


2026

U.S.

Houzz & Home Study

Renovation Trends

Findings from a survey of 20,358 users, including 10,176 renovating U.S. homeowners on Houzz, about their home renovations in 2025 and plans for 2026.

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Big Ideas

Renovation Activity Holds Firm as High-End Spend Edges Up

Home renovation activity is continuing at levels seen in recent years. More than half of homeowners (54%) report renovating, while a slightly smaller share (52%) reports decorating, down from 54% in 2024. The share undertaking repairs (47%) remains consistent year over year. Spending patterns point to overall stability, with the median renovation spend holding at \$20,000 year over year, following a peak of \$24,000 in 2023. Meanwhile, higher-end spending has increased, with the 90th percentile rising to \$150,000 in 2025, up by 7% from \$140,000 in 2024 and in line with the prior peak in 2023.

Homeowners Continue to Renovate, but Activity Has Softened

Half of homeowners (50%) plan to undertake projects in 2026, down slightly from 52% in 2025. Plans across other project types have softened, with decorating (41%) and repairing (35%) both declining (from 44% and 37% in 2025, respectively). The median planned renovation spend stands at \$15,000 in 2026, compared with \$20,000 in 2025.

Time and Money Still Drive Renovations

Homeowners continue to cite time and financial readiness as the leading renovation triggers. The share reporting finally having the time to renovate is unchanged year over year (40%), while the share citing financial readiness edged up to 36% from 35%.

Gen Z* Gains Ground in Renovation Market

Gen Z homeowners now account for 0.5% of renovators, up from 0.2% the year prior. They are significantly more likely to renovate following a recent home purchase (61%) compared with Millennials (31%), Gen X (19%) and Baby Boomers (18%). Life changes also play a role, with one-third (33%) of Gen Z undertaking renovations to adapt to lifestyle shifts, while 22% do so to address home damage.

Homeowners Turn More to Credit Cards as Financing Mix Evolves

While the majority of homeowners (84%) continue to rely on savings to fund renovations, more than a third (34%) use credit cards, with the percentage up by 5 points year over year. Overall, those with budgets higher than \$50,000 turn to diversified funding sources, such as home equity loans (23%) and cash from a home sale (20%), more frequently than those with lower budgets.

Budgets Knowingly Exceeded

While three-quarters of homeowners (75%) set an initial budget, nearly 2 in 5 (37%) exceeded their set amount in 2025, slightly outpacing those who came in on target (35%). While unexpected costs remain a factor, many homeowners (35%) consciously select higher-end materials than initially planned or expand the scope of their project midrenovation (31%).

*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+).

2025 Overview & 2026 Plans



Renovation Activity Holds Firm as High-End Spend Edges Up

Overall, project activity and median renovation spend remained steady in 2025, while higher-end projects edged up.

Home renovation activity is continuing at levels seen in recent years. More than half of homeowners (54%) report renovating, while a slightly smaller share (52%) reports decorating, down from 54% in 2024. The share undertaking repairs (47%) remained consistent year over year.

At the same time, new home construction remains a niche activity, with just 3% of homeowners building from the ground up, down from 4% in each of the past two years.

Spending patterns point to overall stability, with the median renovation spend holding at \$20,000 year over year, following a peak of \$24,000 in 2023. Meanwhile, higher-end spending has increased, with the 90th percentile rising to \$150,000 in 2025, up 7% from \$140,000 in 2024 and in line with the prior peak 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	\$150,000
2024	\$20,000	\$140,000
2023	\$24,000	\$150,000

Homeowners Continue to Plan Renovations

Planned renovation activity remains robust in 2026, with half of homeowners (50%) intending to undertake projects, down slightly from 52% in 2025. Planned activity across other project types has softened, with decorating (41%) and repairing (35%) both declining (from 44% and 37% in 2025, respectively).

Homebuilding continues to account for a small share of planned activity (3%), with the percentage unchanged from 2025.

Budgets are trending downward. The median planned renovation spend stands at \$15,000 in 2026, compared with \$20,000 in 2025. At the higher end, the 90th percentile of planned spend is \$80,000, down from \$85,000 in 2025.

*Multiple responses were allowed.

**Spend has not been adjusted for inflation.

#Indicates year-over-year change of 3 or more percentage points.

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



Planned National Renovation Spend Per Household**

	Median Spend	90th Percentile
2026	\$15,000	\$80,000
2025	\$20,000	\$85,000

2025 Motivations & Financing



Time and Financial Readiness Continue to Lead Renovation Drivers

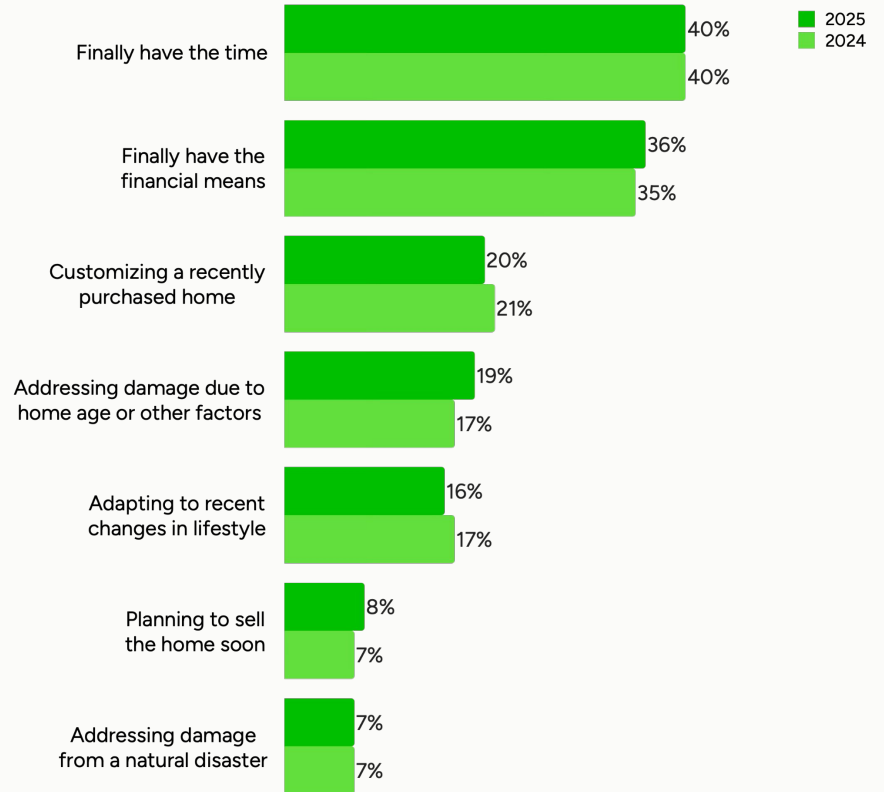
Drivers of renovation activity remained largely consistent between 2024 and 2025, with homeowners continuing to cite time and financial readiness as the leading triggers. The share reporting finally having the time to renovate was unchanged year over year (40%), while the share citing financial readiness edged up to 36% from 35%.

Other motivations show similar consistency. Customizing a recently purchased home (20%) and adapting to changes in lifestyle (16%) both dipped slightly from 2024 levels, while addressing damage due to home age or other factors increased to 19% from 17%. Planning to sell (8%) saw a modest uptick, and addressing damage due to a natural disaster remained unchanged at 7%.

Overall, the data point to stable underlying motivations for renovation, with modest shifts across specific triggers rather than broad changes in homeowner intent.

*Up to three responses were allowed.

Frequency of Renovation Triggers Among Homeowners Who Renovated in 2024 and 2025*



Nearly a Third of Homeowners Take on \$50K+ Renovation Projects

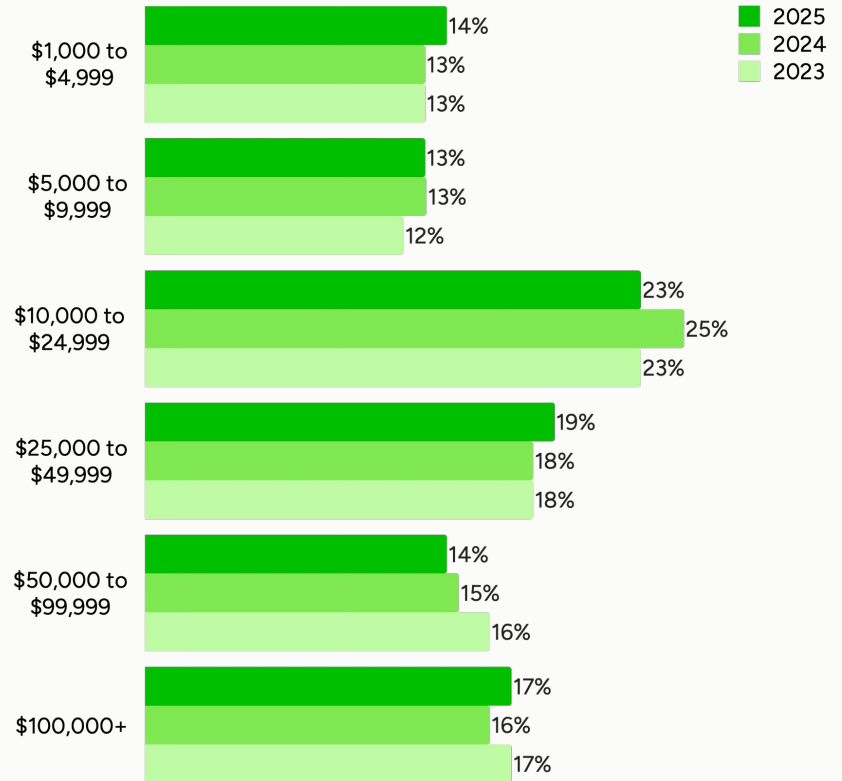
Nearly a third of homeowners (31%) take on renovation projects costing \$50,000 or more. This includes 14% taking on projects in the \$50,000-to-\$99,999 range and 17% with projects exceeding \$100,000.

