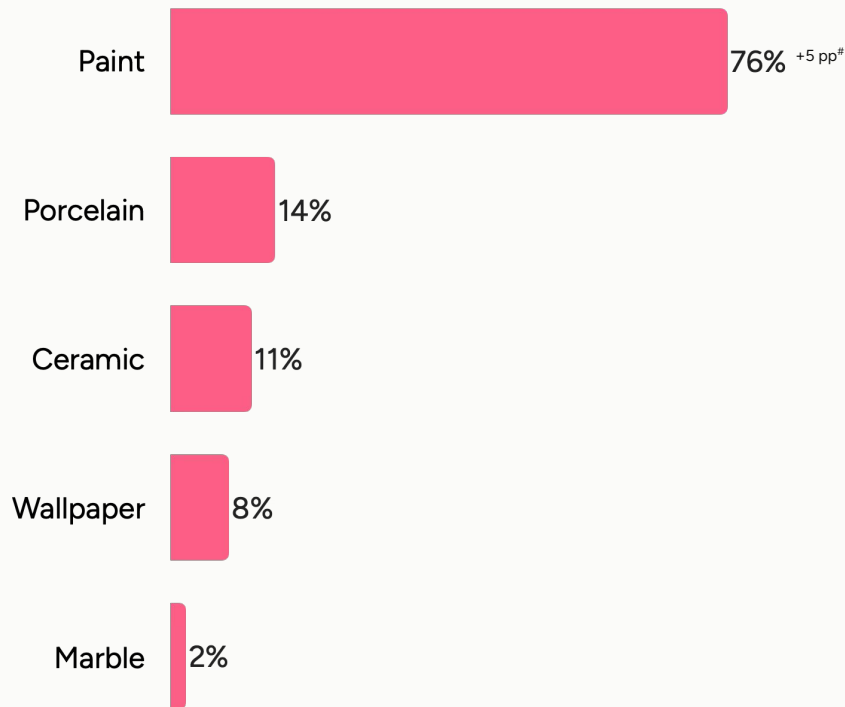
Paint Is a Clear Winner for Nonshower Walls

Paint is far and away the leading wall finish outside of showers, applied by 76% of renovating homeowners and rising 5 percentage points year over year.

Tile finishes account for far smaller shares. Porcelain covers 14% of nonshower walls and ceramic is used for 11%.

Wallpaper is the leading nontile paint alternative (8%), followed by marble (2%).

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 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.



Soaking Tubs Lead by a Big Majority

Soaking tubs are now the most widespread tub type in renovated bathrooms (72%), up 10 percentage points. Standard tubs lost share, down 10 percentage points to 19%. Walk-in tubs remain rare (2%).

Acrylic still leads bathtub materials by a wide margin (54%). Fiberglass ranks as a distant second (12%).

Enameled cast iron and cast polymer tie (9% each), with ceramic close behind (8%).

Bathtub Materials in Renovated Bathrooms*

Acrylic	54%
Fiberglass	12%
Enameled cast iron	9%
Cast polymer	9%
Ceramic	8%

Bathtub Types in Renovated Bathrooms*

Soaking	+10 pp [#] 72%
Standard	-10 pp [#] 19%
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 2025-26 (2026 study).

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

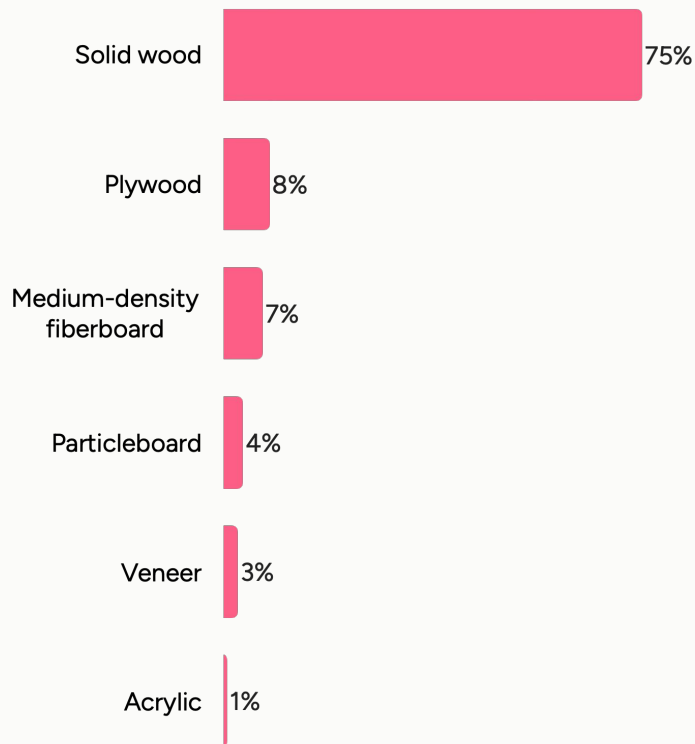


Solid Wood Highly Sought for Upgraded Vanities

Solid wood is the most widespread wood material used in upgraded vanities, chosen by three-quarters of renovating homeowners (75%).

