
2026
U.S.
Houzz Renovation Plans Report
Findings from a survey of 1,034 U.S. homeowners on Houzz about their planned renovation projects.
houzz

Big Ideas

Renovations Continue; Few on Hold
Nearly half of homeowners have completed or expect to finish their projects in 2025 (44%), and another one in five are mid-renovation (21%). A further 8% plan to start before 2026 and 13% plan to start in 2026. Only 14% are holding off or canceling. Among those holding off, top reasons cited for delaying or cancelling include that projects are not urgent (37%) or that timing (weather, work, etc.) is not ideal (30%). Other concerns included high prices (17%), budget constraints (17%) and economic uncertainty (16%).

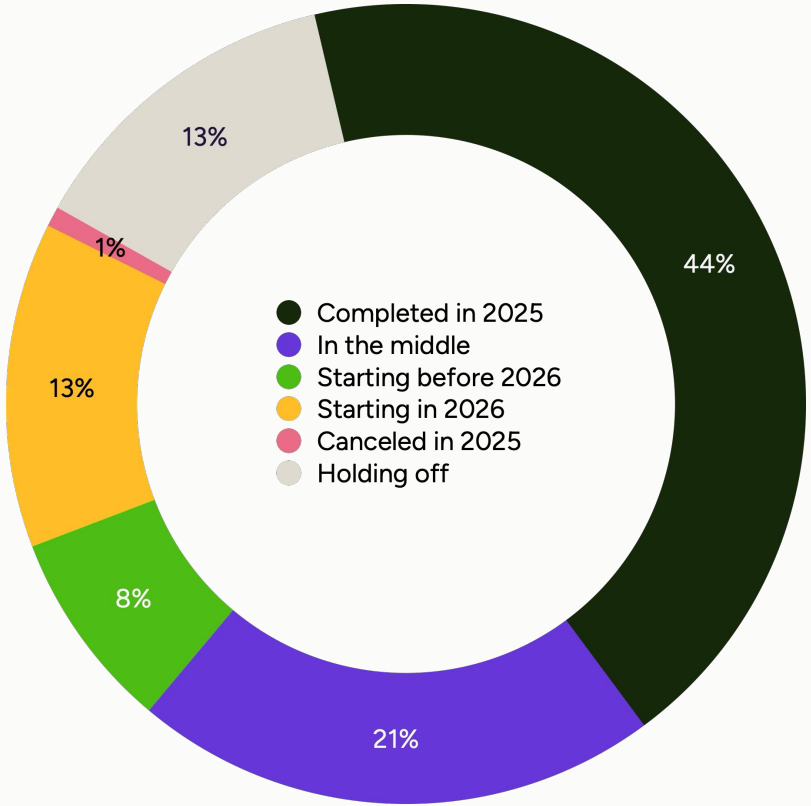
Homeowners Move Forward With Confidence
More than 9 in 10 U.S. homeowners (91%) say they will move forward with their planned renovation projects in 2026. Of those who plan to remodel, 67% report they will keep or even expand their project scope. Among households earning $150,000–$200,000, 64% describe themselves as very confident about moving ahead with renovations heading into 2026. By contrast, among households earning between $50,000 and $100,000, only 32% reported being very confident.

Homeowners Rely on Pros for Renovations
More than 9 in 10 homeowners plan to work with professionals in 2026 (93%) and that number is even more widespread among projects of $50,000+. General contractors (55%), builders (33%), kitchen and bath designers (30%), and interior designers (20%) are the most common professionals hired for projects. Specialty contractors such as electricians (52%) and plumbers (35%) also rank among the most frequently sought.

Homeowners Are Aware of Challenges Ahead
More than 9 in 10 homeowners expect some form of challenge in 2026, led by the rising cost of products and materials (63%), which remains the top concern. Higher labor costs (31%) and difficulty finding available professionals (25%) follow. Homeowners also anticipate disruptions tied to material availability (25%), day-to-day life (24%), and design decisions (22%).

Renovations Continue; Few on Hold

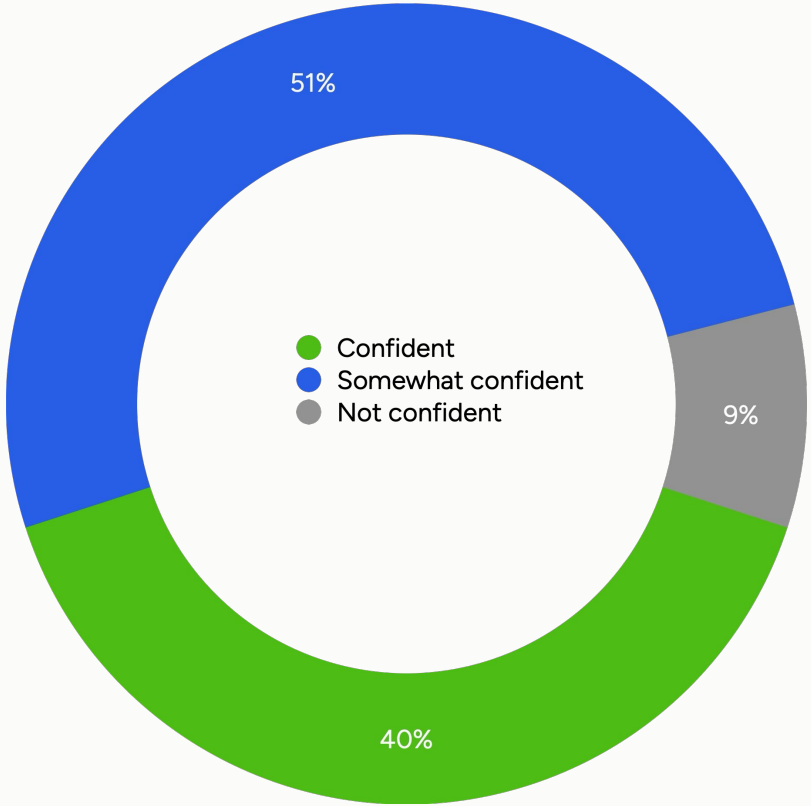
Nearly half of homeowners have completed or expect to finish their projects in 2025 (44%), and another one in five are mid-renovation (21%). A further 8% plan to start before 2026 and 13% plan to start in 2026. Only 14% are holding off or canceling.



