

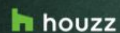
2026

UK.

Houzz & Home Study

Renovation Trends

Findings from a survey of 1,306 UK homeowners
on Houzz about their renovation projects.





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Big Ideas

Home Activities Hold Steady as Repairs Gain Ground in 2025

Overall, home-related activities mostly stayed the same in 2025, while national renovation spend per household saw a downward shift. Home activity is continuing at levels seen in recent years. Three in five homeowners (60%) report decorating or furnishing, a share that remained unchanged year over year. Nearly half of homeowners (49%) report renovating, down slightly from 51% in 2024. Meanwhile, the share undertaking repairs rose to 44%, gaining ground from 39% in 2024.

Homeowners Continue to Plan Projects, Amid Spending Pullback

Decorating and furnishing leads planned home-related activities among homeowners in 2026, with more than half of homeowners intending to decorate or furnish (57%). Property improvements remain a major focus, with nearly half of homeowners planning to renovate (46%) and nearly a third planning to make repairs (31%). While the median planned household spend for 2026 is at £10,000, top-tier project budgets in the 90th percentile spiked to £65,000 – making high-end spending over six times larger than the typical household allocation.

Professional Hiring Remains Strong

Overall hiring of professionals among renovating homeowners remains high, with 92% of renovators engaging at least one professional in 2025. Trade specialists such as electricians (56%) and plumbers (54%) are the most frequently hired professionals for their projects.

Financial Readiness and Time Continue to Lead Renovation Drivers

Drivers of renovation activity remained largely consistent between 2024 and 2025, with homeowners continuing to cite financial readiness and time as the leading triggers. The share reporting finally having the financial means to renovate was unchanged year over year (36%), while the share citing finally having the time edged up to 34% from 33%. Other motivations show similar consistency. Customising a recently purchased home increased to 31% from 27%, while adapting to recent changes in lifestyle dipped slightly to 20% from 21%. Addressing damage due to home age or other factors increased to 21% from 19%.

Use of Savings and Credit Cards Grows

The majority of homeowners (86%) report using savings to fund their renovation projects. At the same time, 19% use credit cards, and that share increased by 6 percentage points between 2024 and 2025. Use of other funding options remains relatively consistent. Other sources are used less frequently: 17% of homeowners report using proceeds from a previous home sale, while gifts or inheritances are cited by 10%. Even smaller shares of homeowners turn to cash from a home mortgage refinance (8%).

2026 Plans & 2025 Overview



Home Activities Hold Steady as Repairs Gain Ground in 2025

Overall, home-related activities mostly stayed the same in 2025, while national renovation spend per household saw a downward shift.

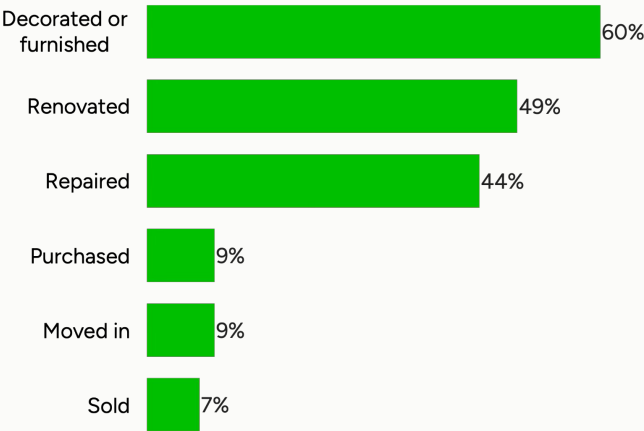
Home activity is continuing at levels seen in recent years. Three in five homeowners (60%) report decorating or furnishing, a share that remained unchanged year over year. Nearly half of homeowners (49%) report renovating, down slightly from 51% in 2024. Meanwhile, the share undertaking repairs rose to 44%, gaining ground from 39% in 2024.

At the same time, property transitions remain less common, with identical shares of homeowners purchasing (9%) and moving in (9%) year over year, while just 7% report selling their homes.

