
2026
U.S.
Houzz Outdoor Trends Study
Findings from a survey of 1,191 U.S. homeowners on Houzz about their recent or planned outdoor or home exterior projects.
houzz



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Big Ideas

Homeowners Prioritize Personal Comfort Over Resale Value

The share of homeowners citing deteriorated or broken outdoor elements as a renovation trigger has remained steady at 41%, and this is again the top motivator. Additionally, homeowners are motivated to make their spaces more accommodating this year versus 2024, with the share rising by 3 percentage points to reach 25%. In contrast, the shares of renovating homeowners looking to improve resale value (15%) and taking advantage of finally having the time (24%) have declined by 3 percentage points each this year. Meanwhile, the motivations of personalizing a recently purchased home (20%) and finding recent inspiration (19%) have remained relatively stable.

Lounging Is Key in Vast Majority of Outdoor Living Spaces

Many homeowners are looking to extend indoor living areas outside — in 2026, a whopping 83% of renovated outdoor spaces have a lounge or seating area, and 71% have a sofa or lounge chairs. Extending the usability of these relaxation zones into the evening hours is a common theme, with 66% of renovated lounge areas reporting the presence of outdoor lighting. Additionally, 55% of these spaces are equipped with a coffee or side table.

Professional Involvement in Outdoor Upgrades Grows Notably

Pro hiring for outdoor renovations has reached a new peak this year, with 71% of homeowners enlisting professional help, up from 65% in 2024. Among types of pros, landscape contractors are again the most frequently hired, and the share of renovating homeowners engaging their help rose by 5 percentage points to reach 26%. While the shares hiring general contractors (17%), landscape architects or designers (15%), painters (10%) and fencing specialists (8%) have remained relatively stable, the share hiring a design-build firm grew by 3 percentage points, to 5%. Many homeowners also hire a stone, paver or concrete specialist (20%) or masonry specialist (14%).

Dramatic Upswing for Beams on Exteriors

The most significant shift in home exterior accents is in the share of homeowners citing a preference for beams; it has jumped by a whopping 24 percentage points to reach 43% this year. However, trim remains the most popular accent on home exteriors (69%), despite a 10-percentage-point decline since 2024. Other accent elements also have gained traction.

Scope & Upgrade Types



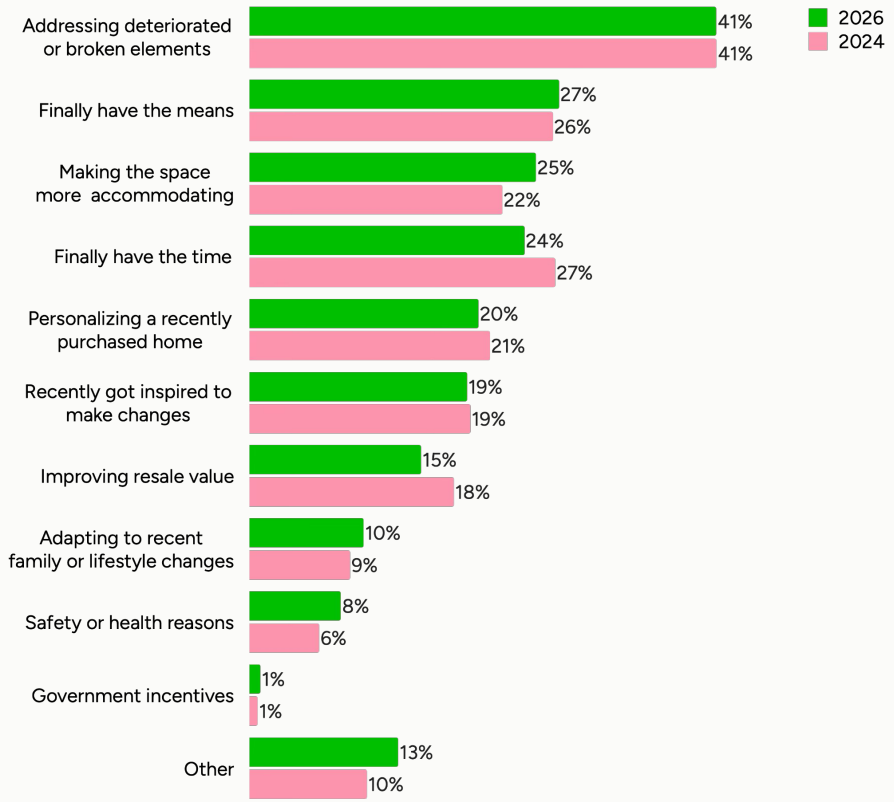
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*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor or home exterior renovation in 2024 and 2026.

Events Triggering Outdoor Space Renovations*



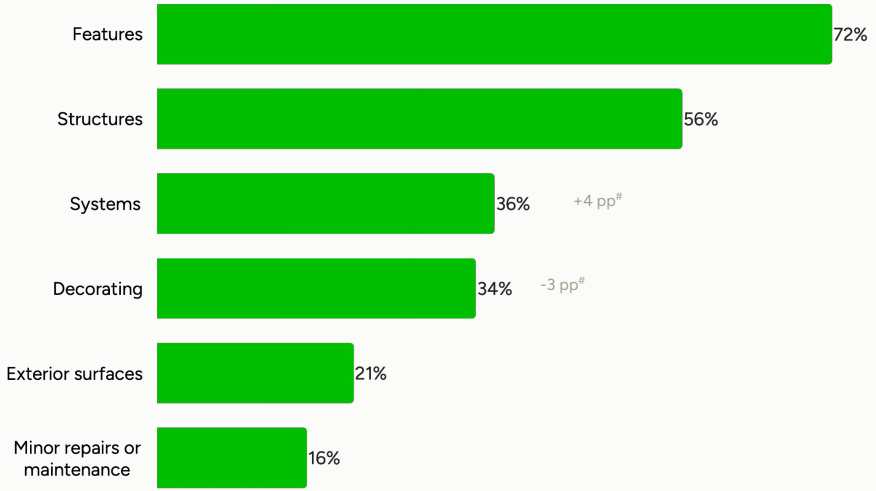
Feature Upgrades Drive Majority of Outdoor Renovations

Compared with 2024, a larger share of renovating homeowners is investing in outdoor features (72%) and systems (36%) in 2026. The latter share is up by 4 percentage points, and system upgrades have now surpassed decorating projects (34%) to become the third-most-frequent upgrade, after structural upgrades (56%). The share of homeowners undertaking structural projects has remained relatively stable, but the share of homeowners undertaking decorating projects has declined by 3 percentage points, to 34%.

While the back of the home is still the most popular location for outdoor work (79%), the share of homeowners undertaking a rooftop project is up by 3 percentage points, to 8%, this year. Meanwhile, the shares tackling front-of-home upgrades (46%) and minor repairs or maintenance (16%) are the same as in 2024.

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#Indicates a change of 3 or more percentage points between 2026 and 2024.

Outdoor Renovation Types*



Outdoor Project Location

Back of the home	79%	Side of the home	-4 pp# 34%
Front of the home	46%	Rooftop	+3 pp# 8%

Aesthetics Are Top Priority

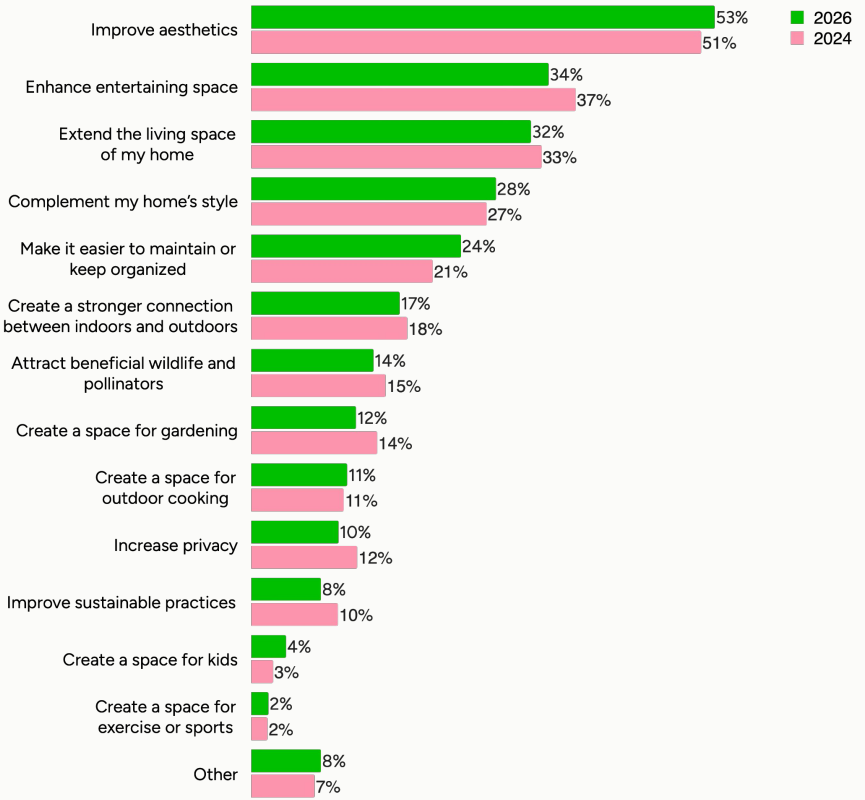
A larger share of renovating homeowners has cited improving aesthetics as an objective for their outdoor project this year (53%) compared with 2024, and this goal has claimed the No. 1 spot again. The share increased by 2 percentage points.