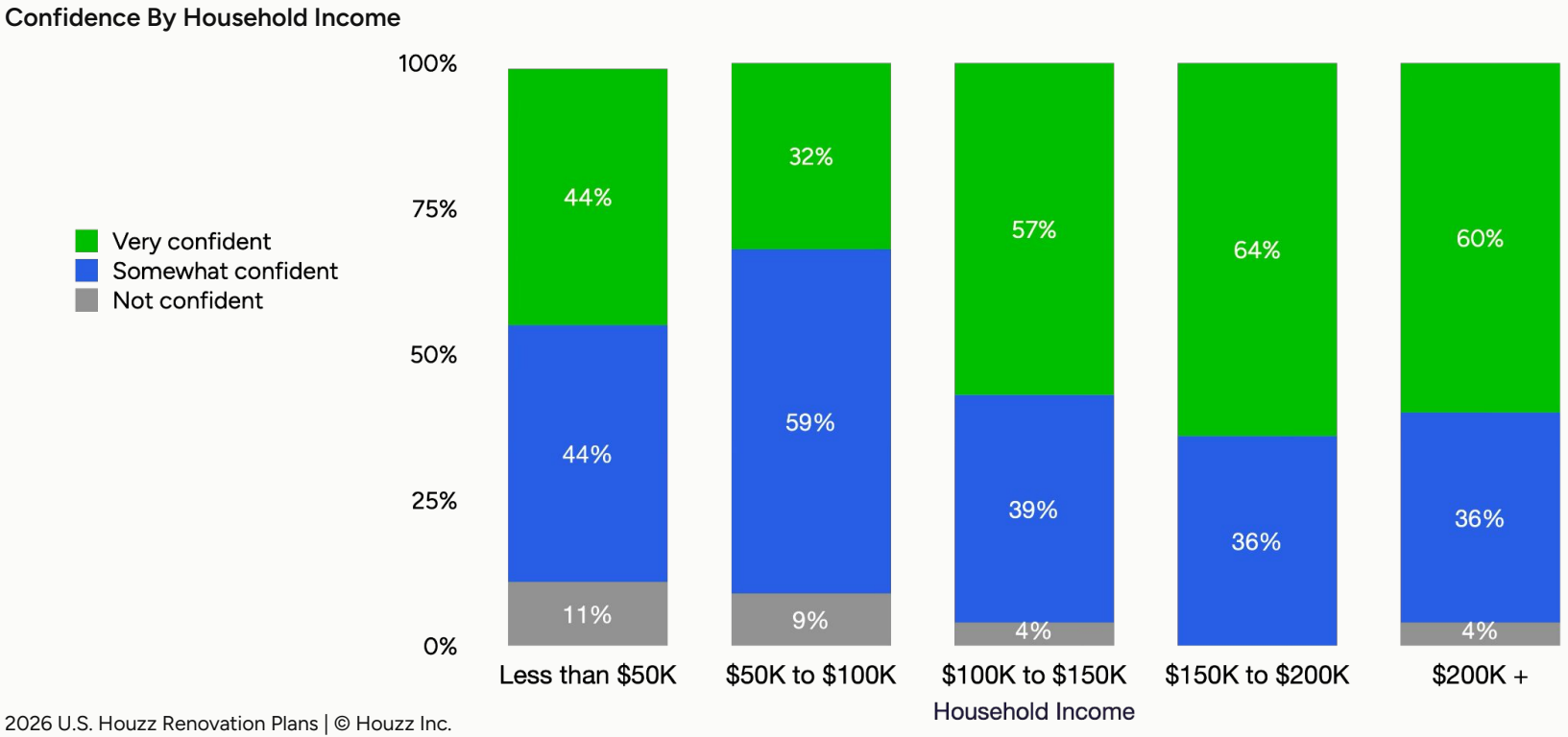
Most Homeowners Move Forward With Confidence

More than 9 in 10 homeowners (91%) are confident or somewhat confident about moving forward with their projects in 2026.