Spending patterns point to a downward shift, with the median renovation spend decreasing to £20,000, down from £21,440 in 2024 but remaining above the £17,000 reported in 2023. Meanwhile, higher-end spending has declined, with the 90th percentile dropping to £115,000 in 2025, down from £169,000 in 2024 and a peak of £200,000 in 2023.

*Multiple responses were allowed.
**Spend has not been adjusted for inflation.

Frequency of Home-Related Activities Among Homeowners in 2025*



National Renovation Spend Per Household**

	Median Spend	90th Percentile
2025	£20,000	£115,000
2024	£21,440	£169,000
2023	£17,000	£200,000

Homeowners Continue to Plan Projects, Amid Spending Pullback

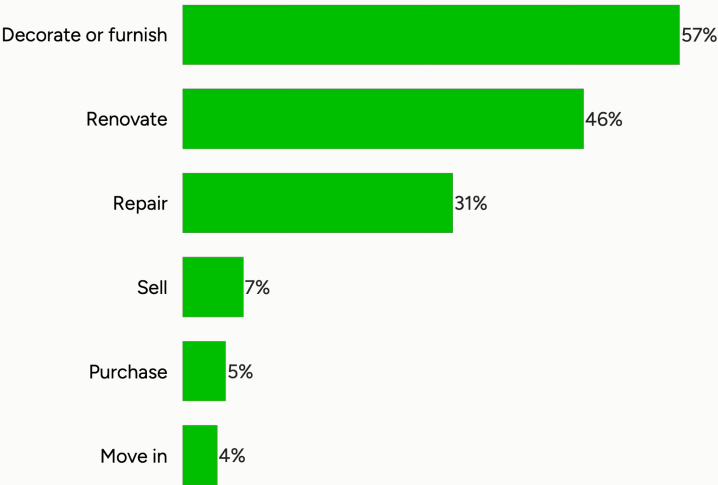
Decorating and furnishing leads planned home-related activities among homeowners in 2026, with more than half of homeowners intending to decorate or furnish (57%). Property improvements remain a major focus, with nearly half of homeowners planning to renovate (46%) and nearly a third planning to make repairs (31%).

Activities related to property transitions are significantly less common, with 7% planning to sell, 5% planning to purchase, and 4% planning to move in.

While the median planned household spend for 2026 is at £10,000, top-tier project budgets in the 90th percentile spiked to £65,000 – making high-end spending over six times larger than the typical household allocation.

*Multiple responses were allowed.
**Spend has not been adjusted for inflation.

Frequency of Planned Home-Related Activities Among Homeowners in 2026*



Planned National Renovation Spend Per Household**

	Median Spend	90th Percentile
2026	£10,000	£65,000
2025	£14,000	£77,000

Older Generations More Likely to Stay Put

The majority of renovating homeowners have lived in their homes for the long term, with 61% having moved in 6 or more years ago. In comparison, 29% of renovating homeowners have been in their home for 1–5 years, and 9% moved in less than a year ago. Long-term tenure is highest among Baby Boomers at 68% and Gen X at 62%, while Millennials are the most likely generation to have moved in within the last 1–5 years (47%).

Future relocation plans reveal distinct variations across generations, with a substantial portion of homeowners intending to remain in their properties. Among all renovating homeowners, 39% plan to never move out, while 21% plan to move out in 1–5 years and 7% in less than a year. Baby Boomers show the strongest commitment to staying indefinitely, with 53% stating they never plan to move out, compared to 31% of Gen X and 24% of Millennials.

Overall, 71% of renovating homeowners plan to stay put for 11 years or more, and 39% consider their residence a forever home.

*Generational categories follow Pew Research Center's age ranges: Gen Z (18-29), Millennials (30-45), Gen X (46-61), Baby Boomers (62-80) and Seniors (81+).