Lower-budget projects remain common, with 14% of homeowners spending between \$1,000 and \$4,999, up slightly from 13% in the previous two years. Meanwhile, midrange projects shifted slightly, particularly in the \$10,000-to-\$24,999 range, which accounts for 23% of renovations, down from 25% in 2024 and in line with the 2023 level.

Spending in the \$5,000-to-\$9,999 range remains relatively stable year over year at 13%. Projects in the \$25,000-to-\$49,999 range have inched up to 19%, compared with 18% in the previous two years. And the share of projects in the \$50,000-to-\$99,999 range continues to decline (14% in 2025, down from 15% in 2024 and 16% in 2023).

*Spend has not been adjusted for inflation.

Frequency of Spend Ranges Among Homeowners Who Renovated in 2023, 2024 and 2025*



Use of Savings Stays Stable, but Credit Use Grows

The majority of homeowners (84%) report using savings to fund their renovation projects. At the same time, more than a third (34%) use credit cards, and that share increased by 5 percentage points between 2024 and 2025. Use of other funding options remains relatively consistent.

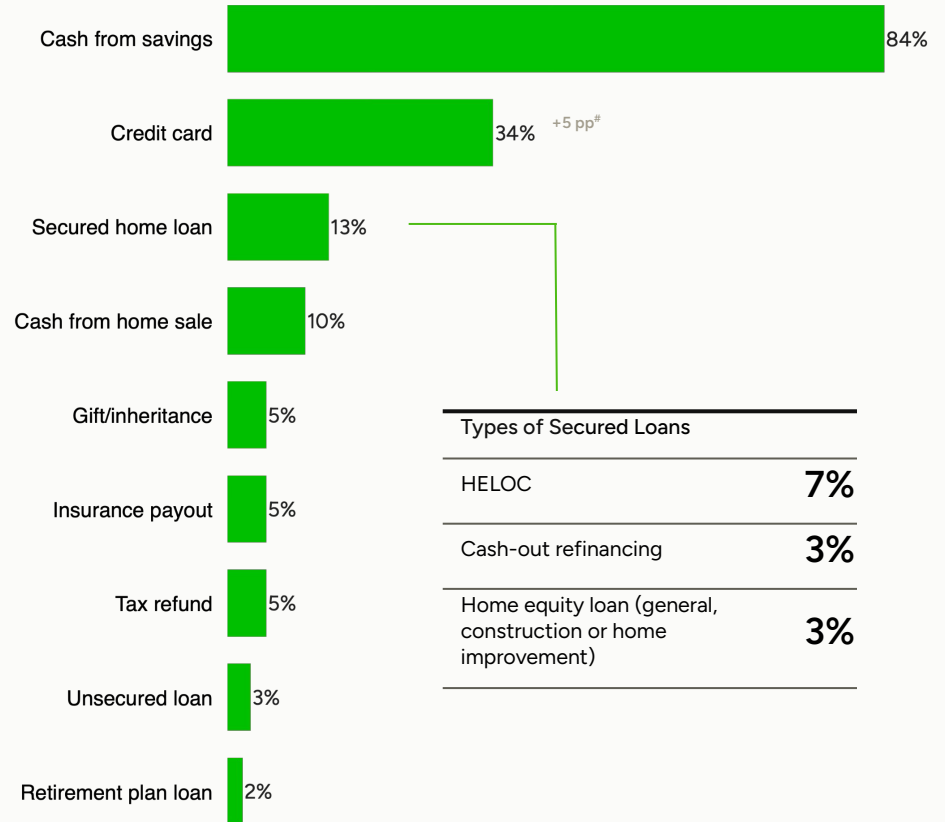
Thirteen percent of homeowners report using a secured home loan, making these loans the third-most-common financing source. Among them, home equity lines of credit are the most frequently cited (7%), followed by cash-out refinancing and home equity loans (3% each).

Other sources are used less frequently: 10% of homeowners report using proceeds from a home sale, while gifts or inheritances, insurance payouts and tax refunds are each cited by 5%. Even smaller shares of homeowners turn to unsecured loans (3%) and retirement plan loans (2%).

*Multiple responses were allowed.

#Indicates a year-over-year change of 3 or more percentage points.

Frequency of Funding Sources Among Homeowners Who Renovated in 2025*



Home Equity and Sale Proceeds Drive Funding for Larger Projects

Most homeowners draw on savings to fund their renovation projects, regardless of budget — specifically, 85% of those spending \$1,000 to \$5,000, and 81% of those spending \$50,000 to \$200,000. However, funding strategies shift as project costs increase.

Homeowners undertaking higher-budget renovations are more likely to tap into secured home loans and proceeds from a home sale. Nearly a quarter of high-spend homeowners (23%, up by 5 percentage points) use secured loans, compared with just 6% of those with smaller projects. Similarly, reliance on proceeds from home sales rose to 20% for higher-budget homeowners year over year, compared with 3% for those with lower spend.

In contrast, lower-budget homeowners are more likely to rely on credit cards than higher-budget ones (37% versus 29%, respectively). Overall, the mix of funding sources is more diversified at higher spend levels, with more homeowners at those levels borrowing against home equity and leveraging home sale proceeds.

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

#Indicates a year-over-year change of 3 or more percentage points.

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

	With Spend of \$1,000 to \$5,000	With Spend of \$50,000 to \$200,000
Cash from savings	85%	81%
Credit card	^{+6 pp#} 37%	^{+3 pp#} 29%
Secured home loan	6%	^{+5 pp#} 23%
Tax refund	5%	5%
Gift/inheritance	4%	7%
Cash from home sale	3%	20%
Insurance payout	3%	5%
Unsecured loan	2%	4%
Retirement plan loan	1%	3%

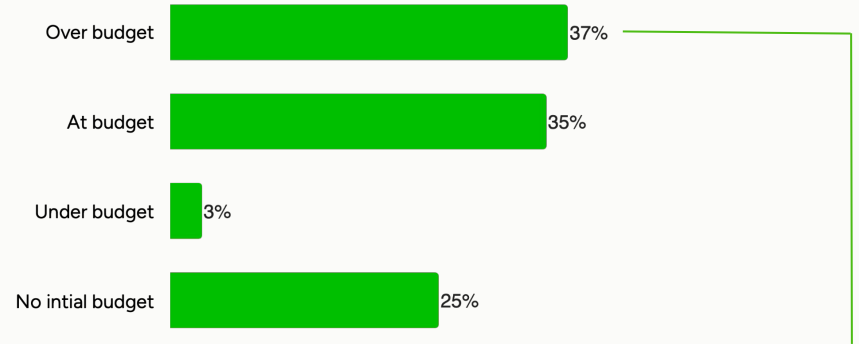
Many Homeowners Exceed Renovation Budgets

More than a third of renovating homeowners (37%) exceeded their planned project spend in 2025, compared with 35% who came in at budget and just 3% who completed projects under budget.

At the same time, a quarter of homeowners (25%) report starting without a budget. However, setting a budget remains more common, and the share of homeowners doing so has been relatively stable over time: 75% in 2025, compared with 76% in 2023 and 73% in 2021.

Among those who exceeded their budget in 2025, the most commonly cited factor is higher-than-expected costs for products or services (52%), followed by choosing more expensive materials than initially planned (35%). Unanticipated project complexity (32%), changes to the project scope or design (31%), and unexpected construction-related issues (22%) also contribute to budget overruns.

Frequency of Budgeting Outcomes Among Homeowners Who Renovated in 2025*



Had an Initial Budget	
2025	75%
2023	76%
2021	73%

Top 5 Reasons for Going Over Budget*

Products or services were costlier than expected	52%
Chose more expensive products or materials than planned	35%
Project was more complex than expected	32%
Changed project scope or design	31%
Discovered unexpected construction-related issues	22%

*Multiple responses were allowed.

2025 Projects & Spend



Renovation Planning Spans Several Months Across Project Types

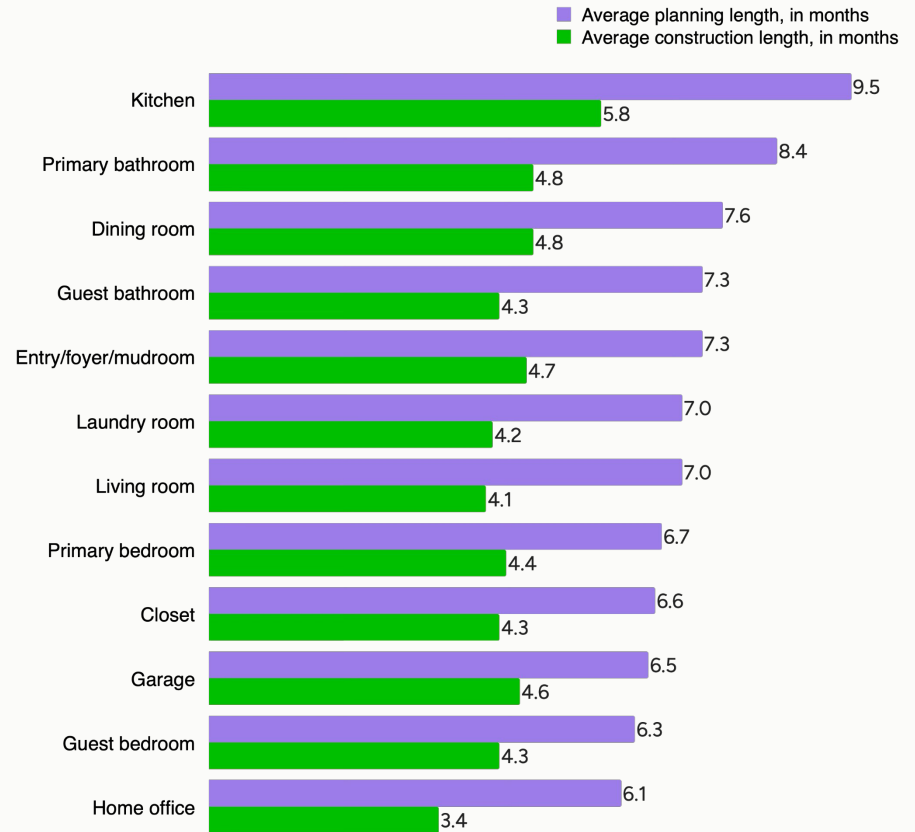
Renovation projects take several months from idea to completion, with planning accounting for a substantial share of overall timelines and often exceeding the time spent on construction. Across project types, homeowners consistently devote more time to preparing and organizing projects than to the building phase.