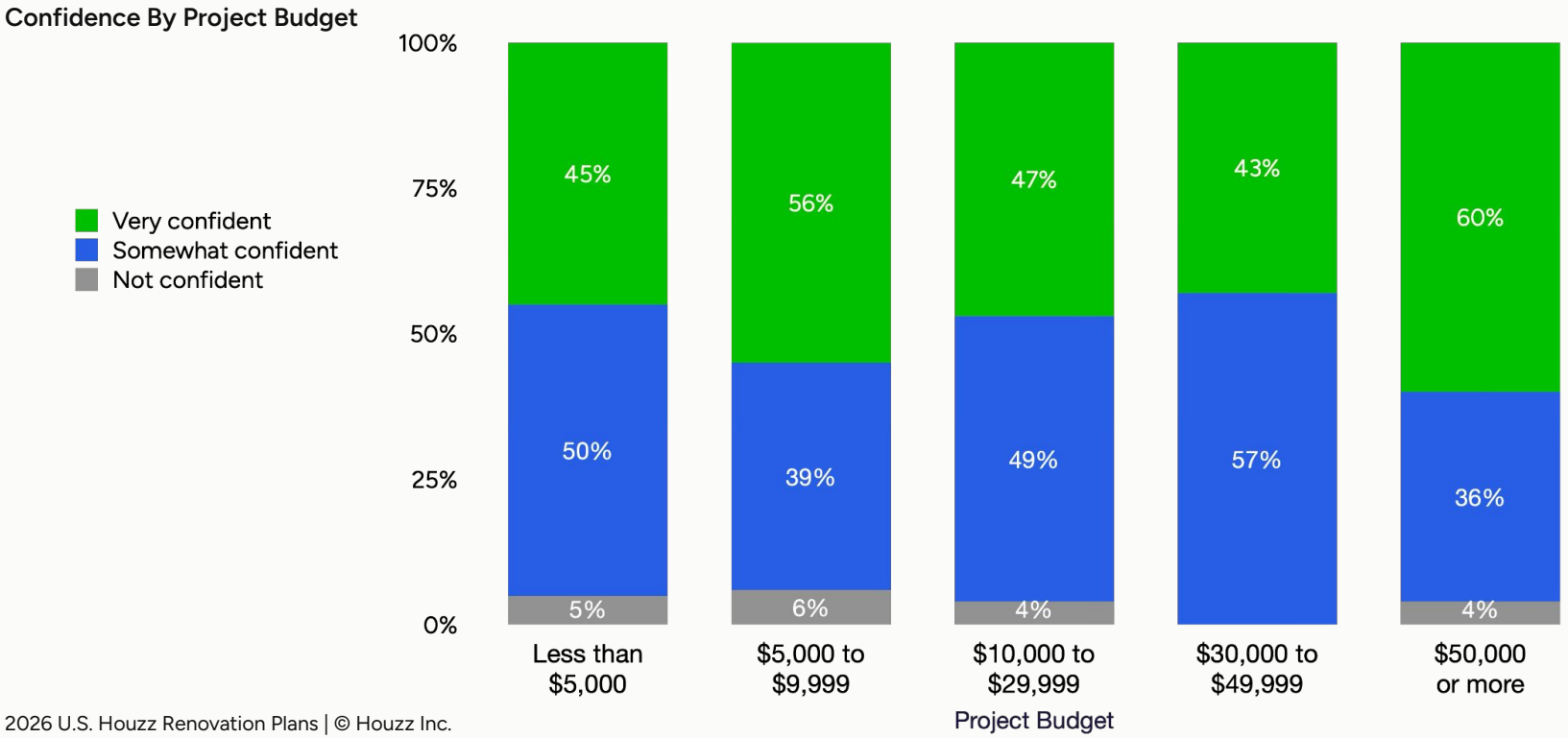
Only 9% of homeowners are not confident in their plans.



Confidence Is More Widespread at Higher Incomes



Confidence Holds Across Project Budgets



Majority Maintain Scope; Some Expand

Most homeowners aren't changing course. More than half (54%) plan to keep their project scope as is, and none expect to scale back. A smaller share are planning to expand (13%).

While a third remain undecided, 67% of homeowners remain certain about the scope of their planned project.