Moved Into the Home*

	Less than 1 year	1-5 years	6+ years
Renovating homeowners	9%	29%	61%
Millennials	9%	47%	41%
Gen X	8%	30%	62%
Baby Boomers	9%	23%	68%

Plan to Move Out of the Home*

	Less than 1 year	In 1-5 years	Never
Renovating homeowners	7%	21%	39%
Millennials	3%	28%	24%
Gen X	8%	21%	31%
Baby Boomers	8%	19%	53%

2025 Motivations & Financing



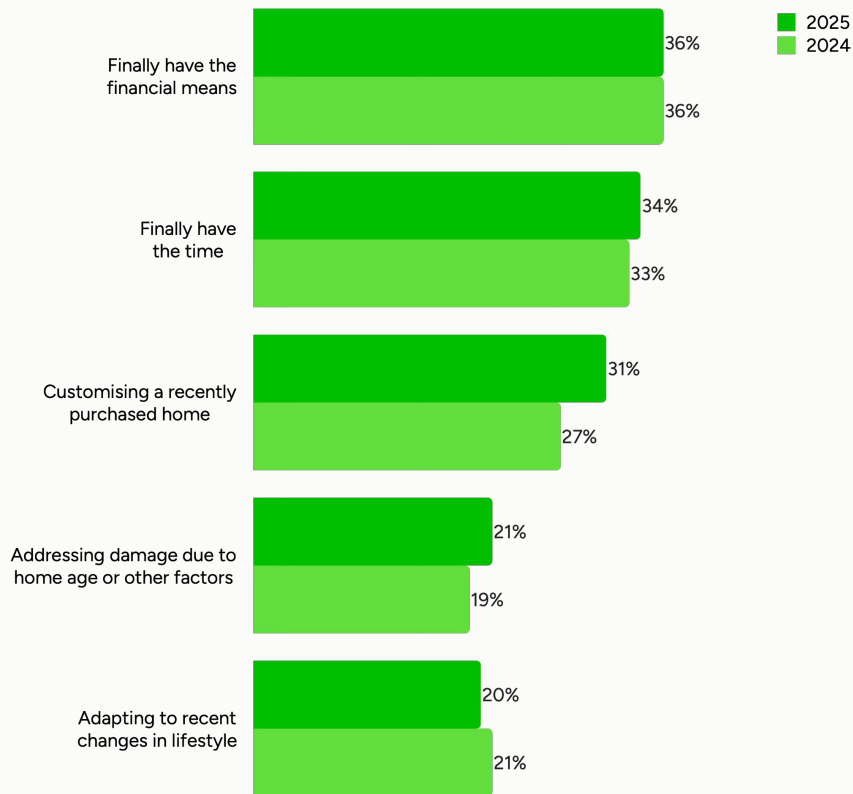
Financial Readiness and Time Continue to Lead Renovation Drivers

Drivers of renovation activity remained largely consistent between 2024 and 2025, with homeowners continuing to cite financial readiness and time as the leading triggers. The share reporting finally having the financial means to renovate was unchanged year over year (36%), while the share citing finally having the time edged up to 34% from 33%.

Other motivations show similar consistency. Customising a recently purchased home increased to 31% from 27%, while adapting to recent changes in lifestyle dipped slightly to 20% from 21%. Addressing damage due to home age or other factors increased to 21% from 19%.

*Up to three responses were allowed.

Frequency of Renovation Triggers Among Homeowners Who Renovated*



Financial and Time Motivations Diverge Across Generations

Motivations for renovation activity vary notably across age groups, with distinct generational differences in financial and time readiness. Among homeowners who finally have the financial means, Millennials represent the largest share at 42%, followed by Gen X at 34% and Baby Boomers at 27%.

The trend reverses for those who finally have the time to renovate. For this trigger, Gen X leads at 36% and Baby Boomers follow closely at 35%, while Millennials report the lowest share at 28%.

Overall, the data point to distinct generational drivers, with younger homeowners primarily motivated by achieving financial readiness and older generations increasingly driven by having the available time.

*Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61) and Baby Boomers (62-80).