Kitchen projects have the longest timeline overall, with an average of 9.5 months spent on planning and 5.8 months spent on construction. Primary bathroom projects have 8.4 months of planning and 4.8 months of work on average, while dining room projects have 7.6 months of planning and 4.8 months of work.

Even smaller-scale projects follow a similar pattern of more than a month for planning. Closets and home offices, for example, take 6.6 and 6.1 months on average to plan, respectively, and have construction phases that last 4.3 and 3.4 months on average, respectively.

*Does not include additions.

Average Length of Projects, in Months, Among Renovating Homeowners in 2025*



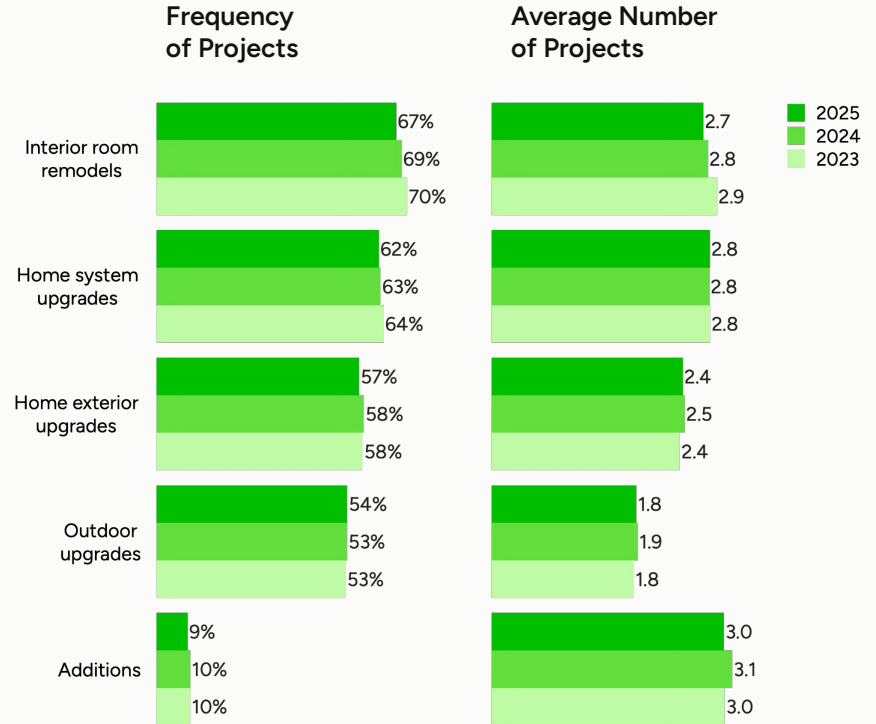
Interior Rooms Most Commonly Targeted

Homeowners continue to take on a mix of project types, often combining interior renovations with home exterior and outdoor improvements. Interior rooms remain the most common focus, renovated by 67% of respondents in 2025, followed by home system upgrades (62%). At the same time, the majority also engage in home exterior (57%) and outdoor (54%) projects, underscoring the breadth of renovation activity.

While the frequency of renovations across project types remained relatively stable in 2025, the average number of projects undertaken varied by category. On average, homeowners completed 2.7 interior room remodels and 2.8 system upgrades, compared with 2.4 exterior and 1.8 outdoor projects. Additions remained less common, undertaken by 9% of homeowners, though those who did pursue them tended to take on multiple projects (3.0 on average).

*Multiple responses were allowed. *Interior room remodels* refers to remodels 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 (decks, 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. *Additions* refers to expansions of the home's footprint by increasing the square footage of kitchens, dining rooms and the like.

Frequency of Project Types and Average Number of Projects Among Homeowners Who Renovated in 2023, 2024 and 2025*



Kitchens and Bathrooms Are Most Popular, With Highest Budgets

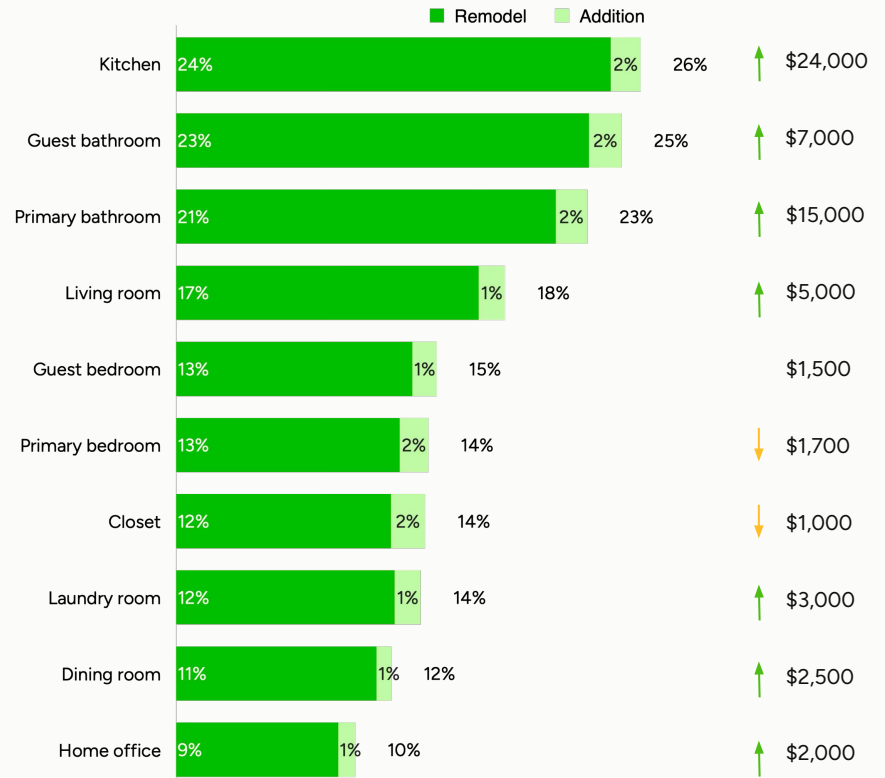
Interior renovation activity in 2025 was concentrated in a small set of core spaces, led by kitchens and bathrooms. Kitchens remained the most common spaces to renovate (26%), followed closely by guest bathrooms (25%) and primary bathrooms (23%).

Spending levels varied significantly across these projects, with kitchens and primary bathrooms garnering the highest investments. Kitchens commanded the highest median spend (\$24,000, up from \$22,000 in 2024), while the median spend on primary bathroom increased to \$15,000 from \$13,000 year over year. Guest bathrooms also commanded a higher median spend in 2025 (\$7,000, compared with \$6,000 in 2024).

Across other interior spaces, trends are mixed. The median spend rose for living rooms (\$5,000, up from \$4,000), laundry rooms (\$3,000, up from \$2,500), dining rooms (\$2,500, up from \$2,100) and home offices (\$2,000, up from \$1,300). In contrast, spending declined for primary bedrooms (\$1,700, down from \$2,100) and closets (\$1,000, down from \$1,250).

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

Frequency of and Median Spend on Interior Room Renovations Among Renovating Homeowners in 2025*



Top-End Spend Rises for Major Upgrades of Smaller Kitchens

For all kitchen renovations, the median spend rose modestly, to \$24,000 in 2025 from \$22,000 in 2024, while high-end spending remained the same, at \$100,000, and spend on some kitchen remodels extended to \$400,000 or more.

The median spend for major remodels, defined as projects in which at least all the cabinets and appliances are replaced, was unchanged for both project sizes in 2025, at \$55,000 for large kitchens and \$35,000 for smaller kitchens.

Top-end spending in 2025 for major remodels edged up for smaller kitchens (less than 200 square feet) while remaining the same for larger projects. For smaller kitchens, the 90th percentile spend increased to \$93,000 in 2025 from \$90,000 in 2024. In contrast, high-end spending for major remodels of large kitchens (200 square feet or more) held steady at \$150,000.

Overall, the data point to stable investment levels in major kitchen remodels, with an increase concentrated at the higher end of spend for smaller kitchens.

*Projects done as DIY and with professional help. Spend has not been adjusted for inflation.

**Major remodels refers to kitchen remodels in which at least all the cabinets and appliances are replaced.

Spend on Kitchen Remodels in 2024 and 2025*

All Remodels	Median Spend	90th Percentile
2025	\$24,000	\$100,000
2024	\$22,000	\$100,000

Spend on Large Kitchens (200+ Square Feet)

Major Remodels**	Median Spend	90th Percentile
2025	\$55,000	\$150,000
2024	\$55,000	\$150,000

Spend on Small Kitchens (< 200 Square Feet)

Major Remodels**	Median Spend	90th Percentile
2025	\$35,000	\$93,000
2024	\$35,000	\$90,000

Renovation Spend Climbs for Primary Baths

Spending on bathroom renovations increased across both typical and higher-end projects in 2025. The median spend on primary bathroom remodels rose to \$15,000 from \$13,000 in 2024, while the 90th percentile of spend increased to \$50,000 from \$47,000.

The spend increased for major remodels — defined as projects in which at least the cabinetry or vanity, countertops and toilet are replaced — though the amount varies by bathroom size. For large primary bathrooms (100 square feet or more), the median spend increased to \$30,000 from \$25,000, while high-end spending climbed to \$75,000 from \$70,000.