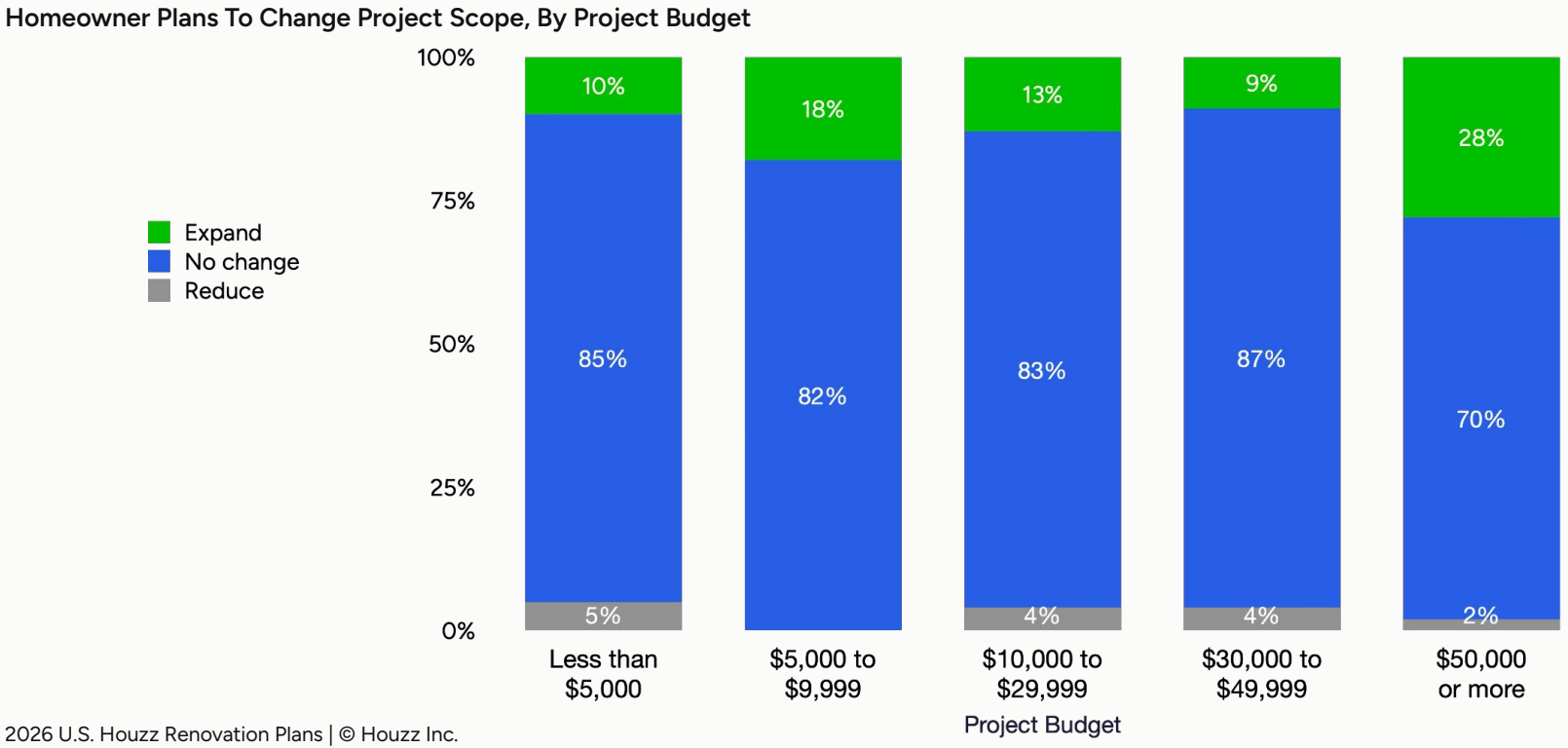
67%

of homeowners remain certain about the scope of their project

Homeowner Plans to Change Project Scope in 2026

Expand	13%
No change	54%
Reduce	0%
Not sure	33%

Higher Budget Projects Are More Likely to Expand



Planned Project Budgets Skew Mid-to-High for 2026

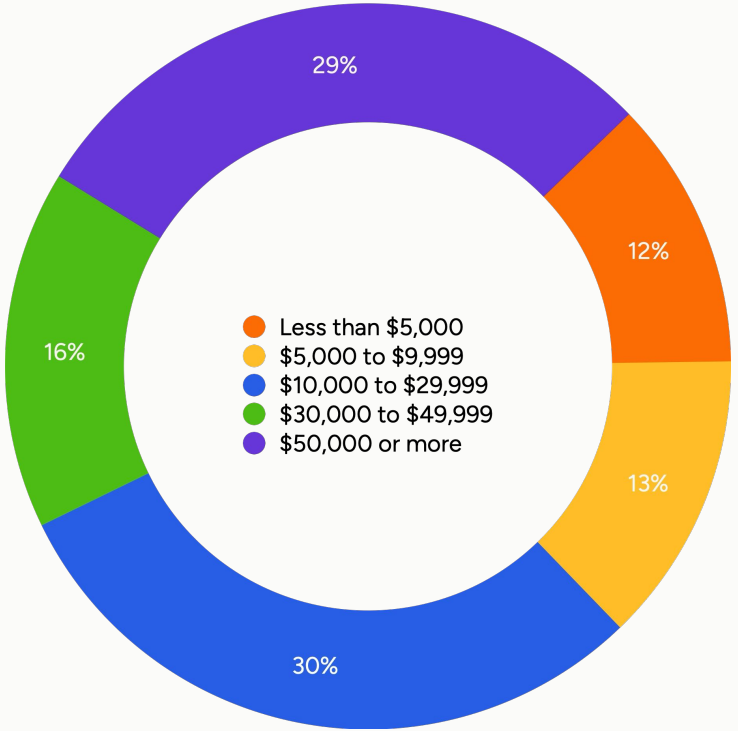
Homeowners are planning significant investments in their homes in 2026. Nearly a third of homeowners target project budgets of $10,000 to $29,999 and nearly as many (29%) estimate $50,000 or more.

A quarter of homeowners (25%) budget less than $10,000 to accomplish their renovation projects in 2026.