Finally Have the Financial Means*

Millennials	42%
Gen X	34%
Baby Boomers	27%

Finally Have the Time*

Millennials	28%
Gen X	36%
Baby Boomers	35%

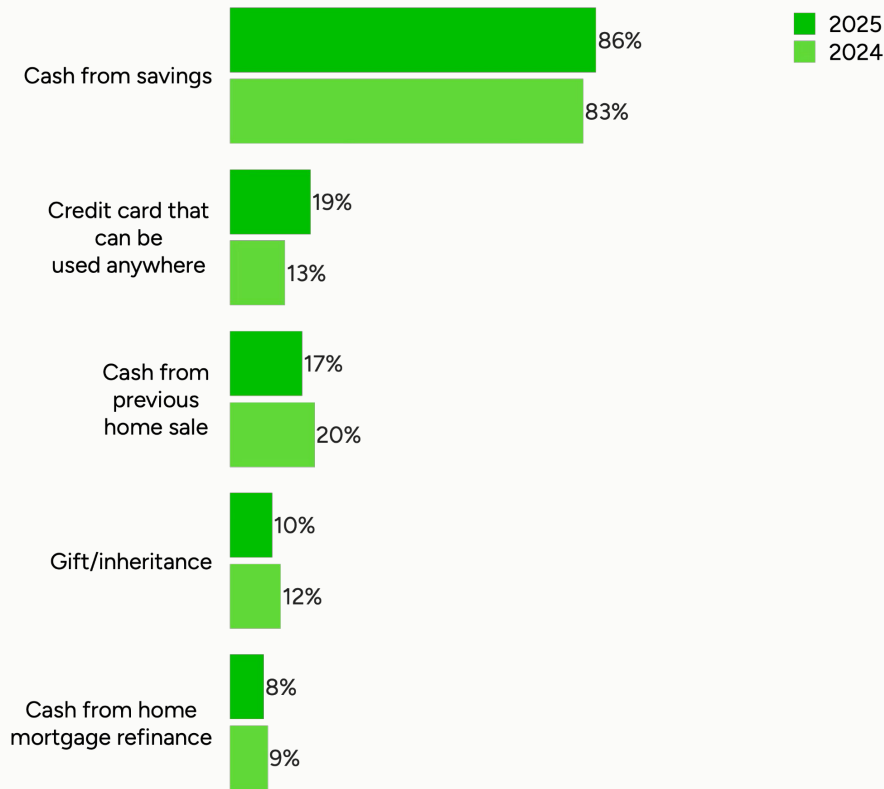
Use of Savings and Credit Cards Grows

The majority of homeowners (86%) report using savings to fund their renovation projects. At the same time, 19% use credit cards, and that share increased by 6 percentage points between 2024 and 2025. Use of other funding options remains relatively consistent.

Other sources are used less frequently: 17% of homeowners report using proceeds from a previous home sale, while gifts or inheritances are cited by 10%. Even smaller shares of homeowners turn to cash from a home mortgage refinance (8%).

*Multiple responses were allowed.

Frequency of Funding Sources Among Homeowners Who Renovated*



Generational Funding Choices Diverge for Renovation Projects

Funding sources for renovation activity vary notably across age groups, though cash from savings remains the predominant choice across all generations. Gen X leads in the use of savings at 89%, followed closely by Millennials at 86% and Baby Boomers at 83%.

Other funding options reveal more distinct generational divides. Millennials report the highest usage of credit cards that can be used anywhere at 30%, compared to 17% for Gen X and 16% for Baby Boomers. Younger homeowners also utilise gifts or inheritances (17%) and cash from a home mortgage refinance (16%) more frequently than Gen X (9% for both) and Baby Boomers (7% and 3%, respectively). Conversely, utilising cash from a previous home sale increases with age, cited by 20% of Baby Boomers, 17% of Gen X, and 10% of Millennials.

Overall, the data point to distinct generational funding strategies, with younger homeowners relying more heavily on credit and secondary financing options, while older generations leverage equity from previous home sales.

*Multiple responses were allowed.