Spend on smaller bathrooms (less than 100 square feet) inched up to \$18,000 from \$17,000, while the 90th percentile of spend dipped to \$44,000 in 2025, compared with \$45,000 in 2024.

*Projects done as DIY and with professional help. Spend has not been adjusted for inflation.

**Major remodels refers to primary bathroom remodels in which at least the cabinetry or vanity, countertops and toilet are replaced.

Spend on Primary Bathroom Remodels in 2024 and 2025*

All Remodels	Median Spend	90th Percentile
2025	\$15,000	\$50,000
2024	\$13,000	\$47,000

Spend on Large Primary Bathrooms (100+ Square Feet)

Major Remodels**	Median Spend	90th Percentile
2025	\$30,000	\$75,000
2024	\$25,000	\$70,000

Spend on Small Primary Bathrooms (< 100 Square Feet)

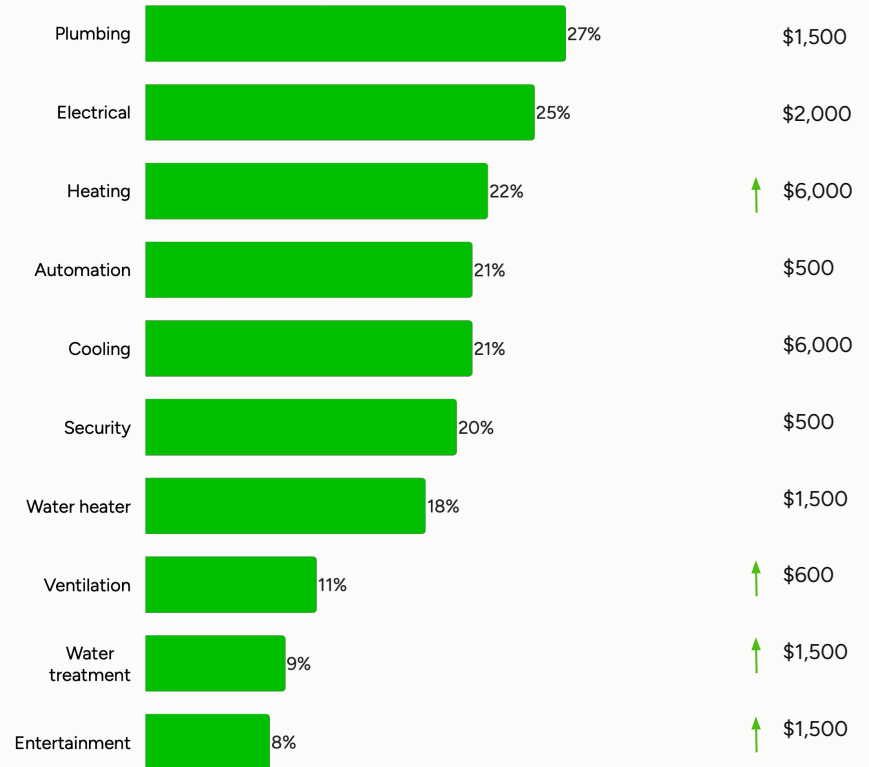
Major Remodels**	Median Spend	90th Percentile
2025	\$18,000	\$44,000
2024	\$17,000	\$45,000

System Upgrade Activity Remains Stable

Home system upgrade activity remained largely unchanged in 2025, with plumbing (27%) and electrical (25%) upgrades continuing to lead as the most common projects, followed by heating (22%) and automation and cooling systems (21% each). Other categories, including security systems (20%), water heaters (18%) and ventilation systems (11%), saw similar upgrade levels year over year.

Spending patterns changed in some areas, however. The median spend for core systems such as plumbing and electrical remained unchanged in 2025, but the spend on heating system upgrades increased. Heating and cooling system upgrades continue to rank among the highest-cost projects, with a median spend of \$6,000 each. Spend increases also occurred on ventilation (\$600), water treatment (\$1,500) and entertainment systems (\$1,500), while spending on automation and security systems was unchanged in 2025 and again the lowest among all system upgrades, at \$500 each.

Frequency of and Median Spend on Home System Upgrades Among Renovating Homeowners in 2025*



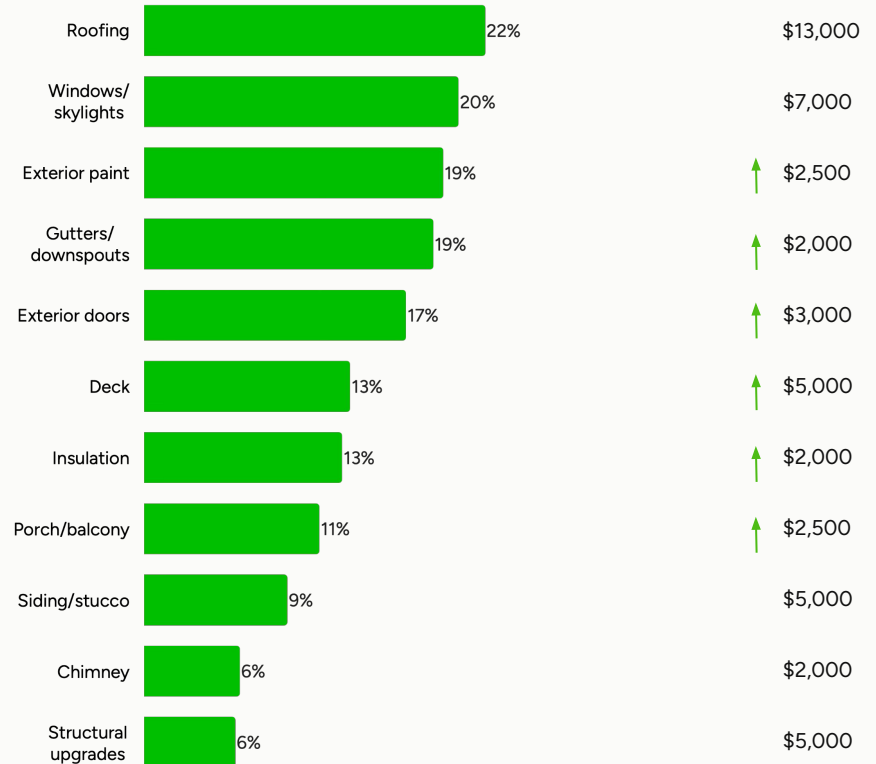
*Multiple responses were allowed. Spend has not been adjusted for inflation.

Roofing Leads in Exterior Projects and Spend

Levels of exterior renovation activity remain unchanged year over year, with similar shares of homeowners undertaking projects across categories. Roofing continues to be the most common project (22%), followed by windows and skylights (20%) and exterior painting and gutter upgrades (19% each). Other projects, including exterior doors (17%), decks and insulation (13% each), and porch or balcony upgrades (11%), also have maintained consistent participation levels.

Spending, however, increased across a broad range of exterior projects in 2025. While the median spend for core categories such as roofing (\$13,000) and windows (\$7,000) remained unchanged, spend rose across several other project types, including exterior painting (\$2,500, up by 25% from 2024), gutters and downspouts (\$2,000, up by 18%), exterior doors (\$3,000, up by 50%), decks (\$5,000, up by 25%), insulation (\$2,000, up by 51%) and porch or balcony upgrades (\$2,500, up by 9%), while the amounts spent on chimney, siding and structural upgrades were consistent with 2024 levels.

Frequency of and Median Spend on Home Exterior Upgrades Among Renovating Homeowners in 2025*



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

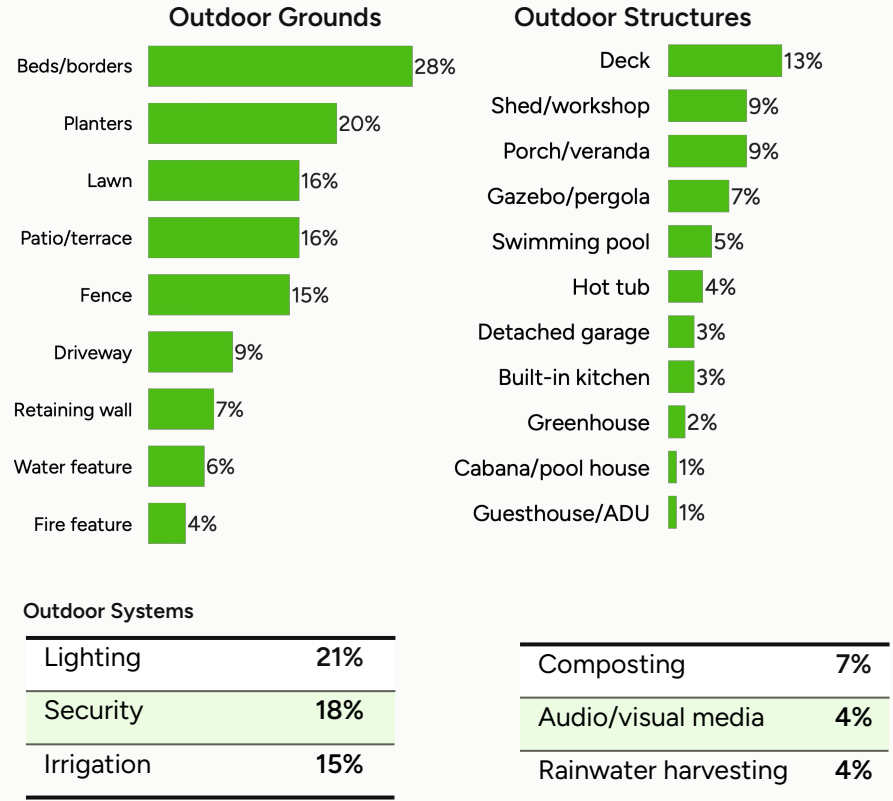
Living Spaces Take Shape Outdoors

Overall, outdoor upgrade activity has remained largely stable year over year, with interest in a mix of structures and systems that make outdoor spaces more functional and comfortable.