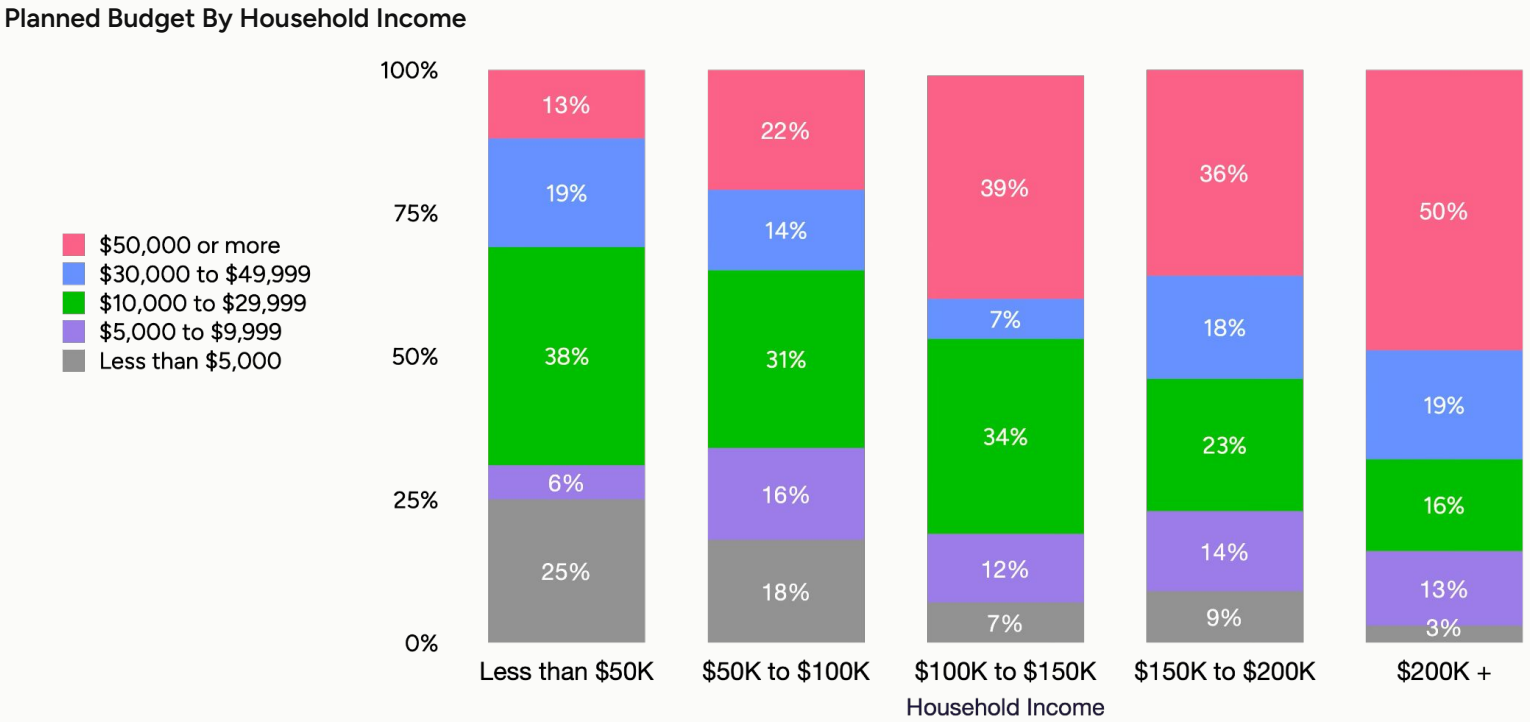
75%

of homeowners plan to spend more than $10,000 on their projects in 2026

Homeowner Budgets for Projects in 2026

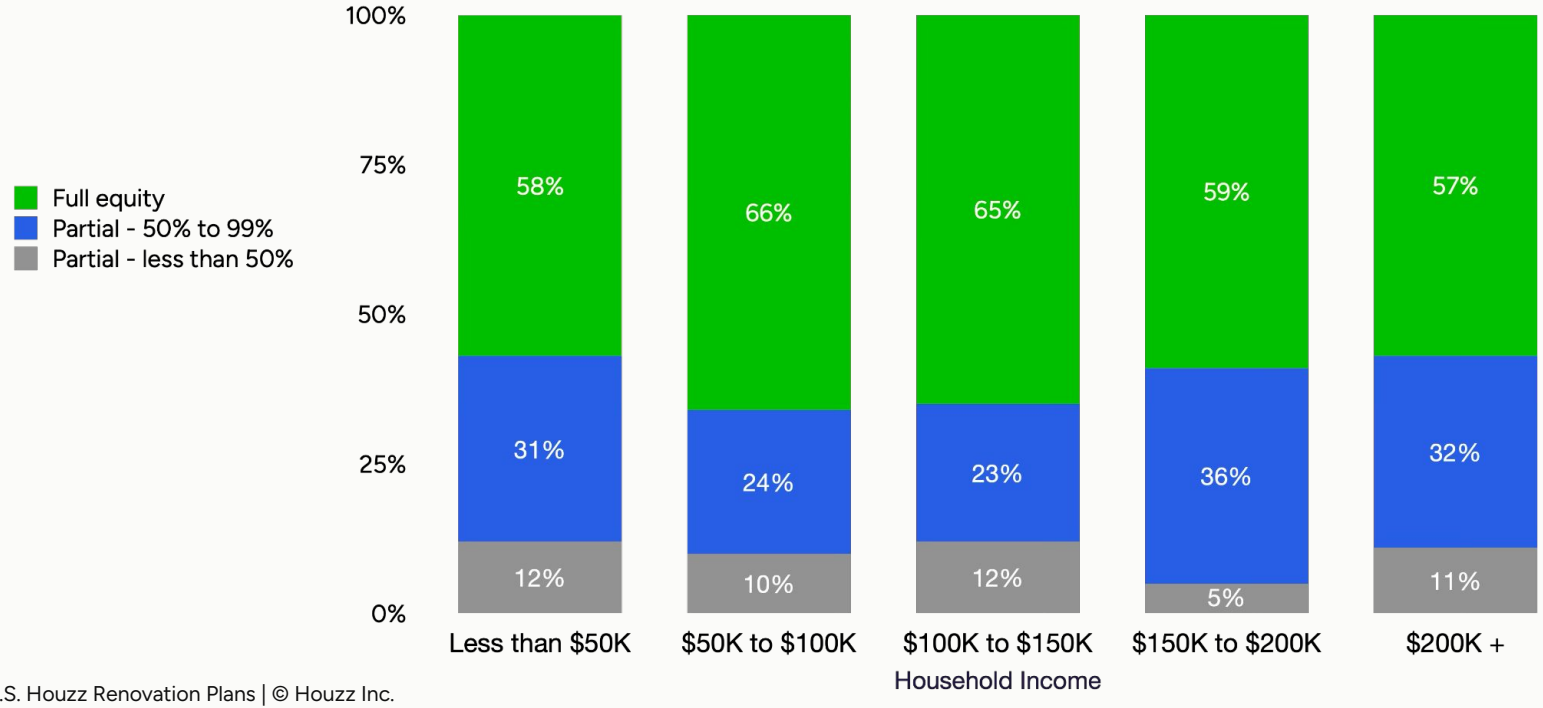


Budget Tiers Scale with Income



Majority Hold Full Equity Across All Income Tiers

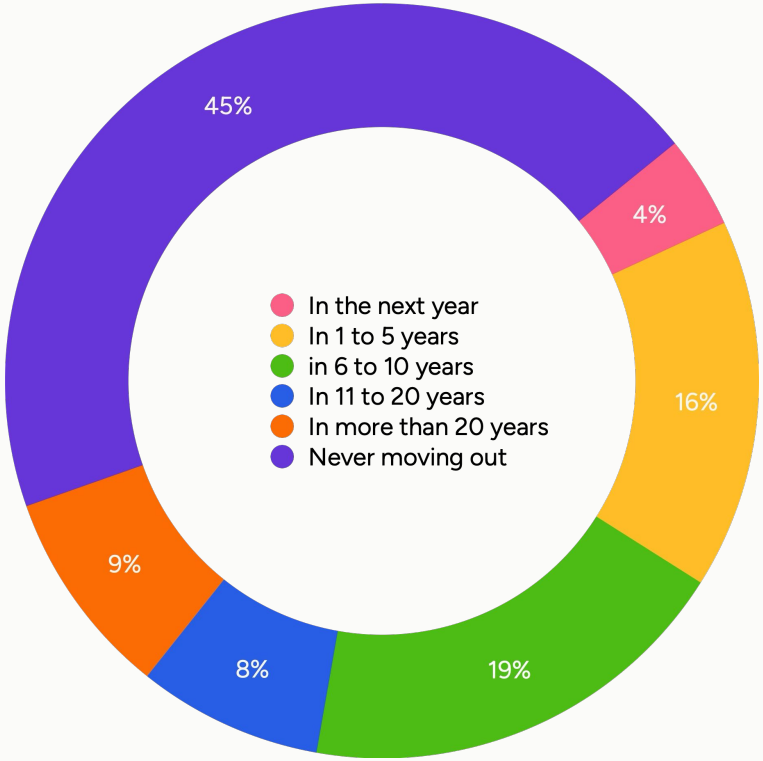
Share of Equity Levels in Home By Household Income



Homeowners Are Investing In Their “Forever” Homes