Frequency of Funding Sources by Age Among Homeowners Who Renovated in 2025*

	Millennials	Gen X	Baby Boomers
Cash from savings	86%	89%	83%
Credit card that can be used anywhere	30%	17%	16%
Gift/inheritance	17%	9%	7%
Cash from home mortgage refinance	16%	9%	3%
Cash from previous home sale	10%	17%	20%

Many Homeowners Exceed Renovation Budgets

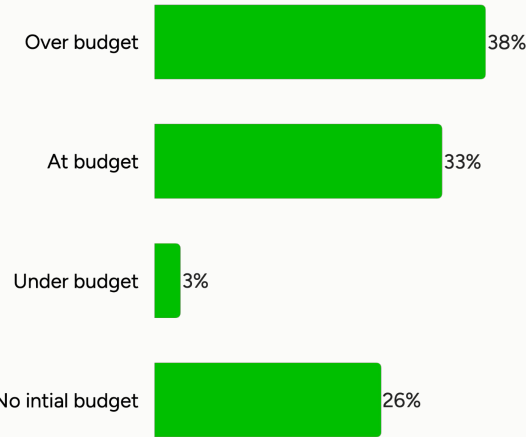
Budgeting outcomes for renovation activity show that a significant portion of homeowners exceed their initial financial plans. In 2025, the largest share of homeowners reported going over budget (38%), while 33% completed their projects at budget. Only 3% of homeowners came in under budget, and 26% began their renovations with no initial budget.

Pre-renovation budget planning remains high across all age groups, with a clear majority in each generation establishing a budget before work begins. Gen X leads this trend at 77%, followed closely by Baby Boomers at 73% and Millennials at 72%.

Overall, the data point to a strong tendency toward initial budget preparation among all generations, even as final project costs frequently surpass those expectations.

*Multiple responses were allowed.

Frequency of Budgeting Outcomes Among Homeowners Who Renovated in 2025*



Homeowners by Age Who Had Budget Before Starting Renovation in 2025*

Renovating homeowners	74%
Millennials	72%
Gen X	77%
Baby Boomers	73%

2025 Projects & Professional Involvement



Focus on Home Systems Remains Steady Amid Project Slowdown

Home system upgrades held steady at 65% in both 2024 and 2025, even as other major renovation activities experienced a decline.

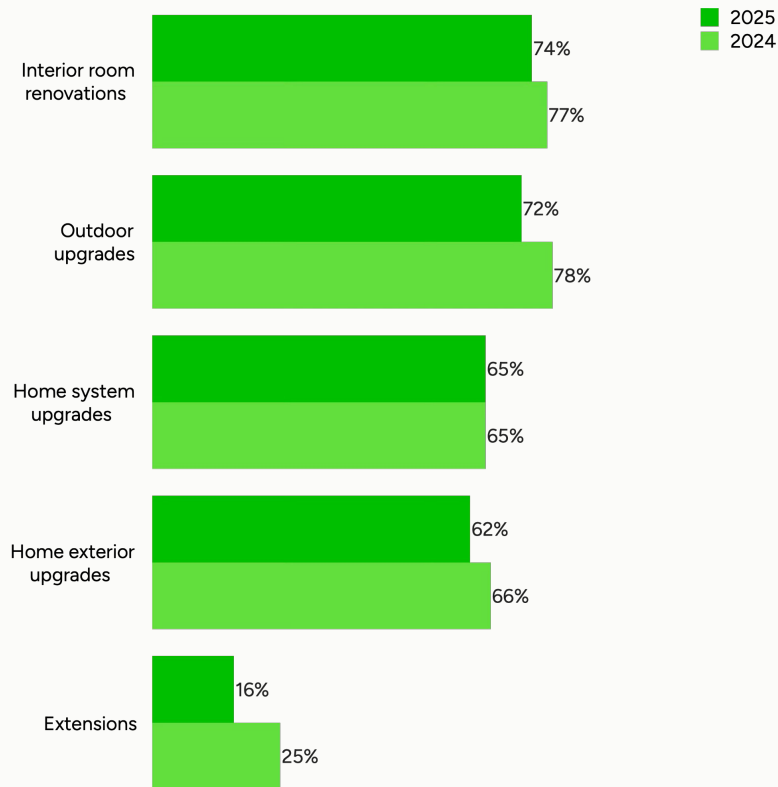
Interior room renovations dipped to 74% in 2025 from 77% in 2024, while outdoor upgrades saw a more pronounced decrease, falling to 72% from 78%. Despite the slowdown, interior room renovations and outdoor upgrades remain the top most frequent projects among renovating homeowners in the UK.

The slowdown in frequency extended across remaining project types. Home exterior upgrades decreased to 62% from 66%, and extensions experienced the sharpest drop, falling to 16% in 2025 from 25% in 2024.