The share of renovating homeowners who cited making the space easier to maintain or keep organized also rose, in this case by 3 percentage points. It's now at 24%, closely trailing the share of homeowners looking to have an outdoor space that complements their home's style (28%).

The shares of renovating homeowners looking to extend the living space of their home (32%) and create a stronger connection between indoors and outdoors (17%) have remained relatively stable compared with 2024. In contrast, the share looking to enhance entertaining space has declined by 3 percentage points to reach 34% this year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor space or home exterior renovation in 2024 and 2026.

Outdoor Renovation Objectives*

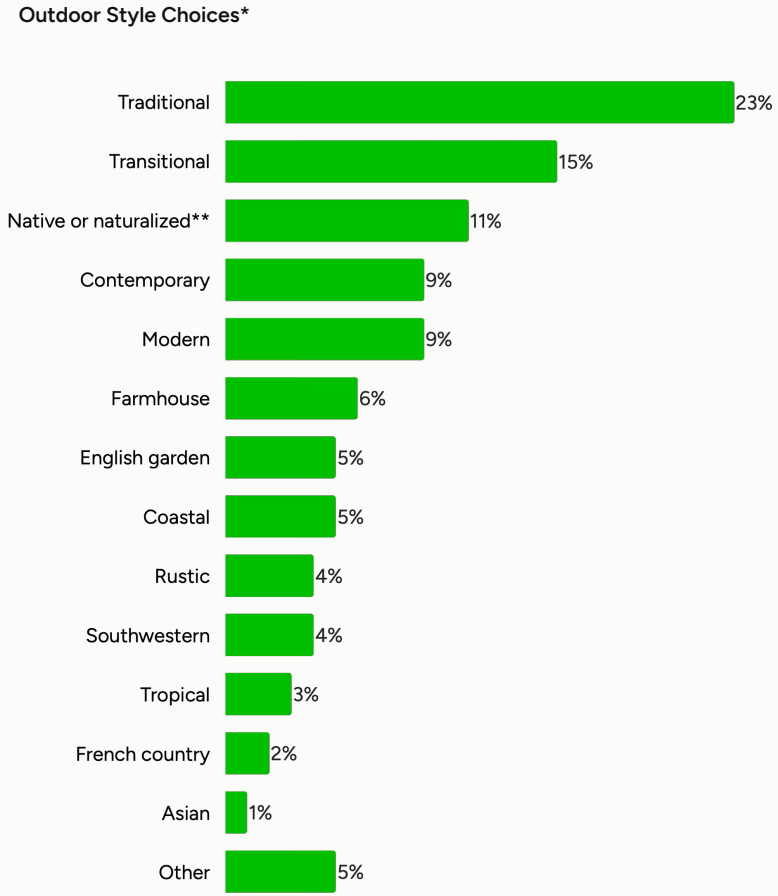


Outdoor Spaces Boast a Range of Looks

The share of renovating homeowners choosing traditional style for their outdoor space has declined by 1 percentage point, to 23%, this year. This style remains the most popular choice but is far from dominant.

In fact, a larger share of homeowners is opting for regional looks this year compared with 2024. The share selecting Southwestern style rose by 2 percentage points, to 4%, and the share inspired by English gardens rose by 1 percentage point, to 5%.

The shares of homeowners choosing transitional (15%), modern (9%) and farmhouse (6%) styles are the same as in 2024. Meanwhile, native or naturalized style is again the No. 3 choice (11%); this style involves using plants that are indigenous to the local environment or have adapted well to the local climate and soil conditions.



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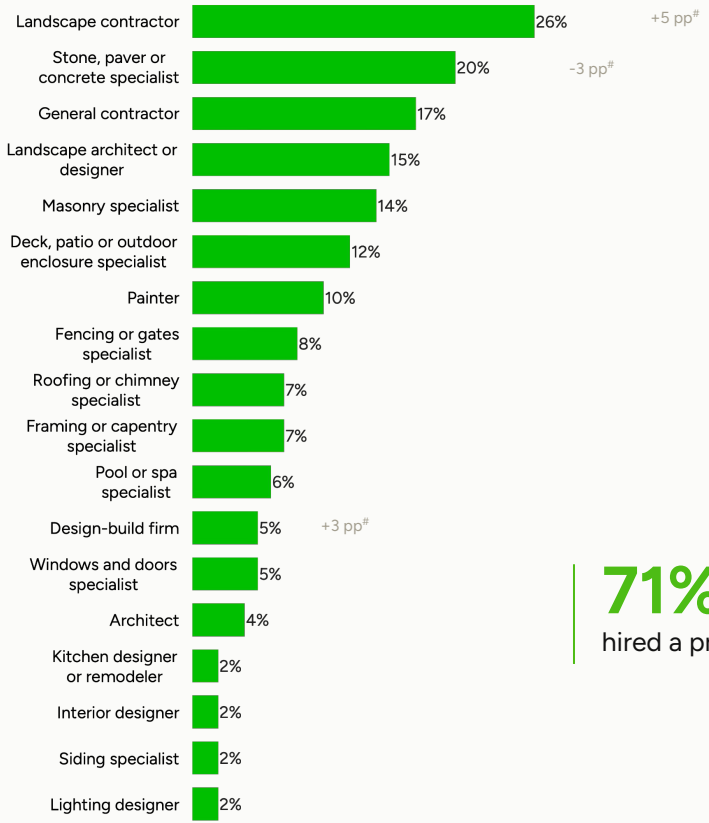
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Service Providers Hired by Homeowners Renovating Outdoor Spaces*



+6 pp#

71%
hired a pro

Structure Upgrades

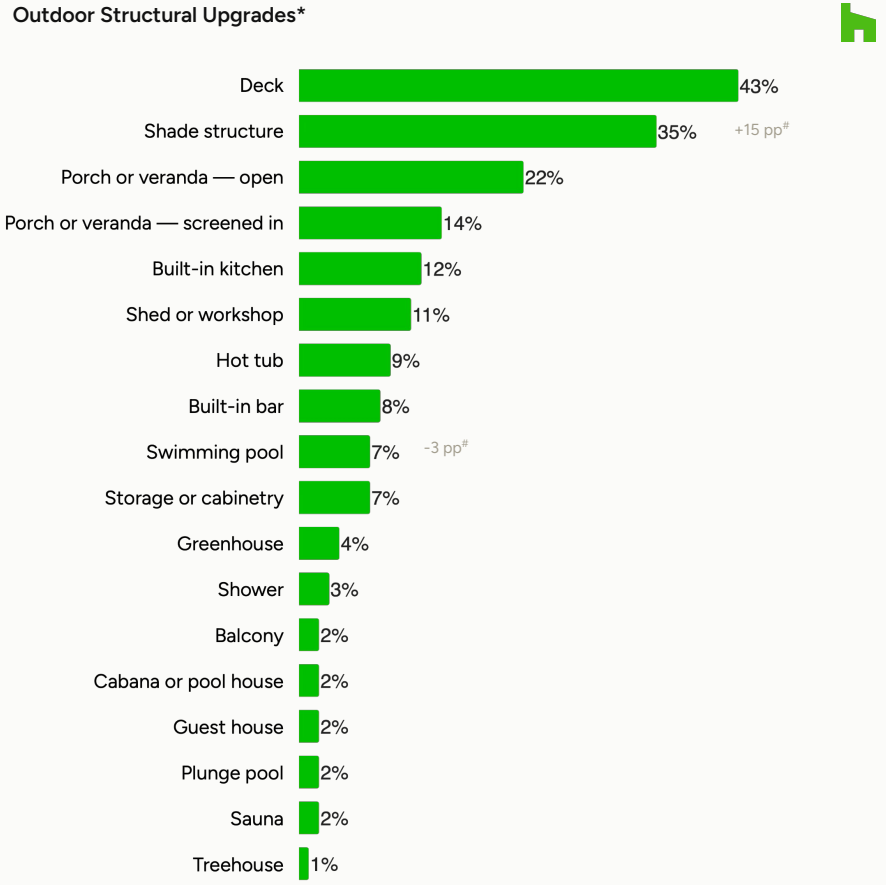


Interest in Shade Structures Surges

Homeowners are investing in shade structures, with the percentage rising notably by 15 points to reach 35%. This significant growth brings shade structures closer to decks (43%) — still the top structure for upgrades, with a relatively stable share.

While the share of homeowners adding a built-in kitchen (12%) has remained the same as in 2024, the shares adding a screened-in porch (14%) or a built-in bar (8%) have risen by 2 percentage points each this year.

In contrast, the shares of renovating homeowners focusing on certain projects involving water have declined slightly: Swimming pool projects have dropped by 3 percentage points to reach 7%, while hot tub projects (9%) and outdoor shower projects (3%) both have dipped by 1 percentage point compared with 2024. Interestingly, wellness features are gaining popularity, with the shares of homeowners focusing on plunge pools and saunas rising to 2% each.