Nearly half of homeowners (45%) who are planning renovations do not plan to move out after their project is complete. The second-largest share are homeowners who plan to stay 6–10 years (19%).

Only 4% anticipate moving in the next year.



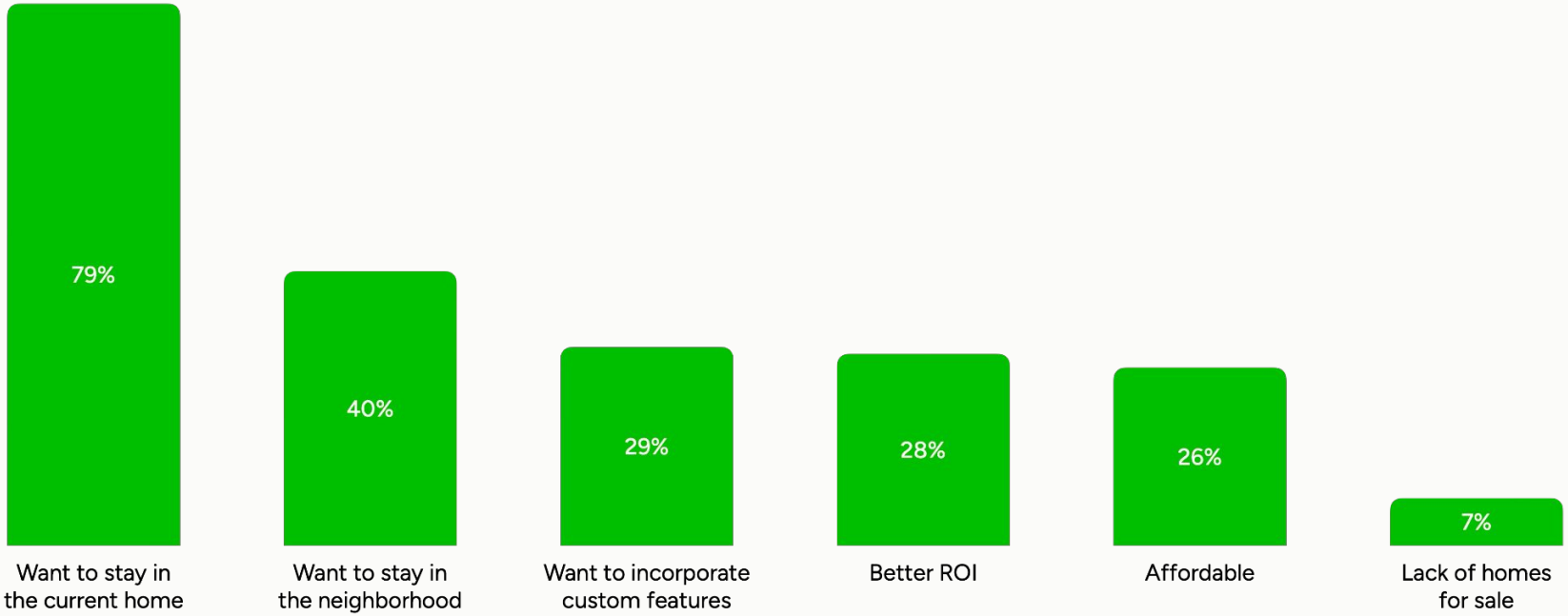
62%

of homeowners plan to stay in their homes for more than 11 years after renovation in 2026

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Emotional Ties Surpass Financial Motivations