Among outdoor projects, some renovating homeowners look to structures to extend indoor living spaces. Decks remain the most commonly upgraded outdoor structure (13%), followed by sheds or workshops and porches or verandas (9% each). Fewer renovating homeowners upgraded other features, such as guesthouses (3%), gazebos (3%), hot tubs (2%) and built-in kitchens (1%).

Among outdoor systems, lighting leads (21%), followed by security systems (18%) and irrigation systems (15%). Homeowners also upgrade other features, such as audio or visual media systems (4%) and rainwater harvesting systems (2%).

Frequency of Outdoor Upgrades Among Renovating Homeowners in 2025*



*Multiple responses were allowed.

2025 Professional Involvement



Almost Half Hire Specialty Service Providers

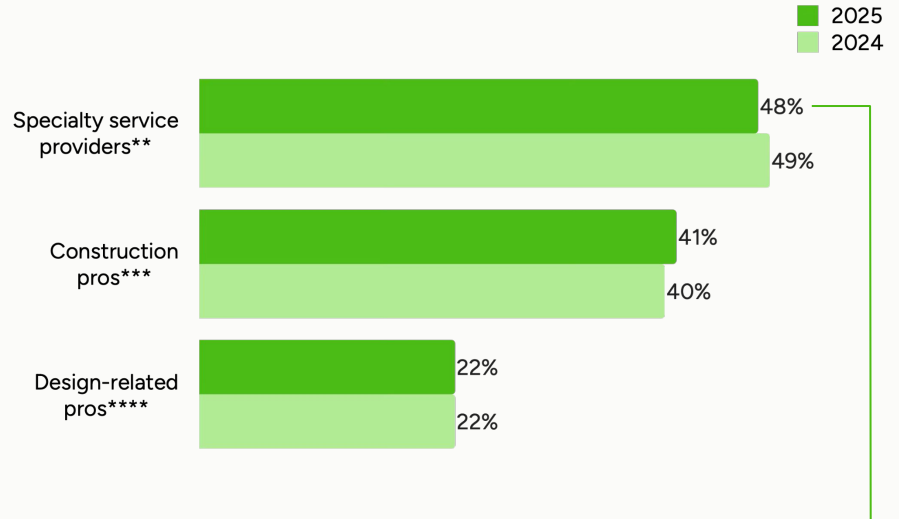
Among renovating homeowners, 48% hire specialty service providers for their projects, with an average of 1.6 professionals hired per project in 2025. These providers include a range of trade professionals hired directly by homeowners, not through a construction manager.

Overall hiring across professional categories remained steady year over year, with 91% of renovating homeowners engaging at least one professional. That percentage is consistent with the 2023 level and slightly above the 2024 level (90%). Specialty service providers continue to be the most commonly hired, although the share of renovating homeowners doing so declined slightly, from 49% in 2024.

At the same time, the share hiring construction professionals (general contractors, builders, design-build firms and kitchen or bath remodelers) edged up to 41% from 40%. The share hiring design-related professionals (architects, interior designers or decorators, kitchen or bath designers, landscape professionals and lighting designers) was unchanged in 2025, at 22%.

*Multiple responses were allowed.
 **Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).
 ***Construction pros are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.
 ****Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Frequency of Professional Hiring by Renovating Homeowners in 2024 and 2025*



Overall Hiring	
2025	91%
2024	90%
2023	91%

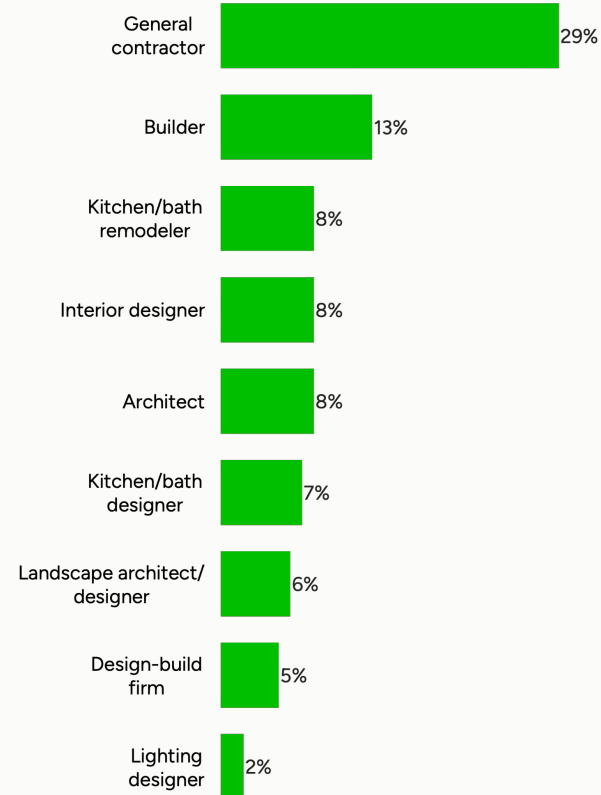
Average Number of Specialty Service Providers** Hired	
2025	1.6
2024	1.7
2023	1.7

Design-Build Firms Gain Share, but General Contractors Still Lead

General contractors continued to be the most commonly hired construction professionals in 2025, engaged by 29% of renovating homeowners — more than double the share hiring builders (13%) and significantly higher than the share hiring kitchen and bath remodelers (8%). Design-build firms account for a smaller share of hiring, at 5%, but inched up by 2 percentage points year over year.

The hiring of design-related professionals generally was more evenly distributed in 2025. Interior designers and architects were hired by 8% of homeowners each, followed by kitchen and bath designers (7%) and landscape architects or designers (6%). A smaller share, however, hired lighting designers (2%).

Frequency of Professional Hiring by Renovating Homeowners in 2025*



*Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.

**Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Core-System Tradespersons Lead Specialty Service Provider Hires

Among specialty service providers, renovating homeowners hire core-system tradespersons most often. Electricians (41%), air conditioning and heating specialists (40%) and plumbers (36%) are the top three.

Homeowners also rely on a range of service providers to support interior project work, including painters (28%), carpenters (25%) and flooring specialists (20%), followed by roofing and tile or stone specialists (17% each). Most of these category hiring levels remained relatively stable between 2024 and 2025.

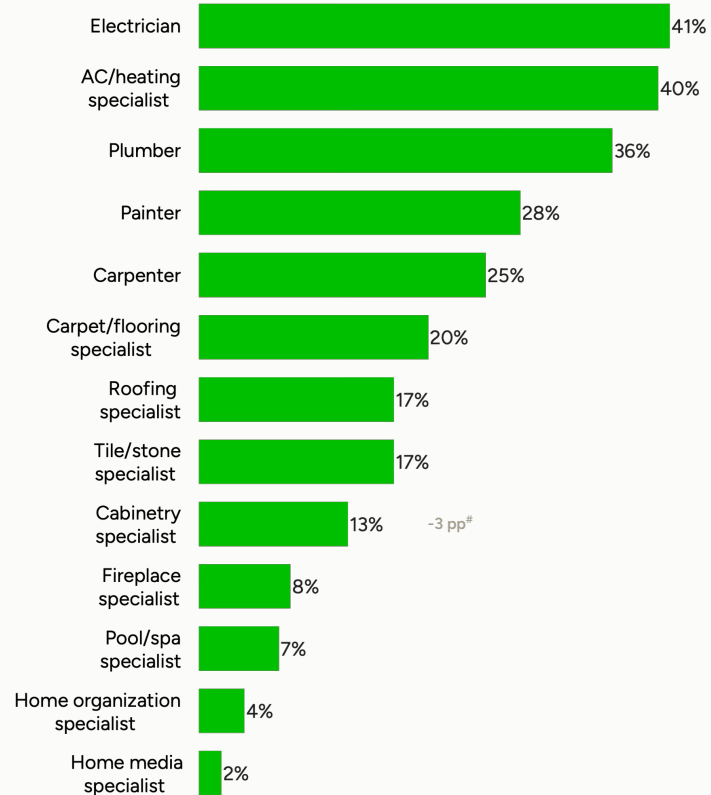
Some homeowners also engage cabinetry specialists (13%), a category that remains a notable area of hiring despite a decline in share of 3 percentage points year over year, as well as fireplace specialists (8%) and pool or spa professionals (7%).

Home organization services (4%) and home media services (2%) are more niche hiring areas.

*Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).

#Indicates a year-over-year change of 3 or more percentage points.

Frequency of Specialty Service Provider Hiring by Renovating Homeowners in 2025*



2025 Product Purchases



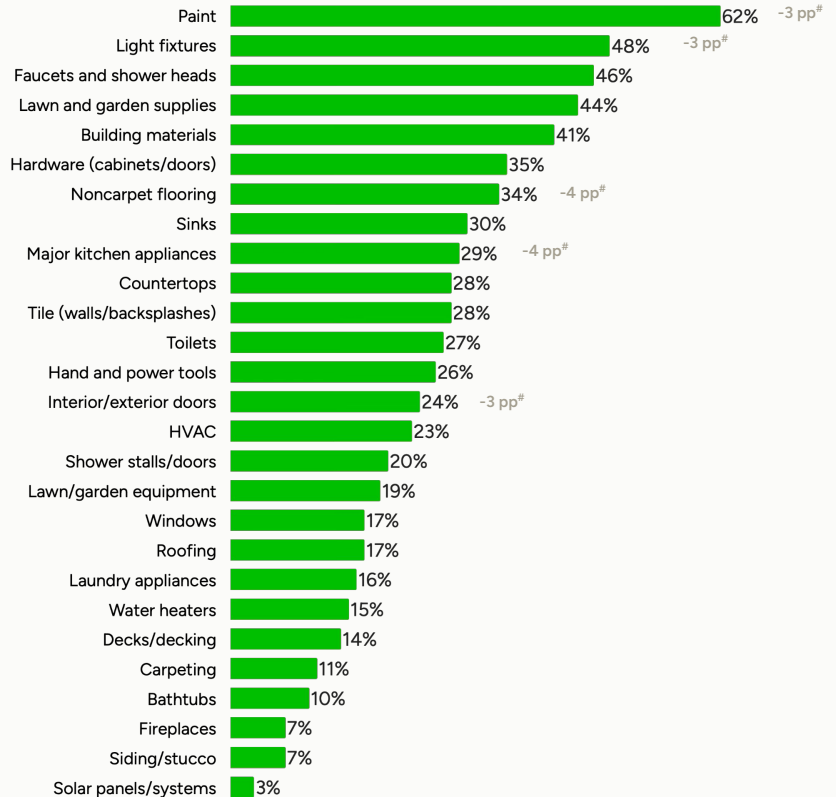
Most Product Categories Hold Steady, but Some Decline

Paint (62%) is the most commonly purchased home improvement product, despite a decline of 3 percentage points year over year. Light fixtures (48%) and faucets and shower heads (46%) follow, with lighting seeing a decline of 3 percentage points, while lawn and garden supplies (44%) and building materials (41%) also rank among the most common purchases.