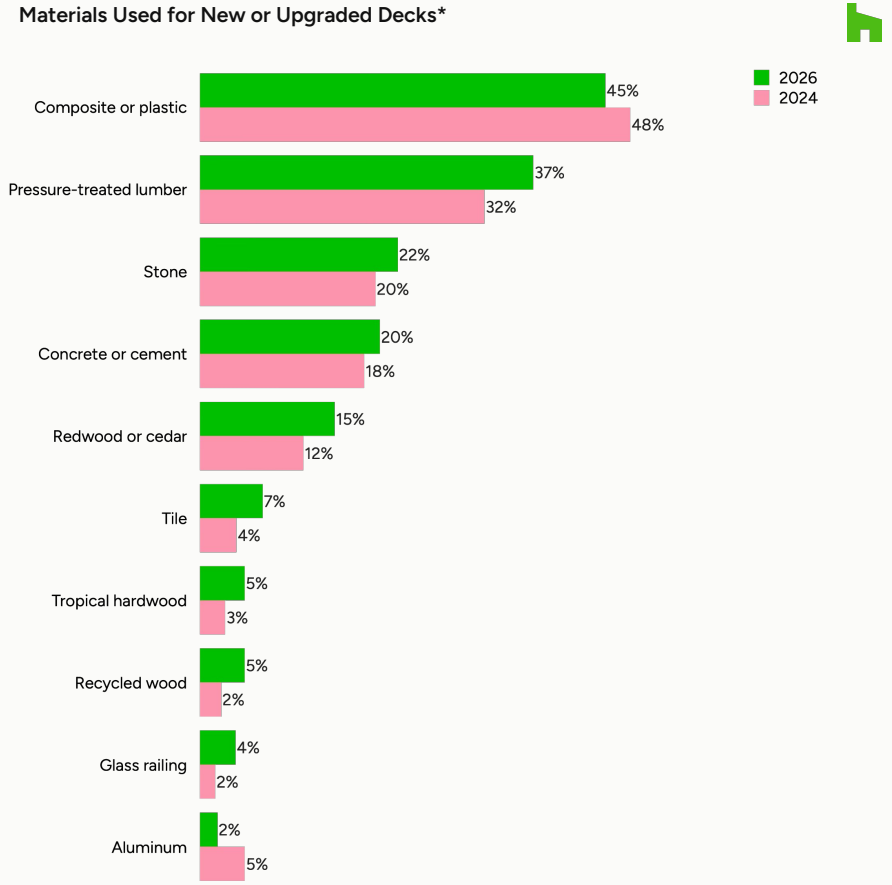
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor structure renovation in 2026.
#Indicates a change of 3 or more percentage points between 2026 and 2024.

Natural and Treated Woods Gain Momentum in Deck Renovations

A larger share of renovating homeowners choose pressure-treated lumber (37%) and redwood or cedar (15%) for their deck projects this year than in 2024. The shares have risen by 5 and 3 percentage points, respectively. The shares choosing stone (22%), concrete or cement (20%), tile (7%) and recycled wood (5%) also have increased.

While composite or plastic is still the leading material, at 45%, the share choosing it has declined by 3 percentage points. The share of renovating homeowners using aluminum also has declined by 3 percentage points, to 2%, this year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a deck renovation in 2024 and 2026.



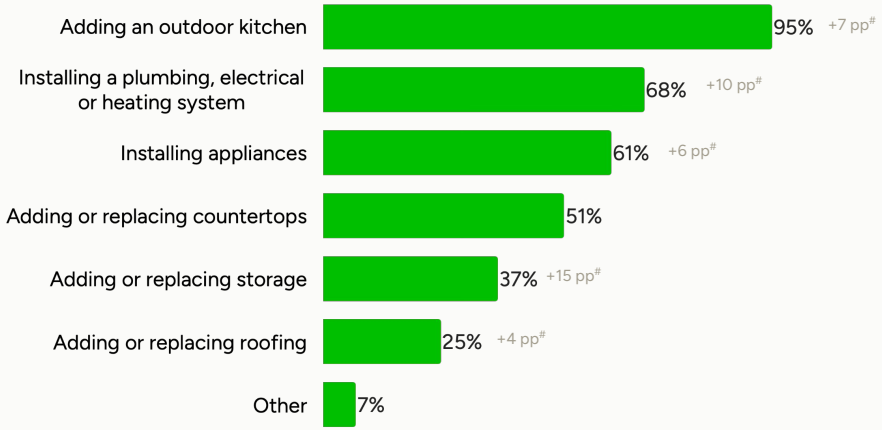
Many Outdoor Kitchens Have Plumbing and Appliances

For those undertaking an outdoor kitchen project, almost all (95%) are starting from scratch, with the share rising by 7 percentage points. Infrastructure upgrades are seeing major growth as well. The share of renovating homeowners installing a plumbing, electrical or heating system has risen by 10 percentage points, to 68%, while the share opting to install appliances has risen by 6 percentage points, to 61%, compared with 2024.

Adding or replacing storage has increased in popularity the most, with the share rising by 15 percentage points to reach 37%. The share adding or replacing countertops (51%) has remained relatively stable, and the share of homeowners adding or replacing roofing for their outdoor kitchen has increased by 4 percentage points, to 25%.

The percentage of completely covered outdoor kitchens has declined by 7 points, to 44%, while the percentage of partially covered spaces has risen by 7 points, to 30%, and the percentage of uncovered kitchens (26%) has remained nearly the same as in 2024.

Outdoor Kitchen Project Types*



Coverage Level of New or Upgraded Outdoor Kitchens*

Completely covered	-7 pp#	44%
Partially covered	+7 pp#	30%
Uncovered		26%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor kitchen renovation in 2026.
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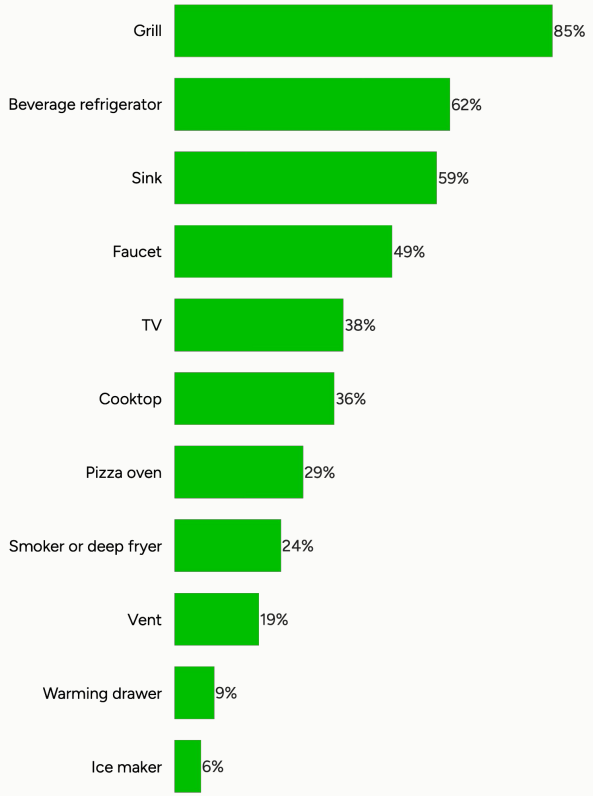
Most Outdoor Kitchens Sport Grills and Beverage Fridges

The overwhelming majority of outdoor kitchens (85%) have a grill. Other highly popular inclusions are beverage refrigerators (62%) and sinks (59%), while nearly half (49%) of renovating homeowners include a new faucet.

More than a third (36%) install a cooktop, while nearly 3 in 10 (29%) opt for a pizza oven. Entertainment is a strong factor, with 38% of homeowners including a TV. Smokers (24%), vents (19%) and warming drawers (9%) elevate some outdoor kitchens as well.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor kitchen renovation in 2026. No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