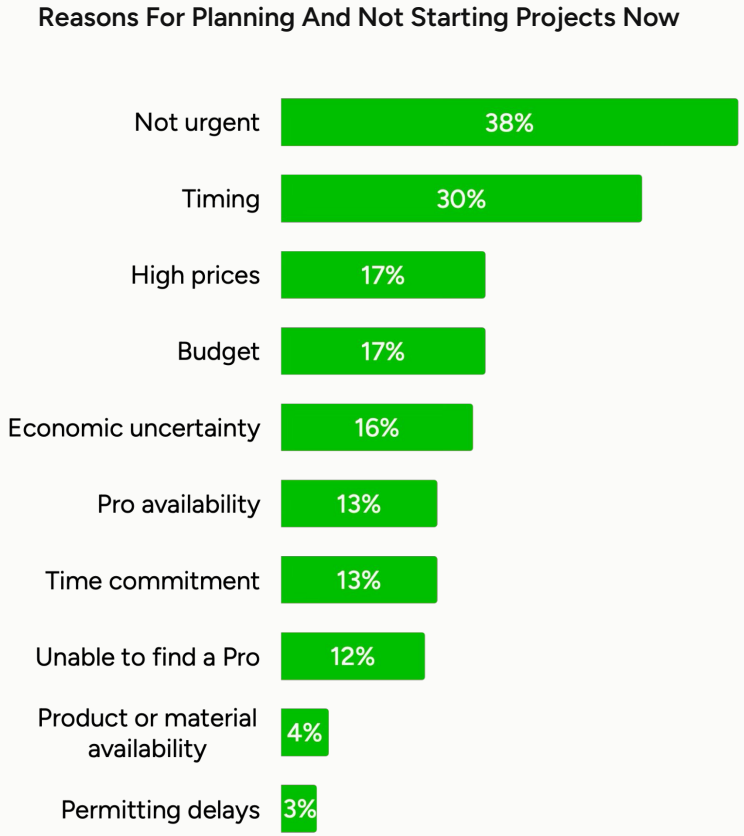
Reasons Why Homeowners Choose To Renovate Instead Of Buying A New Home That Fits Their Needs



Planning By Choice, Not Constraint

Homeowners are planning their projects for 2026 with intention. Top reasons for delaying or cancelling include that projects are not urgent (37%) or that timing (weather, work, etc.) is not ideal (30%). High prices (17%), budget constraints (17%), or economic uncertainty (16%) are cited by a much smaller share of respondents.

Homeowners also mention operational frictions: pro availability (13%), time commitment (13%) and inability to find a pro (12%). Product or material availability and permits round out the list, cited by 4% and 3% of homeowners, respectively.



Homeowners Rely on Pros for Renovations

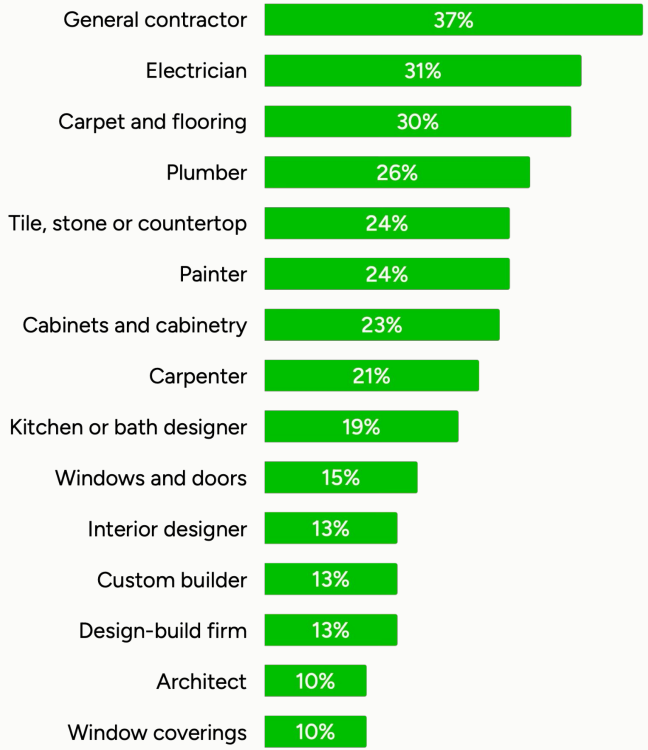
More than 9 in 10 homeowners (93%) plan to work with professionals in 2026. General contractors top the list (37%), followed by electricians (31%), carpet or flooring pros (30%), plumbers (25%), tile or countertop pros (24%), painters (24%), cabinets or cabinetry makers (23%), and carpenters (21%).

Design expertise is a priority as many also plan to hire kitchen or bath designers (19%), interior designers (13%), design-build firms (13%) and architects (10%).

93%

of homeowners plan on hiring professional help for their projects in 2026.

Service Providers Homeowners Plan to Hire in 2026



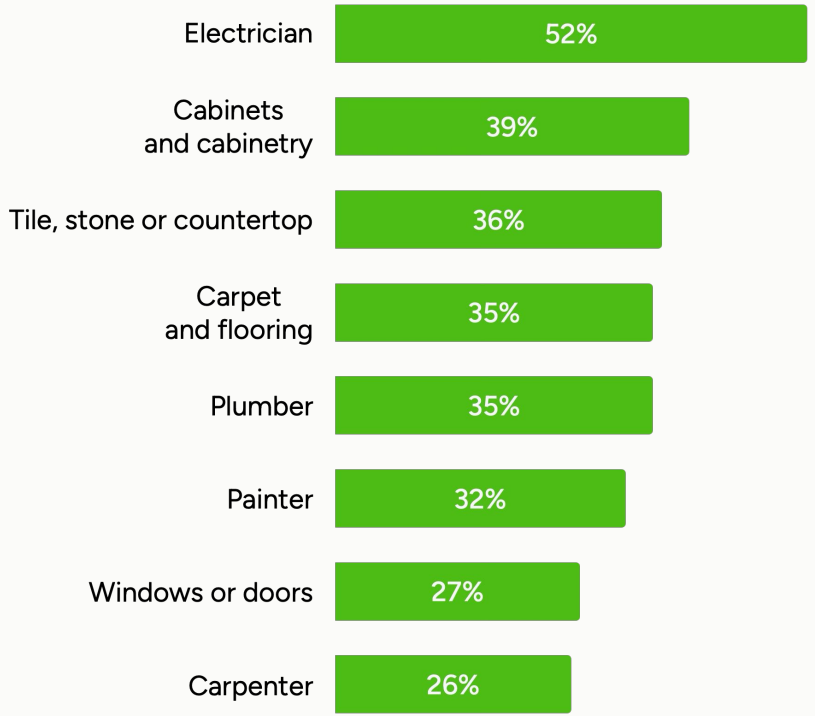
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Pro Hiring Plans For $50,000+ Renovations