A range of other renovation-related items follows, including hardware (35%), noncarpet flooring (34%, down by 4 percentage points), sinks (30%), major kitchen appliances (29%, down by 4 percentage points), countertops and wall tile (28% each), and toilets (27%). Interior and exterior doors declined to 24% (down by 3 percentage points), while HVAC systems again account for 23% of purchases.

Carpeting (11%), bathtubs (10%) and fireplaces and siding (7% each) garnered smaller shares, while solar panels or systems round out the list at 3%.

Frequency of Home Improvement Purchases Among Homeowners Who Renovated in 2025*



*Multiple responses were allowed.

[#]Indicates a year-over-year change of 3 or more percentage points.

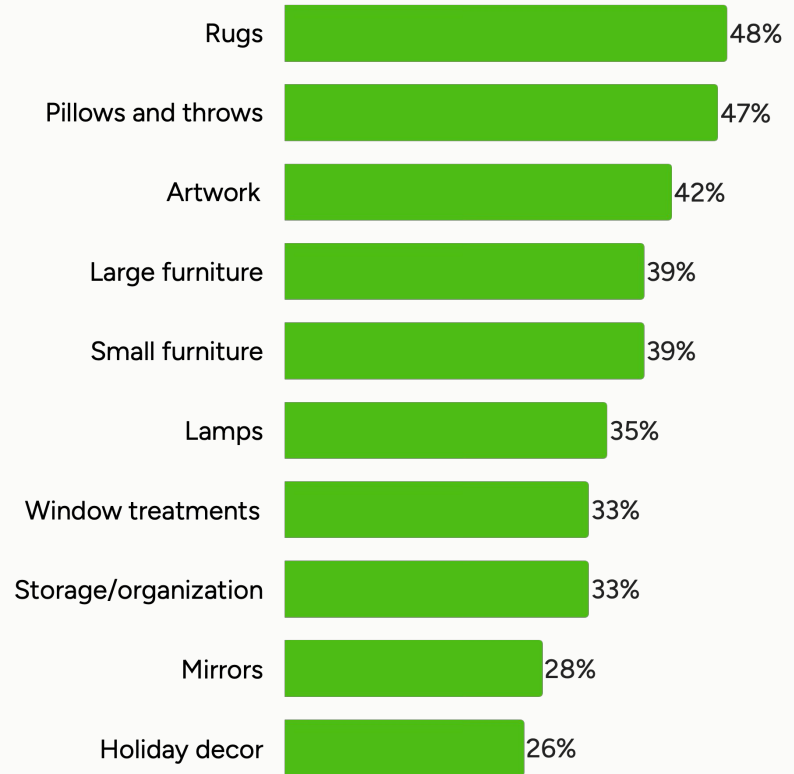
Artwork Moves Up, but Rugs and Pillows Are Still Tops

The popularity of interior decor purchases remained consistent overall in 2025, with rugs (48%) and pillows and throws (47%) continuing to be the most commonly purchased products.

Artwork, however, rose by 1 percentage point to reach 42%, breaking its 2024 third-position tie with large furniture. Large and small furniture items now stand at 39% each, notably below their 2022 peak levels of 50% and 53%, respectively.

Lamps (35%), window treatments (33%) and storage or organizational products (33%) are popular as well, while mirrors (28%, up by 1 percentage point year over year) edged ahead of holiday decor (26%, down by 1 percentage point).

Frequency of Interior Decor Purchases Among Homeowners Who Renovated in 2025*



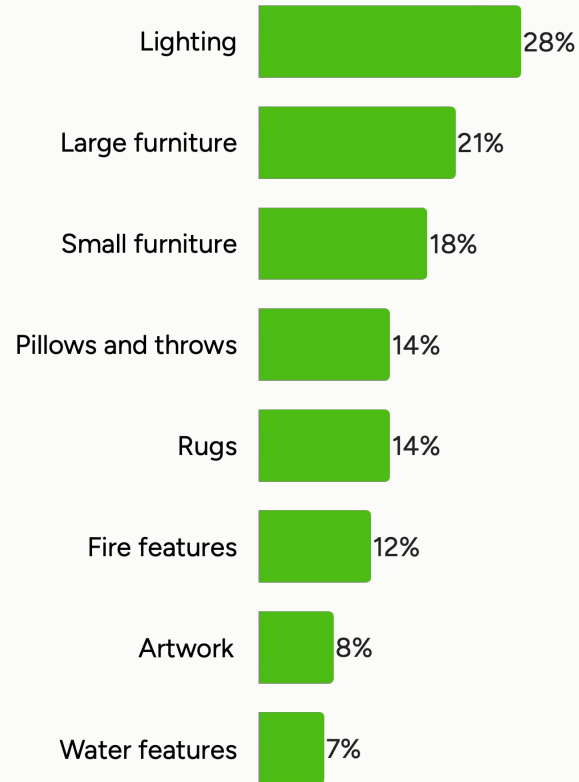
*Multiple responses were allowed.

Homeowners Prioritize Lighting and Furniture in Outdoor Decor

Lighting was the most common outdoor decor purchase (28%) among renovating homeowners in 2025, with large furniture (21%) and small furniture (18%) following in popularity.

Some renovating homeowners also purchased pillows and throws (14%), rugs (14%) and fire features (12%), while fewer brought in artwork (8%) and water features (7%) for their outdoor spaces.

Frequency of Outdoor Decor Purchases Among Homeowners Who Renovated in 2025*



*Multiple responses were allowed.

Several Smart Security Features Preferred Over Standard

While standard alarms are still more popular than smart ones, smart technology is popular in other indoor security- and access-related areas. More homeowners choose smart wireless doorbell cameras and indoor security cameras (14% and 9%, respectively) than standard models (1% each), for instance. And smart garage door openers (8%) and wireless door locks (7%) also are more popular than their standard counterparts (6% and 4%, respectively).

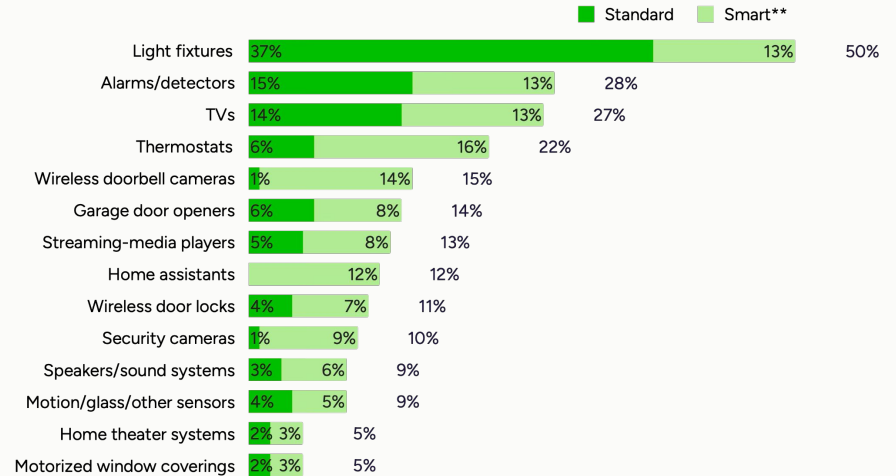
Light fixtures led indoor technology purchases in 2025, selected by half of renovating homeowners (50%). While these fixtures are primarily standard (37%), a few (13%) have smart features. Many homeowners also purchased alarms and detectors (28%) and TVs (27%), with a more even mix of standard and smart options.

Among outdoor technology items purchased in 2025, homeowners preferred smart security cameras over standard (25% versus 3%, respectively) but favored standard lighting fixtures over smart ones (21% versus 8%, respectively). Outdoor speakers and TVs garnered smaller shares overall, with smart speakers favored slightly but standard TVs preferred.

*Multiple responses were allowed.

**Smart refers to technology that can be monitored or controlled from a mobile device (smartphone or tablet) and/or a computer.