New Features in Upgraded Outdoor Kitchens*



Feature Upgrades



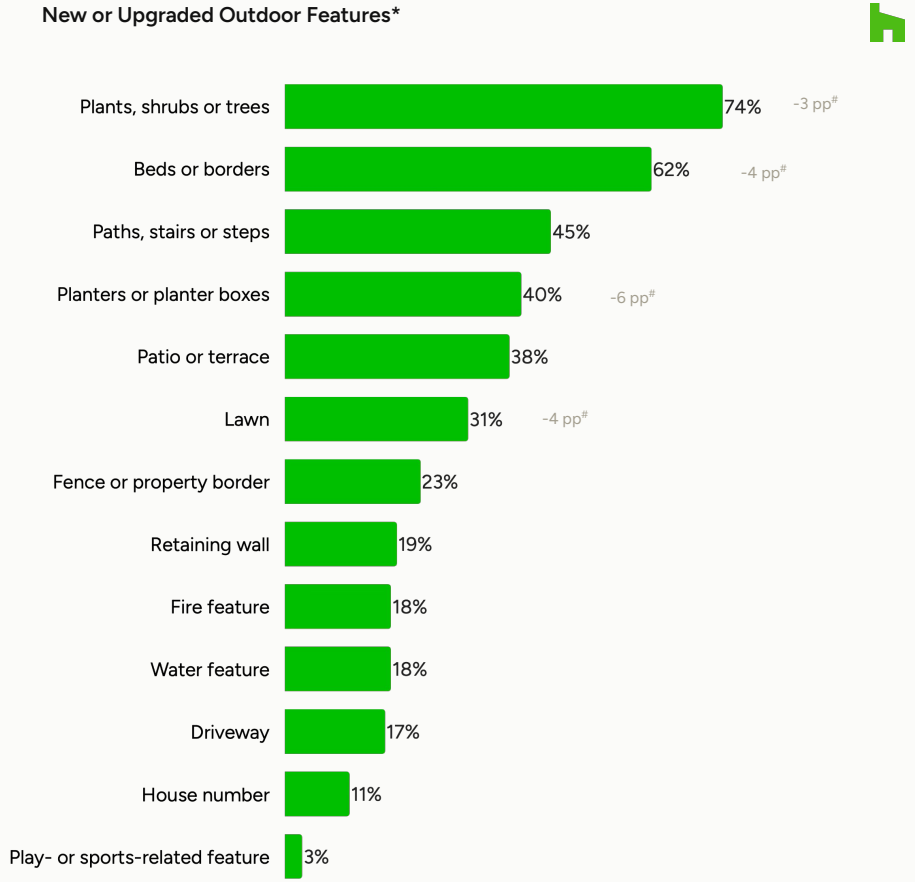
Interest in Greenery Dips Overall, but Plants Keep Top Spot

Adding plants, shrubs or trees is the top outdoor feature upgrade (74%), despite a 3-point decline from 2024.

Other popular features include beds or borders (62%), paths, stairs or steps (45%) and planters (40%), although the share installing planters decreased by 6 percentage points.

Upgrades involving patios or terraces (38%) and fences (23%) are still fairly common — as are those involving lawns, despite a 4-percentage-point decline, to 31%. Additionally, nearly 1 in 5 homeowners is installing a retaining wall (19%), fire feature (18%) and/or water feature (18%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor feature or grounds renovation in 2026.
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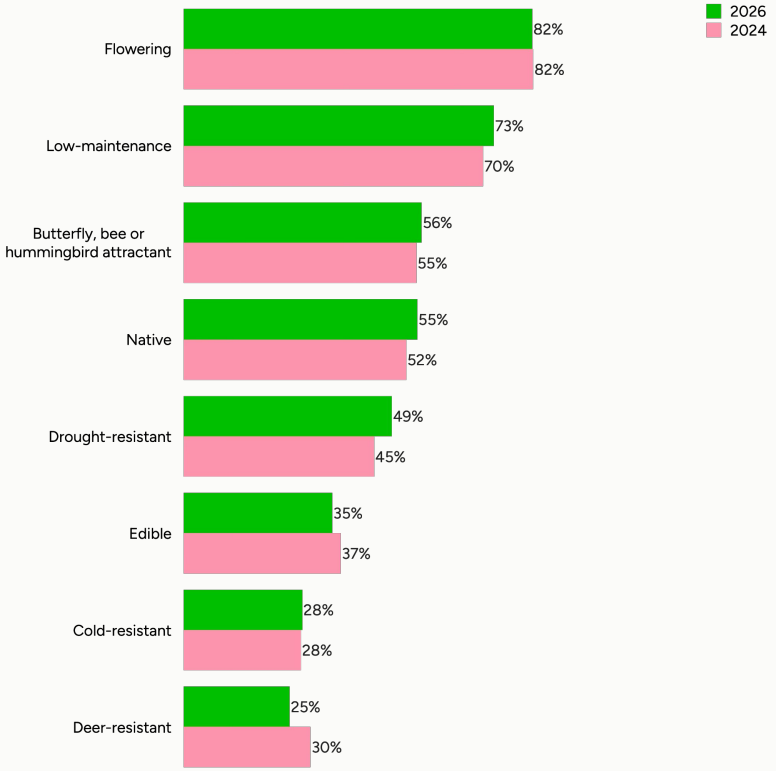
Popularity of Resilient and Low-Maintenance Plants Grows

Flowering plants are the most popular choice for greenery in renovated outdoor spaces (82%), consistent with 2024's findings. However, the shares of homeowners bringing in plants that require fewer resources and less effort have increased since 2024; specifically, low-maintenance (73%), native (55%) and drought-resistant (49%) plants increased by 3 or 4 percentage points each.

Interest in supporting biodiversity is strong, with more than half of renovating homeowners (56%) selecting plants that attract pollinators. In contrast, the shares of homeowners opting for deer-resistant (25%) and edible plant varieties (35%) has declined by 5 and 2 percentage points, respectively.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a plant, shrub or tree project in 2024 and 2026.

Types of Plants in Renovated Outdoor Spaces*



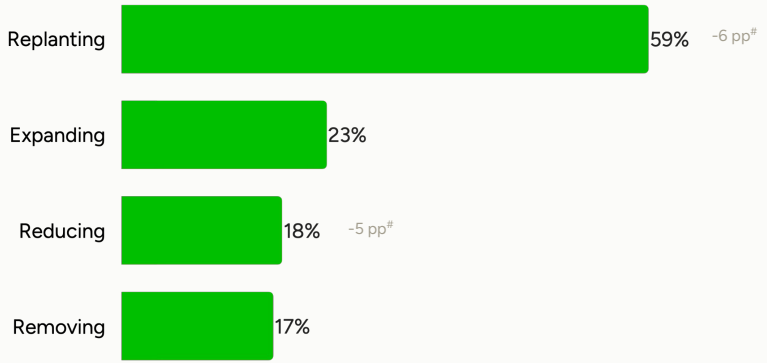
Natural Lawn Loses Ground to Synthetic Turf and Hardscape

Natural lawns are seeing a significant retreat in 2026; the share of homeowners choosing to replace their original lawn with natural grass has dropped by 9 percentage points, to 63%, since 2024. And while replanting remains the most common type of lawn project, at 59%, the share choosing this option has declined by 6 percentage points.

More homeowners are gravitating toward low-maintenance and durable alternatives; the share of those opting for a synthetic lawn has jumped by 10 percentage points, to 19%, while the share opting for hardscaping (57%) rose by 7 percentage points. However, one natural option has risen in popularity: mulch (51%), up by 5 percentage points. Additionally, nearly half of those upgrading their lawn (48%) are integrating garden beds.

And while more than a third of homeowners are actively shrinking grassy areas — 18% are reducing and 17% are removing their lawn — the former share has declined by 5 percentage points, and 23% of renovating homeowners are actually expanding the lawn.

Lawn Project Types*



Replacements for Original Lawn

Natural lawn	-9 pp# 63%	Garden beds	48%
Hardscape	+7 pp# 57%	Synthetic lawn	+10 pp# 19%
Mulch	+5 pp# 51%	Topsoil or dirt	1%

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System Upgrades



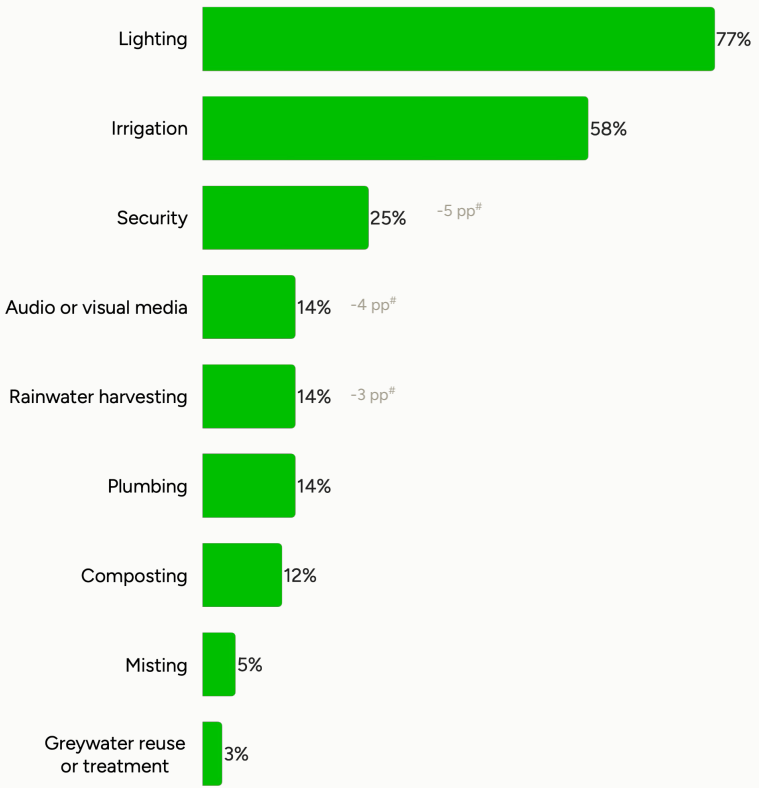
Lighting and Irrigation Remain No. 1 Systems to Upgrade

Lighting is again the No. 1 type of system for homeowners to upgrade during outdoor renovations (77%). Irrigation systems also are still popular, appearing in over half (58%) of projects.