Despite the slight year-over-year slowdown, homeowners continue to tackle more than one project at a time.

*Multiple responses were allowed. *Interior room renovations* refers to renovations of kitchens, bathrooms, dining rooms and the like. *Home system upgrades* refers to upgrades to electrical, plumbing and air conditioning systems and the like. *Outdoor upgrades* refers to upgrades to structures (decking, gazebos and the like), features (lawns, fences and the like) and systems (irrigation, lighting and the like). *Home exterior upgrades* refers to upgrades to windows, roofing and the like. *Extensions* refers to expansions of the home's footprint by increasing the square footage of kitchens, dining rooms and the like.

Frequency of Project Types Among Homeowners Who Renovated*



Bathrooms, Kitchens, and Bedrooms Tie as Top Interior Projects

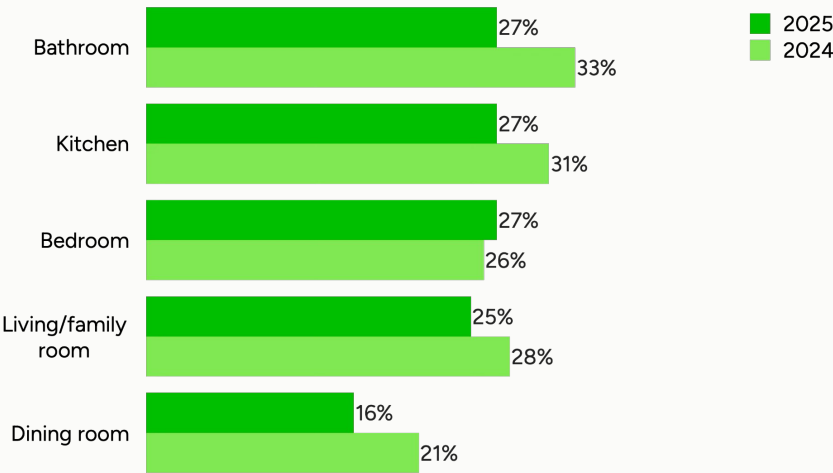
Interior room renovations show a three-way tie for the most frequent project types in 2025, with bathrooms, kitchens, and bedrooms each undertaken by 27% of renovating homeowners. This reflects a shift from 2024, when bathrooms (33%) and kitchens (31%) held a clearer lead over bedrooms (26%).

Other areas experienced declines over the same period. Living or family room renovations dipped to 25% in 2025 from 28% in 2024, while dining room renovations fell to 16% from 21%.

Bathroom renovations are equally prevalent among Millennials and Gen X at 29%, compared to 26% for Baby Boomers. For kitchen upgrades, Gen X leads at 27%, followed by Baby Boomers at 25% and Millennials at 24%.

*Multiple responses were allowed. Spend has not been adjusted for inflation.

Frequency of Interior Room Renovations Among Renovating Homeowners in 2025*



Frequency of Bathroom and Kitchen Renovations by Age

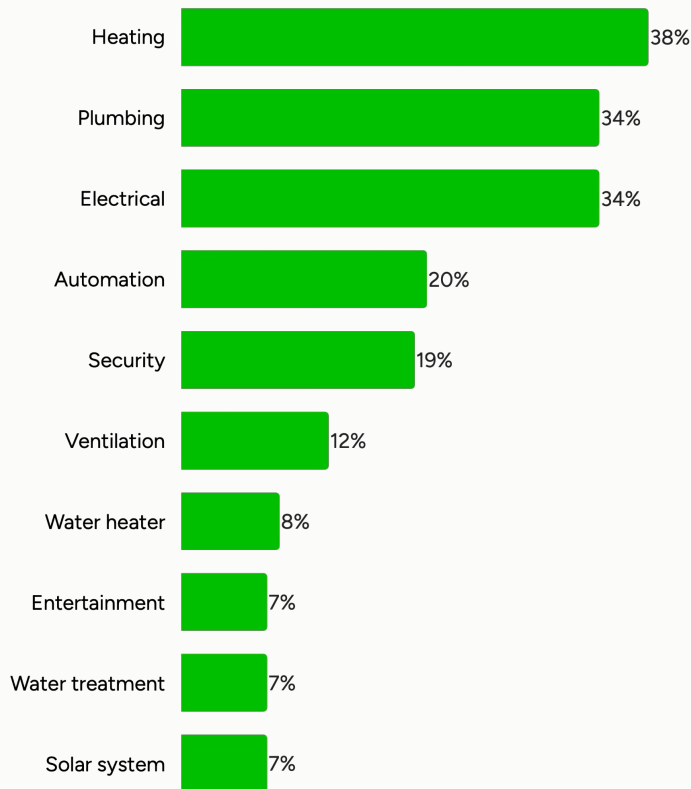
	Millennials	Gen X	Baby Boomers
Bathroom	29%	29%	26%
Kitchen	24%	27%	25%