Frequency of Indoor Technology Purchases Among Homeowners Who Renovated in 2025*



Technology Purchases for the Outdoors	Standard	Smart**
Security cameras	3%	25%
Lighting fixtures	21%	8%
Speakers/sound systems	1%	3%
TVs	3%	1%

Generational Trends



GENERATIONAL TRENDS

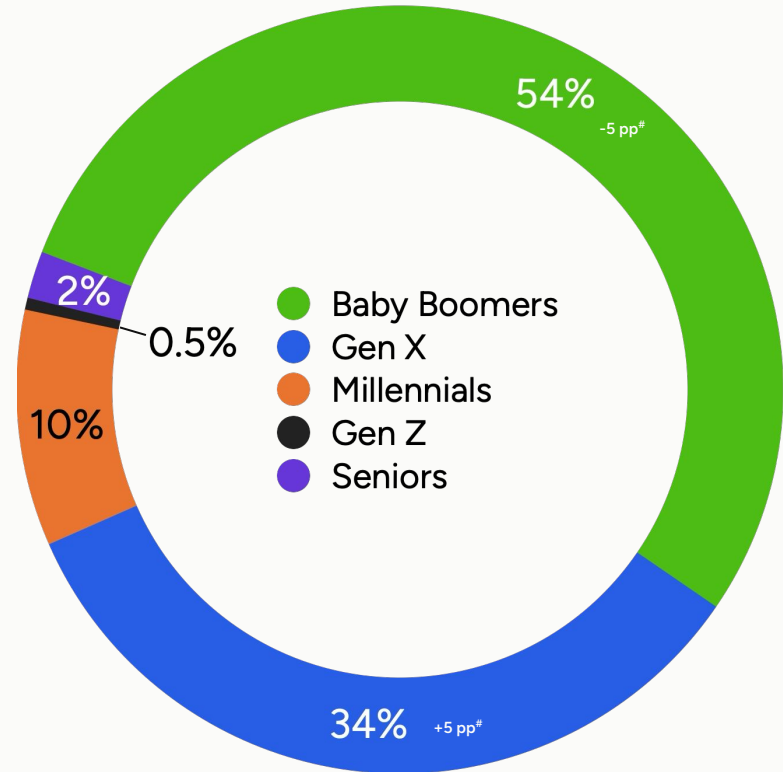
Gen Z Gains Ground in Renovation Activity

Baby Boomers again accounted for the largest share of homeowners undertaking renovation projects in 2025 (54%), although the percentage declined by 5 points from the previous year. In contrast, Gen X gained significant ground, with their share increasing by 5 percentage points to reach 34%.

The share of Millennials undertaking renovation projects in 2025 also rose modestly, from 8% to 10% year over year. Meanwhile, Gen Z now accounts for 0.5% of renovating homeowners, up from 0.2% in 2024, while Seniors account for 2%.

Overall, while Baby Boomers and Gen X continue to undertake renovation activity the most, the growing shares of Millennials and Gen Z point to generational shifts.

Generational Breakdown of Homeowners Who Renovated in 2025*



*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+).

#Indicates a year-over-year change of 3 or more percentage points.

Life Stage Determines Renovation Motivation Across Generations

Renovation triggers in 2025 vary notably by generation. Among younger homeowners, having recently purchased a home plays a central role. Nearly two-thirds of Gen Z homeowners (63%) cite customizing a recently purchased home as their top motivation, far exceeding other triggers, and Millennials also ranked it among their top three drivers.

In contrast, financial readiness and timing are stronger motivators for homeowners in the middle age ranges. For both Millennials and Gen Xers, having the financial means is the leading trigger (40% each), closely followed by or equal to having the time to take on projects (39% and 40%, respectively).

Among older homeowners, timing is the primary driver. Baby Boomers most frequently cite finally having the time (40%) as the top reason for renovating, followed by financial readiness (34%). Seniors show a similar pattern, with time again leading (35%), though practical needs also are a strong factor. Three in 10 Senior homeowners (30%) report addressing home damage as a key trigger, distinguishing them from younger groups.

*Up to three responses were allowed.

**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+).

Frequency of Top 3 Renovation Triggers* by Generation Among Homeowners Who Renovated in 2025**

	No. 1	No. 2	No. 3
Gen Z	Customizing a recently purchased home (63%)	Finally have the time (44%)	Adapting to recent changes in lifestyle (33%)
Millennials	Finally have the financial means (40%)	Finally have the time (39%)	Customizing a recently purchased home (31%)
Gen X	Finally have the financial means (40%)	Finally have the time (40%)	Customizing a recently purchased home (19%)
Baby Boomers	Finally have the time (40%)	Finally have the financial means (34%)	Customizing a recently purchased home (18%)
Seniors	Finally have the time (35%)	Addressing damage due to home age, insects, etc. (30%)	Finally have the financial means (27%)

Older Generations More Likely to Stay Put

Homeownership tenure increases significantly with age, with older generations being far more likely to remain in their homes long term.

Among Baby Boomers and Seniors, more than 7 in 10 have lived in their homes for six or more years (72% and 77%, respectively), while 67% of Gen Xers have done the same. In contrast, younger generations are more likely to be recent movers, with 22% of Gen Zers and 12% of Millennials having moved into their homes within the past year.

Moreover, the majority of the two oldest generations (51% of Baby Boomers and 61% of Seniors) report having no plans to move out of their current residence. Among Gen Xers, 37% do not plan to move. Younger generations, however, are more likely to anticipate moving in the coming years, particularly Gen Zers, 39% of whom plan to move within one to five years.

Overall, 61% of renovating homeowners plan to stay put for 11 years or more, and 44% 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+).

#Indicates a year-over-year change of 3 or more percentage points.

Moved Into the Home*

	Less than 1 year	1-5 years	6+ years
Gen Z	22%	67%	11%
Millennials	12%	-12 pp# 40%	48%
Gen X	7%	-4 pp# 26%	67%
Baby Boomers	7%	-4 pp# 21%	72%
Seniors	-3 pp# 2%	+5 pp# 22%	77%

Plan to Move Out of the Home*

	Less than 1 year	In 1-5 years	Never
Gen Z	5%	39%	21%
Millennials	6%	23%	+4 pp# 34%
Gen X	6%	20%	37%
Baby Boomers	5%	16%	51%
Seniors	6%	16%	+6 pp# 61%

Younger Homeowners Lead Interior Room and System Upgrades

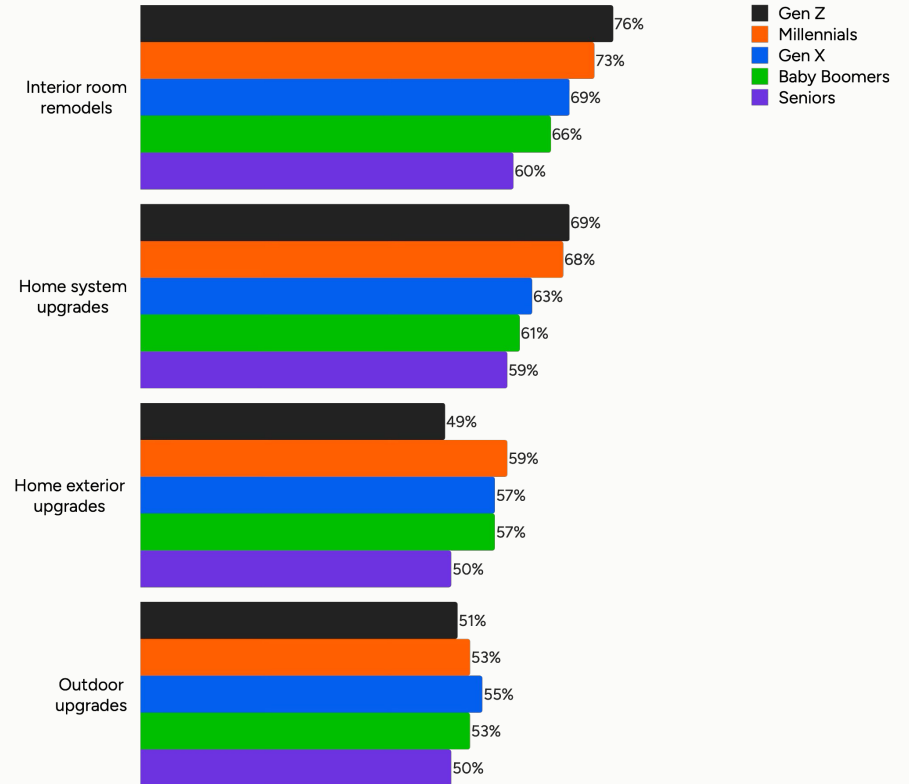
Renovation activity in 2025 highlights clear generational differences in project priorities. Younger homeowners are more focused on interior and systems work, with Gen Zers leading in interior room remodels (76%), followed closely by Millennials (73%), and in home system upgrades (69%), just ahead of Millennials (68%).

Millennials are the most active in exterior upgrades, with 59% completing these projects — outpacing both Gen Xers and Baby Boomers (57% each). Meanwhile, Gen Xers lead in outdoor projects (55%), slightly ahead of Millennials and Baby Boomers (53% each).

Across all generations, however, homeowners tend to take on multiple project types rather than focusing on just one, underscoring the breadth of renovation activity.

*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+).

Frequency of Renovation Activity by Generation Among Homeowners Who Renovated in 2025*



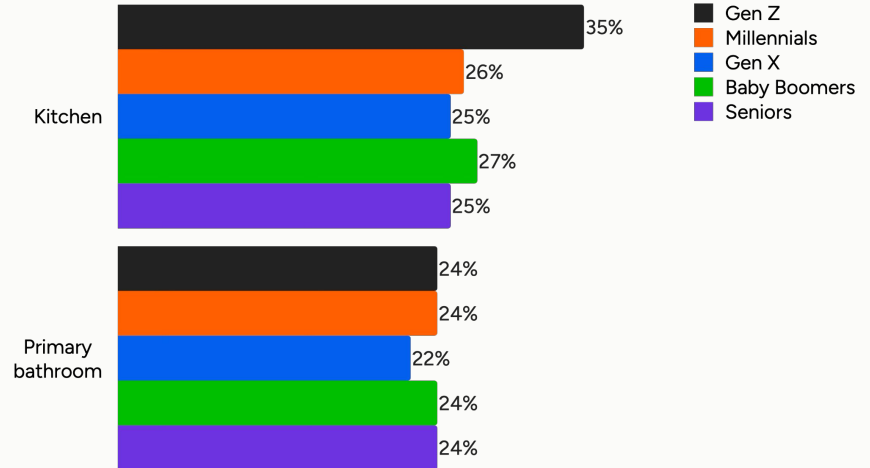
Younger Owners Outpace Older in Secondary Spaces

Kitchen and primary bathroom renovations remained the most common projects across generations in 2025, with Gen Z standing out as the most active in kitchens. Over a third of Gen Z (35%) tackled kitchen projects, a notably higher share than for all other groups. Baby Boomers follow at 27%, while Millennials (26%), Gen Xers (25%) and Seniors (25%) are clustered behind.