Notably, security systems saw a 5-percentage-point decline this year, with a quarter of homeowners (25%) integrating them into their outdoor projects. Audio or visual media and rainwater harvesting also declined slightly, and now stand at 14% each.

The shares of renovating homeowners upgrading plumbing (14%) and composting (12%) systems in their outdoor areas are in line with 2024's figures.

Types of Outdoor System Upgrades*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor system renovation in 2026.
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Vast Majority Choose Landscape Lighting

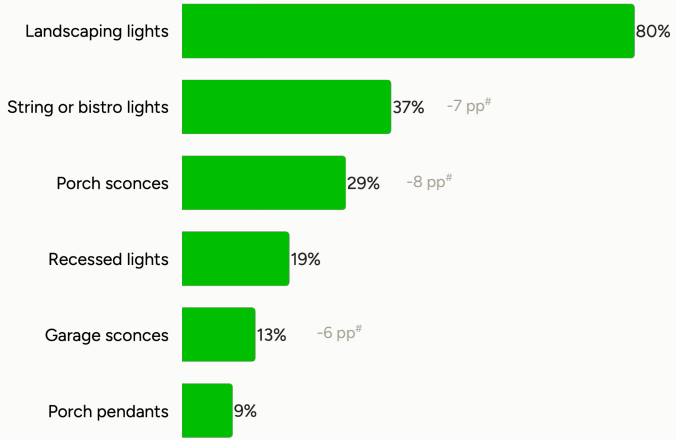
Landscaping lights are the primary choice for homeowners upgrading their outdoor lighting, selected by 80% of renovating homeowners. Interest in string or bistro lights (37%) and porch sconces (29%) declined by 7 and 8 percentage points, respectively, compared with 2024.

Despite the declines in those styles, the scope of lighting projects remains substantial overall, with more than half of homeowners (58%) replacing at least six lighting fixtures.

Material preferences strongly revolve around metal. The share of homeowners choosing all-metal lighting fixtures has grown by 3 percentage points to reach 35%, and the share opting for lighting that combines metal or glass has risen by 8 percentage points to reach 50%. Only 2% of renovating homeowners choose outdoor lighting fixtures made mostly of glass.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a lighting system project in 2026.
#Indicates a change of 3 or more percentage points between 2026 and 2024.

Types of New or Upgraded Outdoor Lighting*



Number of Light Fixtures Replaced

1 to 3	+4 pp#	20%
4 or 5	-4 pp#	17%
6 or more		58%

Types of Light Fixtures Installed

Metal or glass combination	+8 pp#	50%
Metal	+3 pp#	35%
Mostly glass		2%

Home Exterior Projects

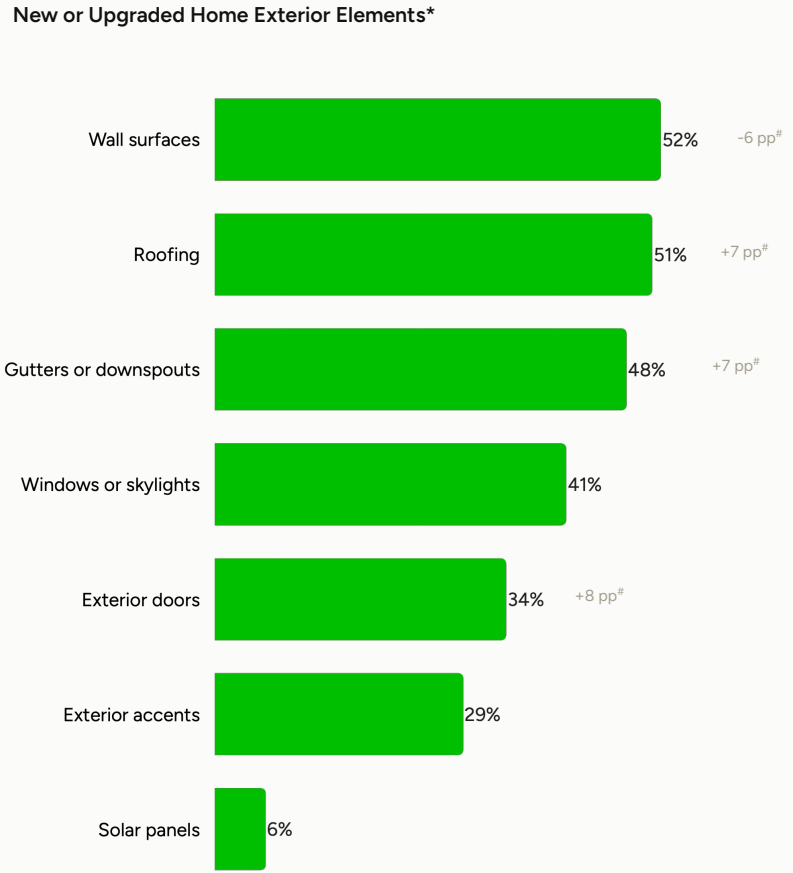


Protective Exterior Features See Popularity Jump

Homeowners are increasingly prioritizing protective exterior home features this year. Compared with 2024, the shares focusing on upgrades to roofing (51%) and gutters or downspouts (48%) have gained 7 percentage points each, while the share upgrading exterior doors (34%) has risen by 8 points.

Windows or skylights also are strong factors in exterior projects, at 41%, followed by exterior accents (29%) and solar panels (6%).

While wall surfaces remain the most common type of exterior upgrade (52%), their share has decreased by 6 percentage points.



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a home exterior renovation in 2026.
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Diverse Materials Clad Exterior Walls

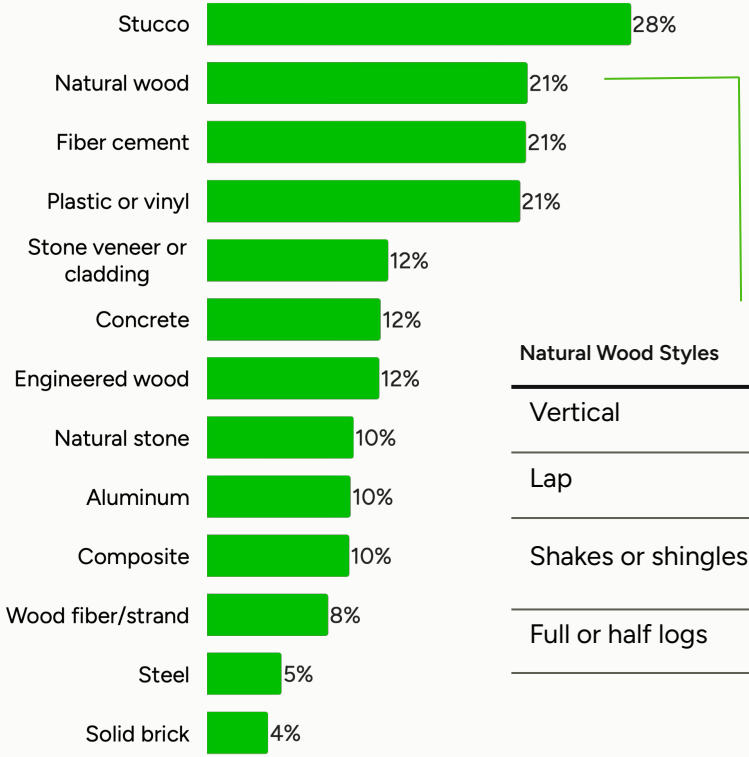
Homeowners gravitate toward a wide range of materials when renovating exterior walls, with none an overwhelming favorite. Stucco is the most popular choice, selected by 28% of renovating homeowners, but the next three material types aren't far behind: Natural wood, fiber cement, and plastic or vinyl appear in 21% of projects each.

Among natural wood styles, vertical orientation is the clear preference (45%), significantly outpacing lap siding (18%) and shakes or shingles (16%).

As for other material types, stone veneer or cladding, concrete and engineered wood are used in 12% of projects each, while natural stone, aluminum and composite each garnered a 10% share.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an exterior wall surface project in 2026. No year-over-year comparison is available due to revisions in the survey logic, questions and/or answer choices.