Project Managers Homeowners Plan to Hire in 2026

General contractors	55%
Custom builder	33%
Kitchen or bath designer	30%
Design-build firm	24%
Interior designer	20%

Specialty Contractors Homeowners Plan to Hire in 2026



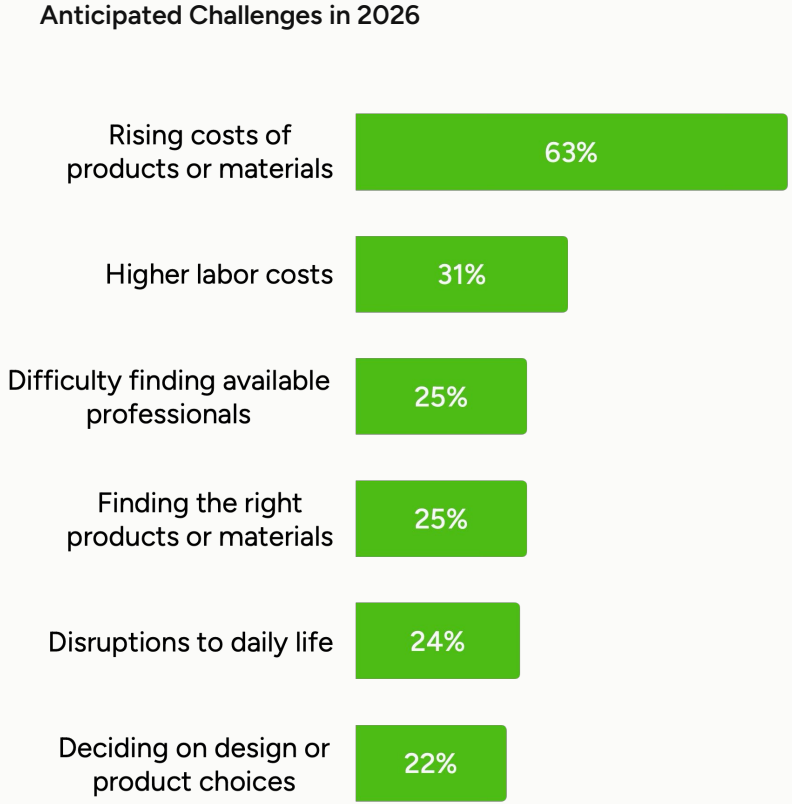
Homeowners Are Aware of Challenges Ahead

More than 9 in 10 homeowners expect some form of challenge in 2026, led by the rising cost of products and materials (63%), which remains the top concern. Higher labor costs (31%) and difficulty finding available professionals (25%) follow.

Homeowners also anticipate disruptions tied to material availability (25%), day-to-day life (24%), and design decisions (22%).

93%

of homeowners anticipate challenges in 2026



Rising Costs Are The Top Concern Across All Budgets

Project Budget	No. 1	No. 2	No. 3	No. 4	No. 5
Less than $5,000	Rising product or material costs (62%)	Higher labor costs (29%)	Finding products or materials (29%)	Collaborating with spouse (19%)	Deciding on design (14%)
$5,000 to $9,999	Rising product or material costs(68%)	Higher labor costs (36%)	Finding available pros (32%)	Finding products or materials (20%)	Deciding on design (20%)
$10,000 to $29,999	Rising product or material costs (57%)	Higher labor costs (45%)	Finding available pros (29%)	Finding products or materials (24%)	Disruption to daily life (22%)
$30,000 to $49,999	Rising product or material costs (67%)	Higher labor costs (37%)	Disruption to daily life (37%)	Finding products or materials (26%)	Finding available pros (26%)
$50,000 or more	Rising product or material costs (64%)	Disruption to daily life (34%)	Finding products or materials (32%)	Higher labor costs (32%)	Finding available pros (28%)

Methodology



Data Collection

Data for this report were gathered through a survey fielded between October 10 and October 22, 2025, sent via email users in the U.S. who are registered on Houzz.

1,034
U.S. homeowners

87%
single family homes

32%
moved-in less than 5 years ago

$175K
average household income

34%
moved-in more than 20 years ago

68%
report full equity

70%
are Baby Boomers

About Houzz



Houzz, the leading 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, AI-powered 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.

houzz Platform

70M
Homeowners

3M
Professionals

Houzz Community


Custom Home


Custom Builders


Interior Designers


Kitchen Remodel


Landscape Contractors


Major Addition


Remodelers


Accessible Master Bath


Specialty Contractors


Landscape Renovation


Architects


General Contractors



Sales

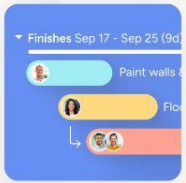
CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

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

AutoMate AI



Project Management

Schedule | Tasks | Client Dashboard | Sub Dashboard
Daily Logs | Time & Expense Tracking | Procurement
photo, video & file storage



Financials

Estimates | Invoices | Proposals | Change Orders
Online Payments | Budgets | Financial Reports
QuickBooks Integration

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