Plywood ranks second (8%), just ahead of medium-density fiberboard (7%). Particleboard (4%), veneer (3%) and acrylic (1%) round out the list.

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 2025-26 (2026 study).



Maple, White Oak Account for Half of Solid Wood Vanity Upgrades

Maple and white oak together account for over half of solid wood types (27% each) chosen by homeowners upgrading their vanities.

Birch and walnut are next (9% each), followed by cherry (7%). Teak (5%), alder (4%) and red oak (3%) round out the list.

Wood Types of Upgraded Vanities*

Maple	27%
White oak	27%
Birch	9%
Walnut	9%
Cherry	7%
Teak	5%
Alder	4%
Red oak	3%

*Percentages reflect the proportion of homeowners who opted for wood vanities as part of their completed, current or planned bathroom renovation during 2025-26 (2026 study).



Paint and Stain Are Top Vanity Finish Choices

Paint is the most common finish for upgraded vanities (38%), followed by stain (26%). Together they account for roughly two-thirds of finish choices.

Wood veneer ranks third (13%), followed by natural finishes (7%).

Laminated veneer (4%), varnish (4%) and lacquer (3%) are niche choices.

Finishes of Upgraded Vanities*

Paint	38%
Stain	26%
Wood veneer	13%
Natural	7%
Laminated veneer	4%
Varnish	4%
Lacquer	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 2025-26 (2026 study).



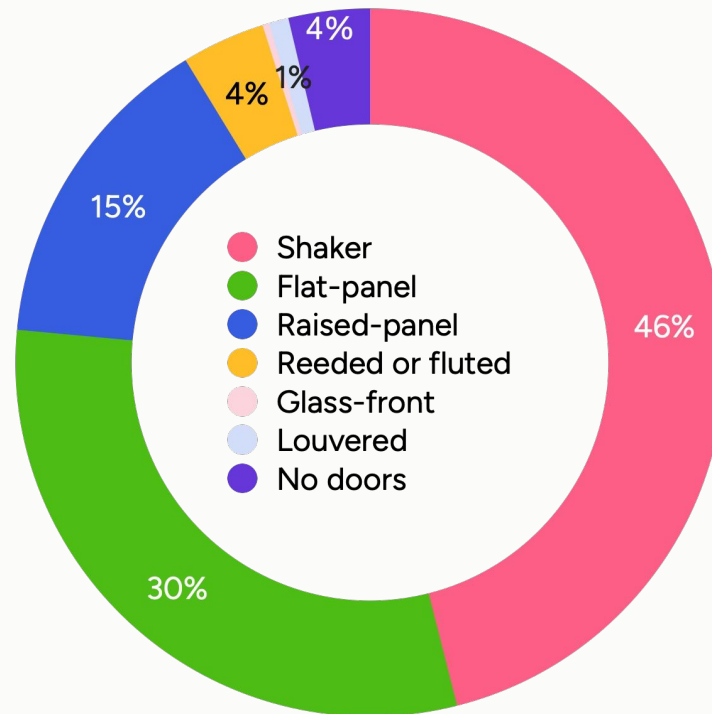
Many Choose Shaker Style for Vanity Doors

Shaker doors sit on nearly half of upgraded vanities (46%), followed by flat-panel styles (30%).

Raised-panel doors (15%) hold third place, chosen at less than half the rate of flat-panel. Decorative and specialty fronts remain a niche choice, comprising reeded or fluted (4%), louvered (1%), and glass-front (0.3%) doors.

A small share of vanities (4%) have no doors.

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 2025-26 (2026 study).



Bar Pulls, Brushed Nickel Lead Vanity Handle Choices

Bar pulls are the most popular handle type for upgraded vanities (62%), up 4 percentage points. Knobs follow (37%), while finger pulls (11%) and no-handle designs (8%) remain marginal choices.

Among finishes, brushed nickel leads (28%) but declined 4 percentage points. Black (19%) and brushed gold (16%) are the next most popular choices.