Materials Used for New or Upgraded Exterior Walls*



Natural Wood Styles

Vertical	45%
Lap	18%
Shakes or shingles	16%
Full or half logs	2%

Beige Exterior Walls Get a Big Popularity Boost

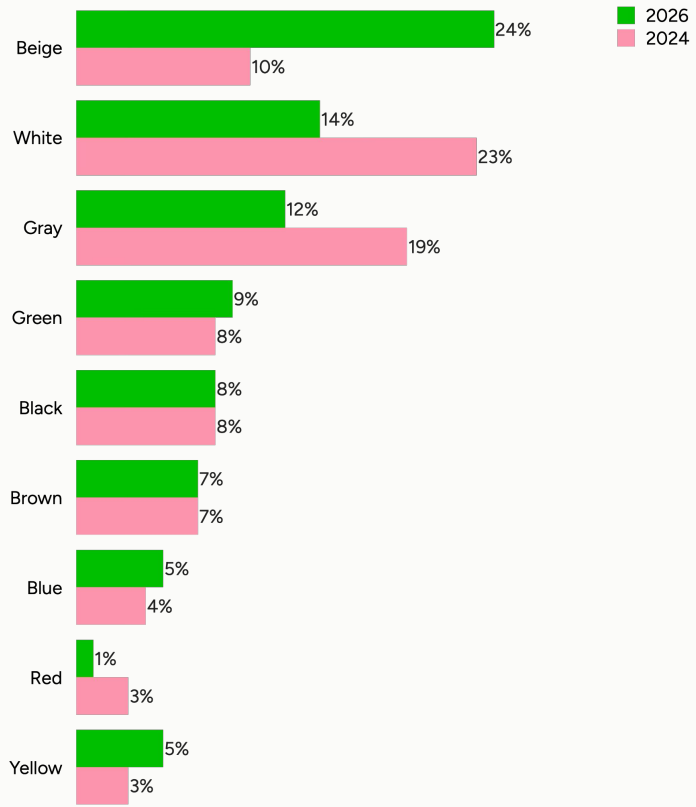
When it comes to exterior wall colors, beige has surged in popularity. The share of renovating homeowners choosing it has more than doubled, rising from 10% in 2024 to 24% in 2026.

This growth comes at the expense of two previously dominant tones: White has declined significantly, by 9 percentage points, while gray has dropped by 7 percentage points. Their shares now stand at 14% and 12%, respectively.

The shares of renovating homeowners choosing green (9%), black (8%), brown (7%) and blue (5%) for their exterior walls all have remained steady or shown slight growth, while yellow has risen by a modest 2 percentage points to reach 5%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an exterior wall surface project in 2024 and 2026.

Colors of New or Upgraded Exterior Walls*



Rooftop Overhauls Gain Major Traction

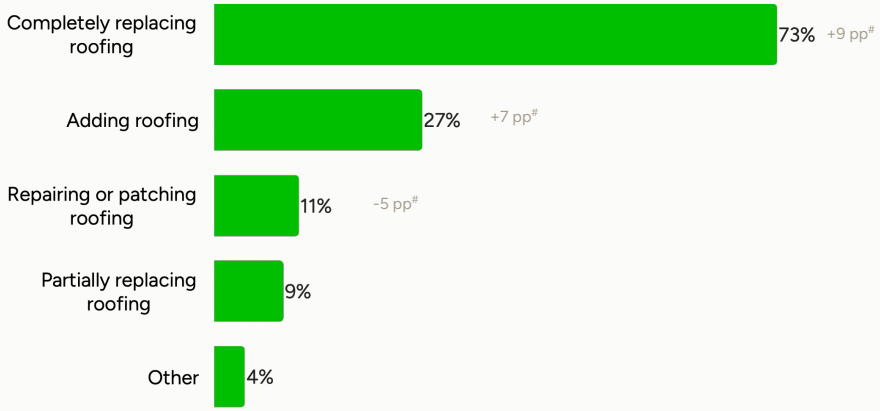
Rooftop upgrades have spiked among homeowners undertaking exterior renovations this year, with more than half of all exterior projects (51%) now including roofing work. That percentage has increased significantly, by 7 points, since 2024.

In addition, more homeowners are going for major versus minor fixes. Completely replacing existing roofing has surged by 9 percentage points, to 73%, while adding new roofing has risen by 7 percentage points, to 27%. Conversely, repairing or patching the roof has fallen by 5 percentage points, to just 11%.

As for roof materials, budget-friendly asphalt three-tab shingles have jumped by a significant 13 percentage points, to 32%. On the higher end, asphalt luxury shingles and metal each hold a 14% market share, while clay tiles appear in 6% of roofing projects. Concrete tiles, synthetic or rubber options, and cedar shakes round out the selections at 3% each.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a roof project in 2026.
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Roof Project Types*



Materials Used for New or Upgraded Roofs

Asphalt — 3-tab shingles	+13 pp#	32%
Asphalt — dimensional shingles	-12 pp#	22%
Metal		14%
Asphalt — luxury shingles	+4 pp#	14%
Clay tiles	+3 pp#	6%
Cedar shakes		3%
Synthetic or rubber		3%
Concrete tiles		3%

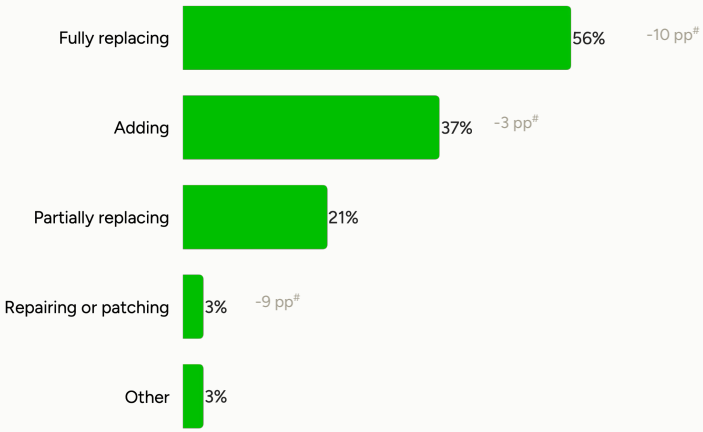
Full Replacements Remain Focus for Windows and Skylights

Despite a 10-percentage-point decline, window and skylight renovations in 2026 are marked by a focus on replacements and additions rather than temporary fixes. Replacing units is still the most common approach, chosen by 56% of renovating homeowners, and adding units follows at 37%. Interest in repairing or patching is waning, with the share falling by 9 percentage points to land at just 3%.

When it comes to frame materials, homeowners are gravitating toward a mix of durable options and classic style. Vinyl options again lead, at 54%, but interest in the combination of an aluminum exterior and a wood interior has jumped by 9 percentage points to reach 27%. Additionally, 14% of renovating homeowners choose a window or skylight frame with a fiberglass exterior and a wood interior. Aluminum (9%) and wood (1%) options round out the list.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a window or skylight project in 2026.
#Indicates a change of 3 or more percentage points between 2026 and 2024.

Window and Skylight Project Scope*



Materials Used for New or Upgraded Window and Skylight Frame*

Vinyl	54%	Aluminum	-6 pp# 9%
Aluminum exterior with wood interior	+9 pp# 27%	Wood	-3 pp# 1%
Fiberglass exterior with wood interior	14%	Other	6%

Favored Door Project Location Switches From Back to Front of Home

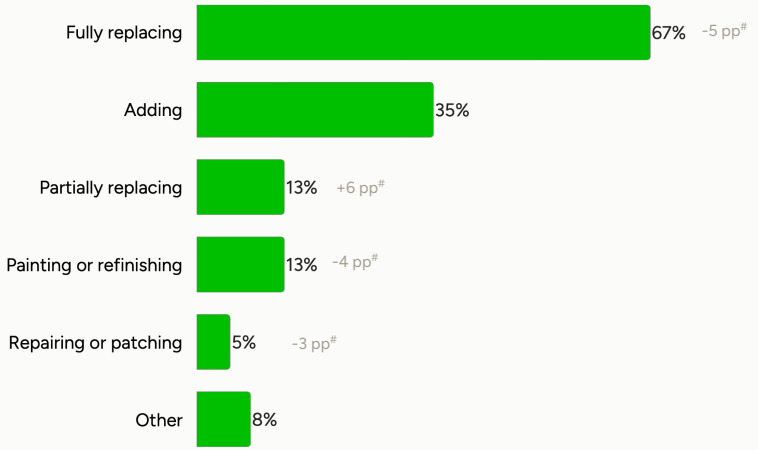
Exterior door renovations in 2026 are marked by a decisive shift in location from the back to the front of the home. Projects at the front of rose by 8 percentage points, to 78%, while projects at the back declined by 10 percentage points, to 61%.

Although the share of homeowners fully replacing their doors dipped by 5 percentage points, to 67%, this project scope is still the most popular for exterior doors. Adding doors follows at 35%.

Exterior door material preferences have shifted dramatically since 2024. Fiberglass has leaped by 18 percentage points, to 27%, strengthening its position in the top spot, while wood has dropped by 12 percentage points, to 20%. The combination of aluminum exterior and wood interior has jumped by 16 percentage points, to 19%, while steel has risen by 8 percentage points, to 11%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an exterior door project in 2026.
#Indicates a change of 3 or more percentage points between 2026 and 2024.