Heating, Plumbing, and Electrical Lead Home System Upgrades

Heating is the most frequently upgraded system in 2025, cited by 38% of renovating homeowners. Plumbing and electrical systems follow closely, with each upgraded by 34% of homeowners.

Automation systems were integrated by 20% of homeowners, followed closely by security systems at 19% and ventilation at 12%. Specialised utilities and features round up the list, with water heaters at 8%, and entertainment, water treatment, and solar systems each at 7%.

Frequency of Home System Upgrades Among Renovating Homeowners in 2025*



*Multiple responses were allowed.

Homeowners Enhance Exterior and Outdoor Features

Exterior and outdoor upgrades encompass a variety of projects, with structural enhancements and landscaping features leading their respective categories. Among exterior feature upgrades in 2025, windows or skylights are the most frequent choice at 30%, followed closely by gutters or downpipes at 28% and roofing at 24%.

Outdoor features and systems show similar levels of prioritisation. Planters or planter boxes lead outdoor feature upgrades at 32%, followed by beds & borders at 31% and fences at 27%.

For outdoor system upgrades, lighting is the most common installation at 27%, while security and rainwater harvesting follow at 16% and 11%, respectively.

*Multiple responses were allowed.

Frequency of Exterior & Outdoor Upgrades Among Renovating Homeowners in 2025*

Exterior Feature Upgrades

Windows or skylights	30%
Gutters or downpipes	28%
Roofing	24%

Outdoor Feature Upgrades

Planters or planter boxes	32%
Beds & borders	31%
Fences	27%

Outdoor System Upgrades

Lighting	27%
Security	16%
Rainwater harvesting	11%

Professional Hiring Remains Ubiquitous

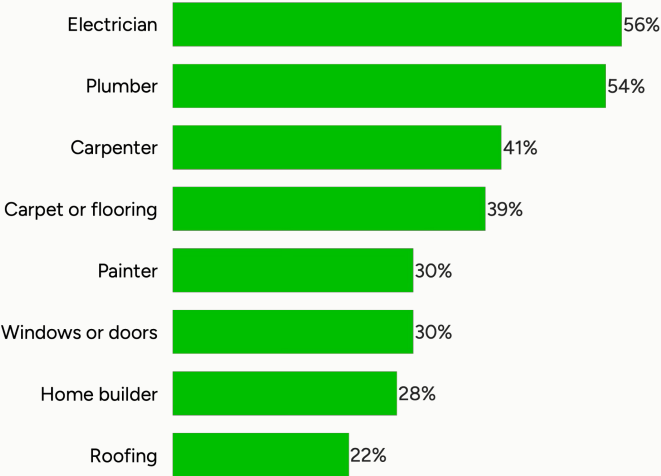
Among renovating homeowners, trade specialists such as electricians and plumbers are the most frequently hired professionals for their projects, engaged by 56% and 54% of homeowners in 2025, respectively. Other widely sought-after trade professionals hired directly by homeowners include carpenters (41%) and carpet or flooring specialists (39%).

Overall hiring of professionals among renovating homeowners remains high, with 92% of renovators engaging at least one professional in 2025. At the same time, the reliance on professional help varies significantly by age, with Baby Boomers being the most likely to hire professionals, at 97% in 2025, compared with 92% of Millennials. Gen X homeowners report the lowest frequency of professional engagement, at 87%.