*Percentages reflect the proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2025-26 (2026 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 2025-26 (2026 study).
*Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Door Handle Types for Upgraded Vanities*

Bar pulls	+4 pp* 62%
Knobs	37%
Finger pulls	11%
No handles	8%

Door Handle Finishes for Upgraded Vanities**

Brushed nickel	-4 pp* 28%
Black	19%
Brushed gold	16%



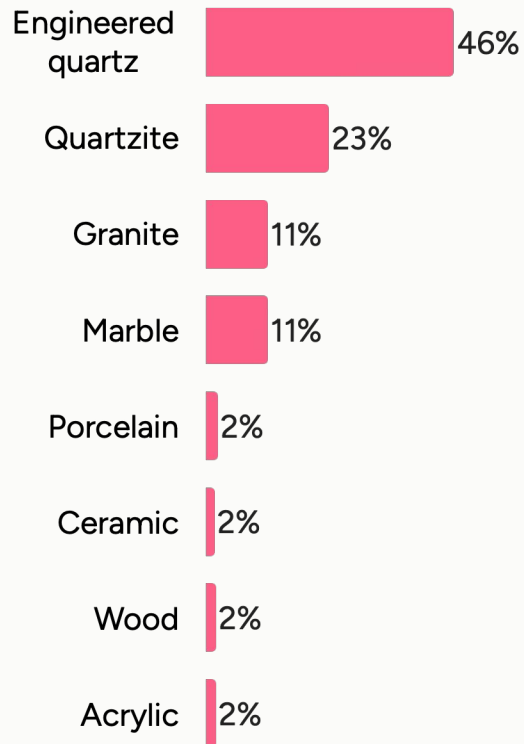
Quartzite Is Top Choice for Natural Stone Vanity Countertops

Engineered quartz remains the leading material for vanity countertops, selected by 46% of renovating homeowners.

More than 1 in 5 renovating homeowners choose quartzite (23%), making it the second-most-common material. That is more than twice the share of granite (11%) or marble (11%), which are tied for third.

Porcelain, ceramic, wood and acrylic are chosen by 2% of renovating homeowners each.

Countertop Materials for 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 2025-26 (2026 study).



Metal-Glass Combinations Outshine Other Light Fixtures Materials

Two-thirds of renovating homeowners choose light fixtures combining metal and glass (67%), by far the leading material choice for upgraded fixtures.

All-metal designs follow at a distance (20%), while mostly glass fixtures account for the smallest share (10%).

Materials for Upgraded Light Fixtures*

Metal-glass combination	67%
All-metal	20%
Mostly glass	10%

*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 2025-26 (2026 study).

Appendixes





Appendix A: Styles After Bathroom Renovations*

	2020	2021	2022	2023	2024	2025	2026
Transitional	18%	19%	25%	23%	23%	22%	22%
Contemporary	18%	18%	16%	16%	16%	18%	21%
Modern	20%	20%	16%	15%	15%	16%	15%
Traditional	12%	10%	11%	11%	11%	11%	11%
Midcentury	2%	3%	3%	4%	3%	3%	5%
Eclectic	3%	3%	2%	3%	5%	5%	4%
Beach	4%	3%	3%	4%	3%	4%	4%
Farmhouse	5%	5%	5%	5%	5%	4%	3%
Craftsman	3%	2%	2%	2%	3%	2%	2%
Rustic	2%	1%	2%	2%	2%	1%	0%
Scandinavian	2%	1%	1%	2%	2%	1%	2%
Other	5%	5%	4%	4%	4%	6%	4%
No particular style	5%	4%	4%	6%	8%	6%	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), 2024-25 (2025 study) and 2025-26 (2026 study).



Appendix B:

Colors After Bathroom Renovations*

	Shower Walls	Nonshower Walls	Accent Walls	Nonshower Flooring	Countertops	Vanities
White	34%	23%	19%	19%	43%	19%
Off-white	22%	22%	11%	19%	28%	6%
Gray	7%	8%	6%	16%	7%	6%
Greige	4%	5%	3%	8%	3%	5%
Beige	13%	11%	9%	13%	6%	5%
Blue	6%	11%	19%	3%	1%	10%
Brown	1%	1%	2%	4%	2%	5%
Green	5%	9%	9%	2%	1%	6%
Wood**	1%	1%	4%	5%	3%	31%
Black	2%	1%	3%	3%	4%	3%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2025-26 (2026 study).

**Wood includes light, medium and dark tones.

Methodology



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 in August 2026.

Sampling and Weighting

Data were gathered via email sent out to registered Houzz users. The link invited homeowners to share their bathroom project details. 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 1,619 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 three months.