Exterior Door Project Scope*



New or Upgraded Exterior Door Locations

Front of the home	+8 pp#	78%
Back of the home	-10 pp#	61%
Side of the home	-6 pp#	25%

Materials New or Upgraded Front Doors

Fiberglass	+18 pp#	27%
Wood	-12 pp#	20%
Aluminum exterior, wood interior	+16 pp#	19%
Steel	+8 pp#	11%

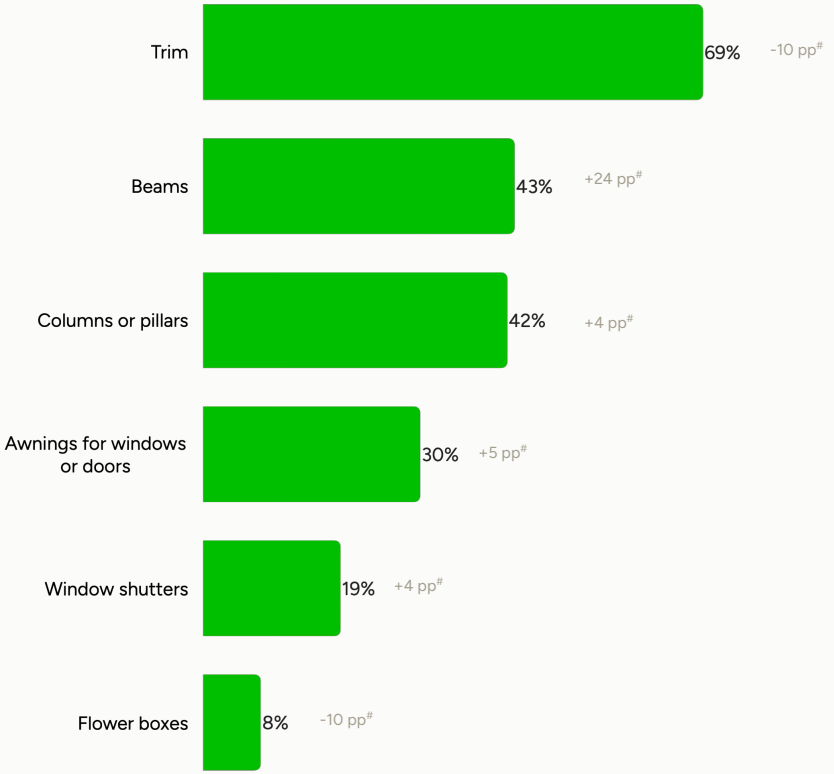
Dramatic Upswing for Beams on Exteriors

Trim remains the most popular accent on home exteriors (69%), despite a 10-percentage-point decline since 2024. However, the most significant shift is in the share of homeowners citing a preference for beams; it has jumped by a whopping 24 percentage points to reach 43% this year.

Other accent elements also have gained traction. Columns or pillars have risen by 4 percentage points, to 42%; awnings for windows or doors have risen by 5 percentage points, to 30%; and window shutters have risen by 4 percentage points, to 19%. Flower boxes, on the other hand, fell by 10 percentage points, to 8%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an exterior accent project in 2026.
#Indicates a change of 3 or more percentage points between 2026 and 2024.

New or Upgraded Home Exterior Accents*



Black Gains Major Favor to Take Top Trim Color Spot

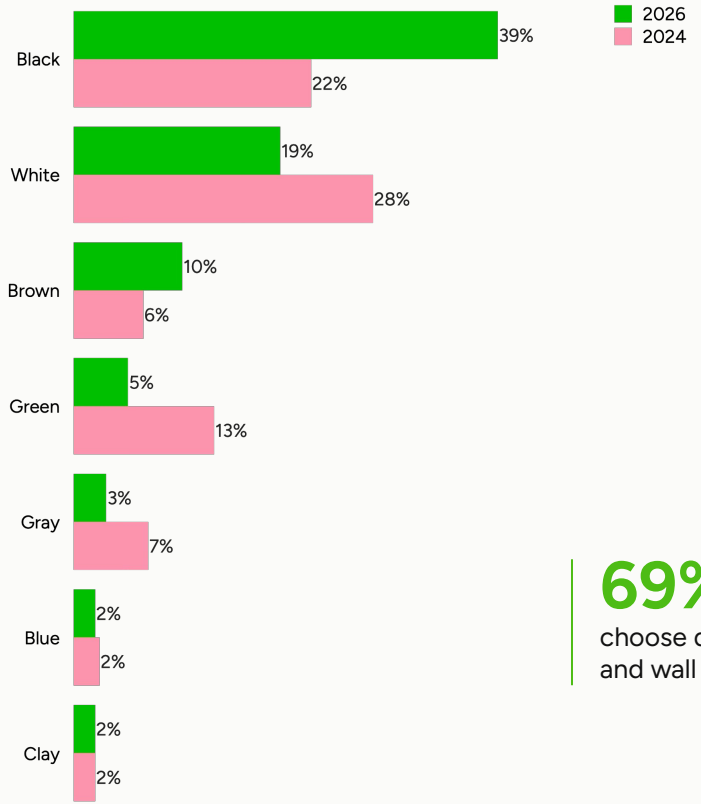
Black has emerged as the new favorite for exterior trim, with its share rising by 17 percentage points to reach 39% in 2026. It has taken the No. 1 spot from white, which has fallen by 9 percentage points to reach 19%.

Preferences for other trim colors have shifted as well, although less significantly. Brown has grown by 4 percentage points to reach 10%, green has dropped by 8 percentage points to land at 5%, and gray has fallen by 4 percentage points to settle at 3%. Blue and clay hues are holding steady at 2% each.

Notably, 69% of homeowners are opting for different trim and wall colors, indicating a strong preference for varied facades.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an exterior trim project in 2024 and 2026.

Colors of New or Upgraded Exterior Trim Colors*



69%
choose different trim and wall colors

Living Spaces



Lounging Is Key in Vast Majority of Outdoor Living Spaces

Many homeowners are looking to extend indoor living areas outside — in 2026, a whopping 83% of renovated outdoor spaces have a lounge or seating area, and 71% have a sofa or lounge chairs.

Extending the usability of these relaxation zones into the evening hours is a common theme, with 66% of renovated lounge areas reporting the presence of outdoor lighting. Additionally, 55% of these spaces are equipped with a coffee or side table.

Beyond those core elements, nearly half of these renovated spaces (48%) feature a fireplace or fire pit, adding a traditional focal point for gatherings. Homeowners are also incorporating modern conveniences into their lounge areas; 22% include entertainment features such as a TV or sound system, and 13% boast a bar or beverage refrigerator.

Outdoor Living Space Features*

83%

of outdoor spaces have a lounge or seating area

Sofa or lounge chairs	71%
Lighting	66%
Coffee table or side table	55%
Fireplace or fire pit	48%
Entertainment features	22%
Bar or beverage refrigerator	13%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation in 2026.

More Than Half of Outdoor Spaces Have a Dining Area

Among renovated outdoor spaces in 2026, 55% have a designated dining area, and nearly all of these areas (90%) have a dining table or dining seating. Aside from typical dining seating, 68% include a sofa or lounge chairs.

The layering of furniture continues with half (50%) of outdoor dining spaces featuring a coffee or side table. To support a polished atmosphere and extend the usability of the area, 66% of these spaces have lighting and nearly half (49%) include a fireplace or fire pit.

Since culinary entertaining is a central function of these zones, 56% of dining areas feature a grill and 16% include a bar or beverage refrigerator.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation in 2026.

Outdoor Dining Space Features*

55%

of outdoor spaces have a dining area

Dining table or seating	90%
Sofa or lounge chairs	68%
Lighting	66%
Grill	56%
Coffee table or side table	50%
Fireplace or fire pit	49%
Bar or beverage refrigerator	16%

Comfortable Outdoor Retreats Have Strong Appeal

More than half of homeowners renovating their outdoor spaces (53%) report having a dedicated reading area or quiet retreat. Comfort is the defining characteristic of these secluded spots, with nearly three-quarters (74%) featuring a sofa, sectional, or lounge chairs.

Functional layers are also widely present to support relaxation; 66% of these spaces include lighting, while 55% are equipped with a coffee or side table. Ambiance is a key component for many of these sanctuaries, as 45% of homeowners report the presence of a fireplace or fire pit.

While less common, some of these retreats feature specialized amenities that lean into a resort-style experience, including a bar or beverage refrigerator (11%), an outdoor shower (5%), or even a treehouse (2%).

Outdoor Retreat Features*

53%
of outdoor spaces have a retreat

Sofa or lounge chairs	74%
Lighting	66%
Coffee table or side table	55%
Fireplace or fire pit	45%
Bar or beverage refrigerator	11%
Outdoor shower	5%
Treehouse	2%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation in 2026.

Gardens Add Charm to The Home's Outdoor Area

Nearly half of homeowners (49%) report having a dedicated gardening area. These spaces are characterized by a high degree of structure, with the majority (74%) featuring beds or borders that define the area and enhance the overall landscape aesthetics.

Functionality and ambiance are also key components of these green spaces. Nearly two-thirds of gardening areas (64%) feature lighting, ensuring the landscape remains a focal point after dark. Additionally, 30% of these zones include storage or cabinetry to house tools, equipment, or other seasonal items.

Outdoor Garden Features*

49%

of outdoor spaces have a garden

Beds or borders	74%
Lighting	64%
Cabinetry or other storage	30%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation in 2026.