Homeowners also frequently look to trade experts to complete specific structural and finish tasks, including painters (30%), window or door specialists (30%), home builders (28%), and roofing professionals (22%).

*Multiple responses were allowed.

Frequency of Professional Hiring by Renovating Homeowners in 2025*



Overall Pro Hiring

2025	92%
2024	94%
2023	93%

Overall Pro Hiring by Age

Millennials	92%
Gen X	87%
Baby Boomers	97%

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 is able to provide unprecedented insights on 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 trends in home improvement and design, fielded between 29th March, 2026 and 4th June, 2026. The annual Houzz & Home study is the largest survey of residential renovating, building and decorating activity conducted. This survey covers every aspect of home renovation in 2025, from interior renovations and extensions to home systems, exterior upgrades and outdoor projects. This includes the historical and planned spends, professional involvement and motivations behind these projects, as well as activities planned for 2026.

Completeness and Qualifications

Data was gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data was reviewed to ensure representation of the Houzz user populations.

Sampling and Weighting

The 162-question survey gathered information from 1,306 Houzz users who identified themselves as 18 years old or older and homeowners. The current report relies on a subset of responses, i.e., UK homeowners on Houzz who renovated their primary residence in 2025 (n=638).

Appendixes



Appendix A: Demographics of Homeowners Who Renovated in 2025

Marital Status

Married/civil union	68%
Domestic partnership	11%
Single	10%
Divorced/separated	7%
Widowed	4%

35%

live with children

41%

live with a family member
65+

Annual Household Income

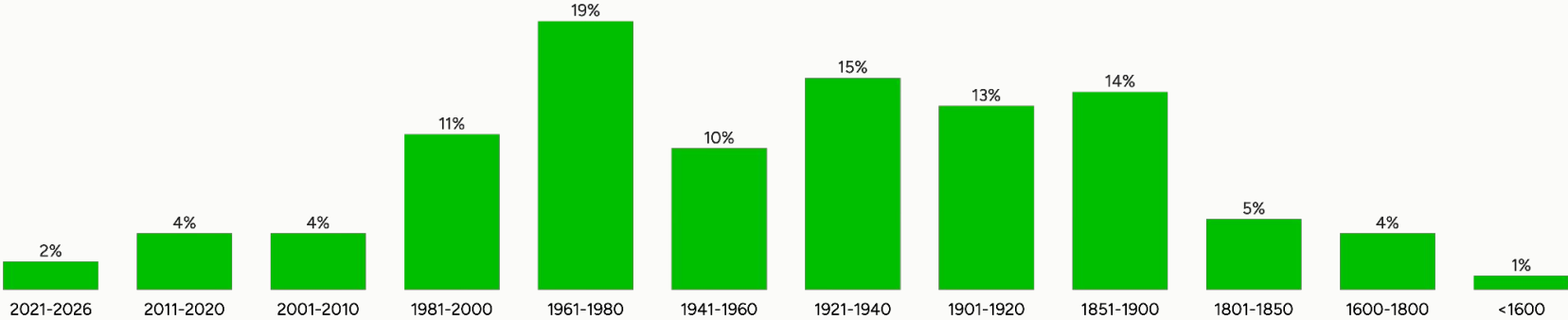
Less than £50,000	31%
£50,000 to £99,999	40%
£100,000 or higher	30%

Education

Some university or less	32%
Bachelor's degree	33%
Graduate/professional school degree	30%
Other	5%

Appendix B: Characteristics of Homes Renovated in 2025

Year Built



Home Type

Detached house	41%
Semi-detached house	27%
Terraced house	20%
Other	8%

Owner-Reported Home Value

Less than £300,000	15%
£300,000 to £499,999	30%
£500,000 to \$999,999	41%
£1,000,000	14%

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 professionals win projects, collaborate with clients and teams, and run their businesses efficiently and profitably. Houzz Pro also provides professionals 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.



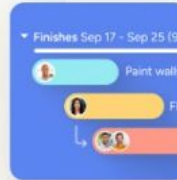
Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

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



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

★ AutoMate AI



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