About Houzz

Houzz is the leading AI platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Houzz Pro (pro.houzz.com) is an all-in-one software for construction and design professionals that puts AI trained on real industry data to work helping pros collaborate more effectively with clients and teams, deliver exceptional projects, and run more efficient, profitable businesses. The platform gives pros and their clients 24/7 access to project information, 3D visualizations and financial tools. Houzz helps people find ideas and inspiration, hire professionals and get advice for their projects, with more than 3 million pros and over 70 million homeowners and home design enthusiasts around the world relying on it today. For more information, visit houzz.com.

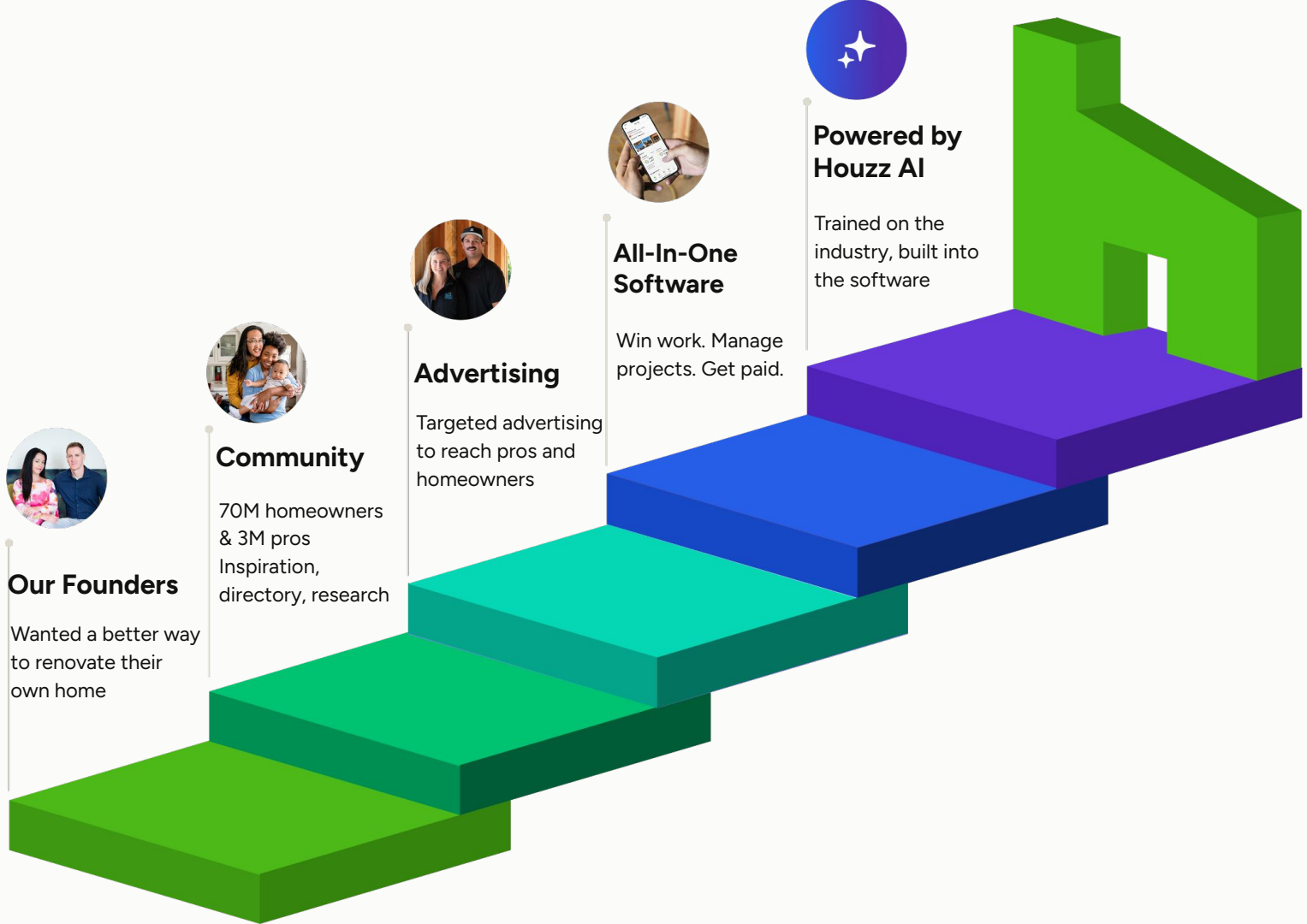


AI at Houzz

This photorealistic image was created using Houzz Pro's 3D Floor Planner to showcase key trends from the 2026 U.S. Houzz Bathroom Trends Study.



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