Product Purchases



Wide Range of Products Enhances Outdoor Living Areas

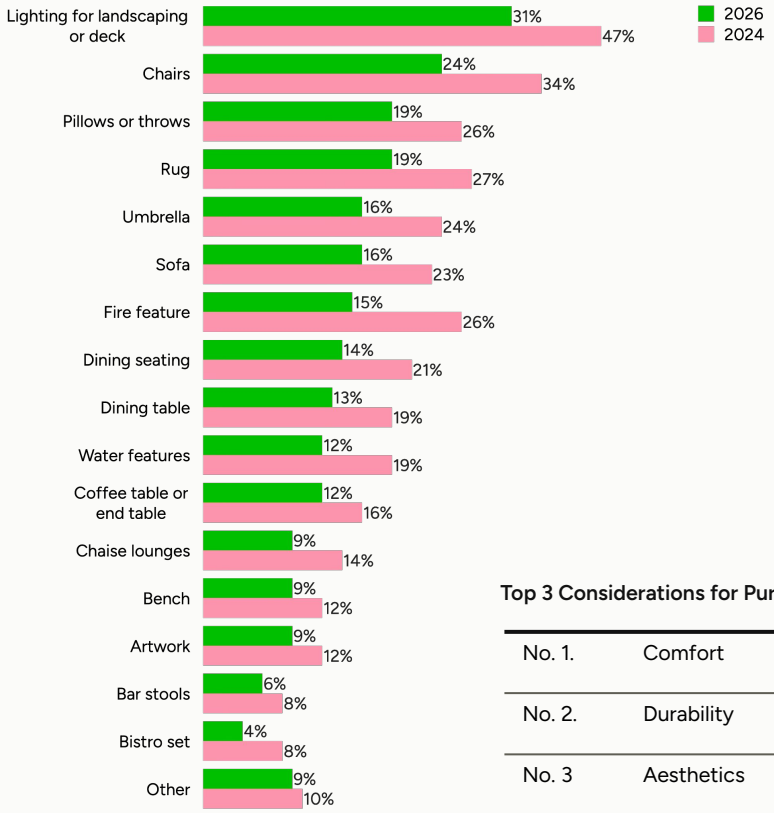
Despite reduced buying overall compared with 2024, homeowners are still bringing in many types of products for their outdoor spaces in 2026. Lighting for landscaping or decks is again the most common purchase, at 31%, followed by chairs at 24%. Pillows or throws (19%), rugs (19%), sofas (16%) and umbrellas (16%) follow.

Many homeowners also purchased fire features (15%), dining seating (14%) and/or dining tables (13%) for their outdoor living spaces.

For all outdoor products combined, comfort is the top consideration, followed by durability. Interestingly, aesthetics is the lowest priority.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation and have purchased, are purchasing or are planning to purchase furniture or decor in 2024 and 2026.

Product Purchases for Outdoor Spaces*



Top 3 Considerations for Purchases

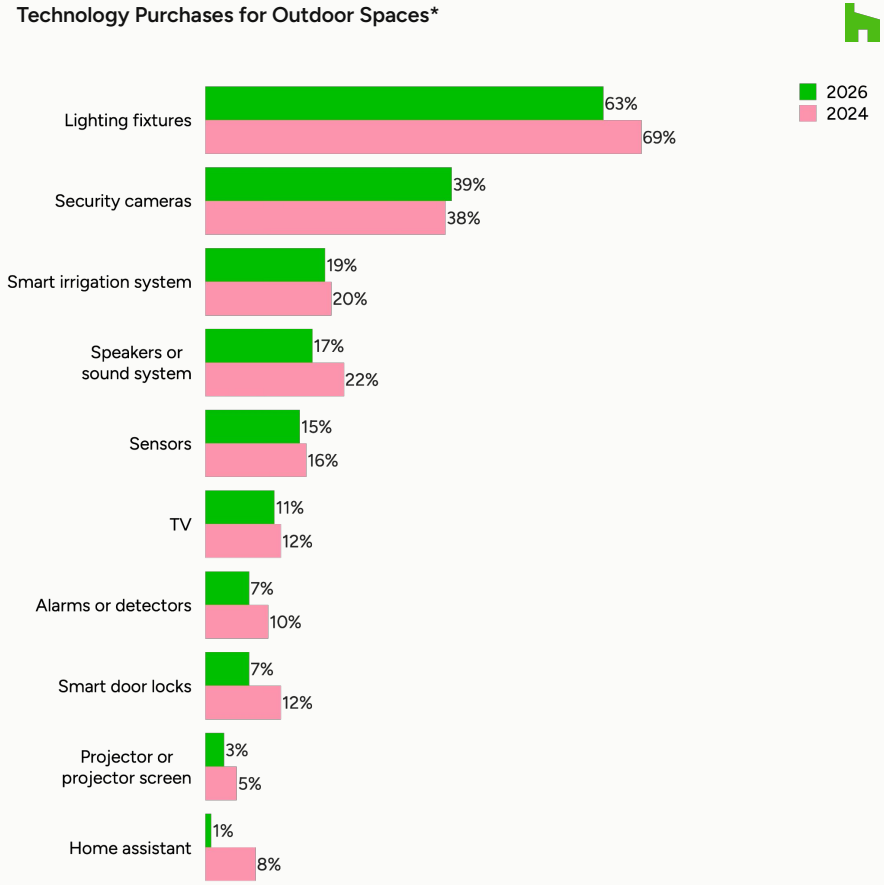
No. 1.	Comfort
No. 2.	Durability
No. 3	Aesthetics

Investments in Outdoor Lighting and Security Remain Widespread

Visibility and safety are the highest priorities for technology purchases in 2026. Lighting fixtures are again the most frequently purchased tech item (63%), although the category's share has declined by 6 percentage points since 2024. Security cameras are the only tech product to see growth this year, edging up to 39%.

While interest in utility-driven technology, such as smart irrigation systems (19%) and sensors (15%), has remained relatively stable, entertainment technology has softened. Speakers or sound systems have dropped by 5 percentage points, to 17%, and only 11% of homeowners now purchase outdoor TVs. Smart tech has experienced the most significant shift, however: Smart door locks have fallen to 7%, and home assistants have dropped to just 1%.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning an outdoor renovation and have purchased, are purchasing or are planning to purchase tech products in 2024 and 2026.



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 their outdoor and home exterior renovation projects, fielded between April 25 and May 6, 2026.

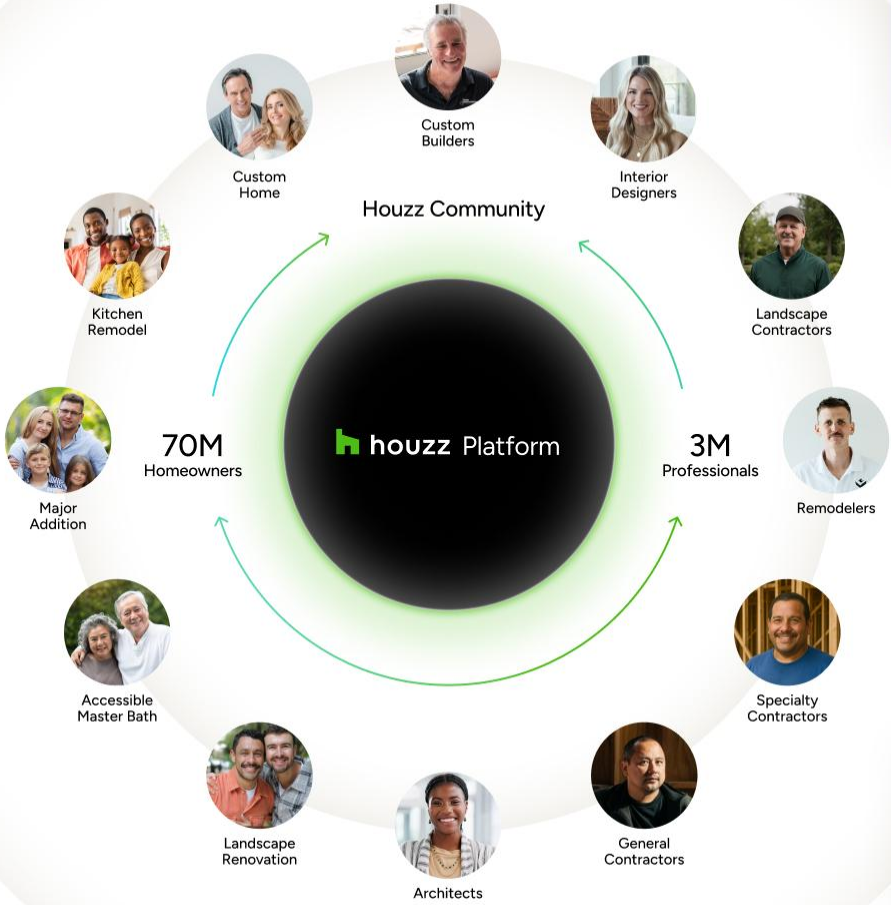
Sampling and Weighting
Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their outdoor or home exterior project details, and people who did not meet the qualification criteria were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own outdoor and home exterior 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 122-question survey gathered information from a total of 1,191 users, who reported that they were 18 or older, were homeowners and had completed an outdoor or home exterior upgrade in the past 12 months, were currently working on one or planned to start one in the next six months.

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







Sales

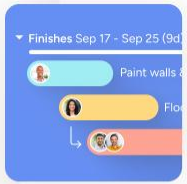
CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

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

Houzz 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.com/research