Primary bathroom renovations show a more even distribution across generations. Gen Z, Millennials, Baby Boomers and Seniors are all tied at 24%, while Gen X follow closely at 22%.

The generational differences are more pronounced for other spaces. One-third of Gen Z (33%) undertake laundry room projects, more than double the shares of Millennials and Gen X (14% each) and well above the shares of Baby Boomers (13%) and Seniors (11%). Closet renovations show a similar pattern, with Gen Z leading at 24%, compared with 17% of Millennials, 15% of Gen X, 13% of Baby Boomers and 12% of Seniors.

Frequency of Renovation Activity by Generation Among Homeowners Who Renovated in 2025*



	Gen Z	Millennials	Gen X	Baby Boomers	Seniors
Laundry room	33%	14%	14%	13%	11%
Closet	24%	17%	15%	13%	12%
Home office	12%	13%	11%	9%	9%

*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+).

Gen Xers Solidify Lead Over Baby Boomers in Median Spend

Gen X had a median renovation spend of \$24,000 in 2025, solidifying their lead over Baby Boomers (\$22,000). This builds on a shift first observed in 2022, when Gen X first surpassed Baby Boomers in median spend, followed by a continued lead in 2023. While the two groups reported similar spend levels in 2024, Gen X again spent the most in 2025. However, both generations report the same level of spending at the 90th percentile (\$150,000).

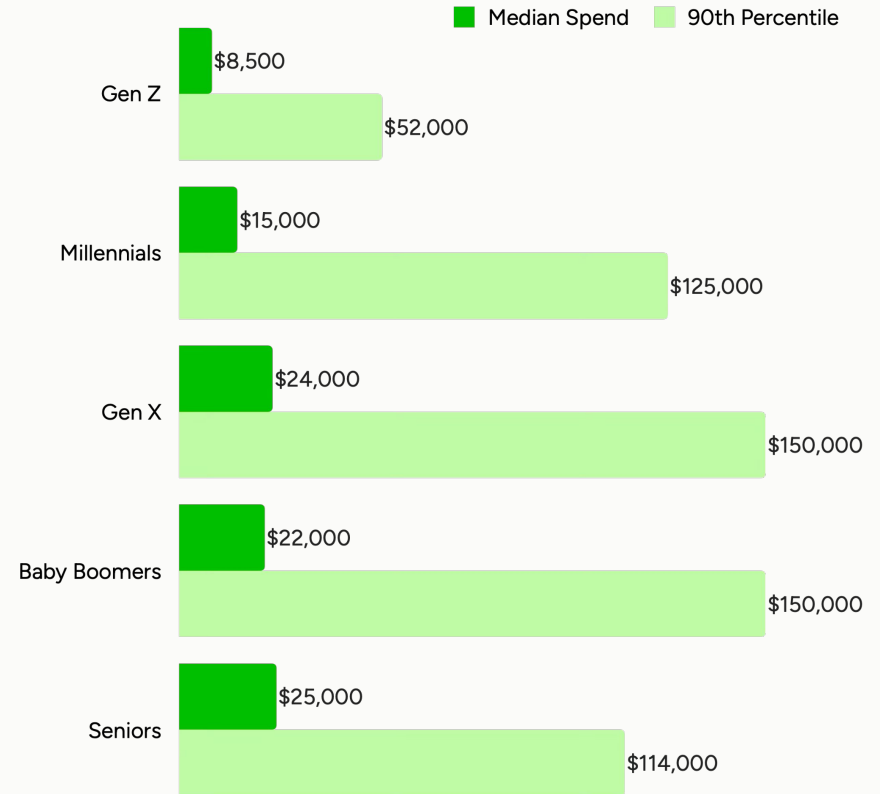
Seniors had a median spend of \$25,000 in 2025, slightly higher than Gen Xers' spend, although Seniors' high-end spending was lower (\$114,000 for Seniors versus \$150,000 for Gen X).

Millennials and Gen Z trailed in median spend (\$15,000 and \$8,500, respectively). At the 90th percentile, Millennials' spend was consistent with the 2024 level (\$125,000).

*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+).

**Spend has not been adjusted for inflation.

National Renovation Spend by Generation* per Renovating Household in 2025**



Kitchen Remodel Spend Rises With Age

The median spend on kitchen remodels increased across most generations in 2025, with older homeowners accounting for the highest spend. Seniors increased their spend the most, nearly doubling it (from \$15,000 in 2024 to \$27,500 in 2025).

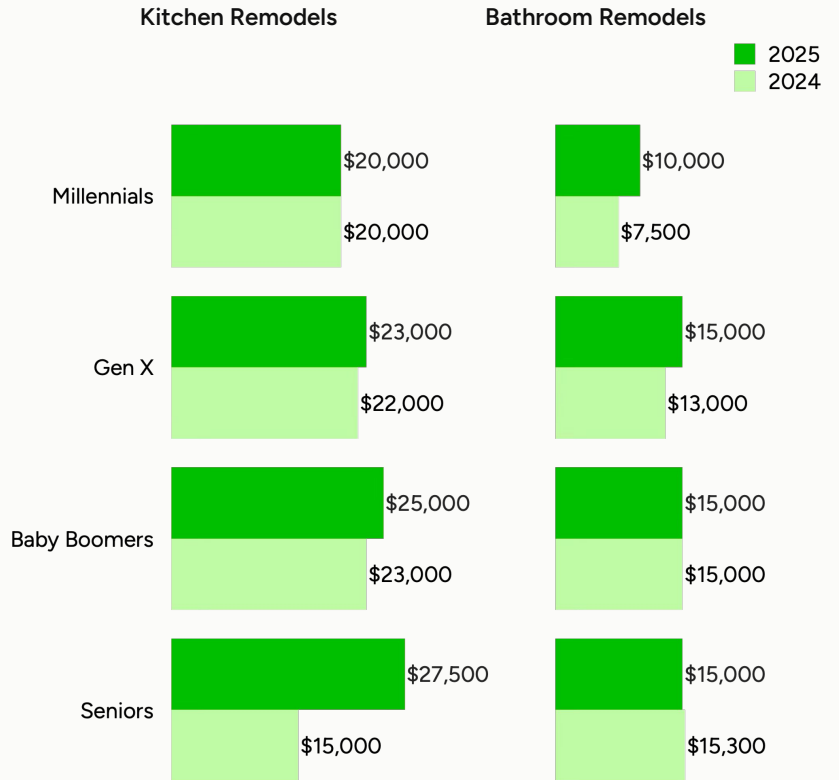
Baby Boomers also increased their kitchen spend, but by a smaller amount (from \$23,000 to \$25,000), while Gen X increased theirs even more modestly (from \$22,000 to \$23,000). In contrast, Millennials held steady at \$20,000 year over year, making them the only generation without an increase in kitchen spending.

The pattern for bathroom remodel spending is more mixed. Gen X increased their median spend from \$13,000 to \$15,000, while Millennials increased it from \$7,500 to \$10,000. Baby Boomers and Seniors, however, maintained nearly consistent spending, at \$15,000 each for 2024 and 2025.

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

**Spend has not been adjusted for inflation.

Median Spend by Generation* on Kitchen and Bathroom Remodels in 2024 and 2025**



Cash Remains Primary Source, While Secured Loan Use Varies

Cash from savings remained the dominant funding source for renovations in 2025, used by 8 or more in 10 homeowners across all surveyed generations, including 85% of Millennials, 84% of Baby Boomers and 83% of Gen X.

Credit cards are the second-most-popular funding source, with Millennials reporting the highest use (38%). However, the shares of Gen X (35%) and Baby Boomers (32%) tapping credit cards increased notably, by 4 and 5 percentage points, respectively.

Gen X (16%) and Millennials (14%) top the list of those using secured home loans, and Baby Boomers follow (12%). Gen Z and Seniors are the least likely to use this funding source (7% each), and the share of Seniors doing so declined by 4 percentage points from 2024.

Those turning to tax refunds skew younger (14% of Gen Z and 10% of Millennials), while the use of home sale proceeds increases with age, reaching 13% among Seniors. The use of gifts is most common among Millennials (8%), and tapping insurance payouts is at 4% or 5% across generations.

*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+).

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

	Gen Z	Millennials	Gen X	Baby Boomers	Seniors
Cash from savings	82%	85%	83%	84%	80%
Credit card	34%	38%	35%	32%	32%
Secured home loan	7%	14%	16%	12%	7%
Gift/inheritance	2%	8%	5%	4%	3%
Tax refund	14%	10%	5%	4%	1%
Insurance payout	5%	5%	5%	5%	4%
Cash from home sale	0%	9%	10%	11%	13%
Unsecured loan	2%	5%	3%	2%	3%
Retirement plan loan	0%	2%	2%	2%	1%

Vast Majority Across Generations Hire Pros

Professional hiring remains widespread across generations. Seniors, Baby Boomers and Gen X report the highest levels of engagement (99%, 92% and 90%, respectively), while Millennials follow closely (86%). And three-quarters (75%) of Gen Z hire pros for their renovation projects.

Specialty service providers, excluding those hired through a general contractor or design-build firm, are most frequently engaged by Gen Z (63%), followed most closely by Seniors (52%) and then by Baby Boomers (49%), Millennials (47%) and Gen X (46%).

The hiring rates for construction pros, such as general contractors, are slightly closer across 4 of the 5 generations, including 37% of Millennials, 41% of Gen X and 40% of Baby Boomers. The rate for Gen Z, however, is 13%.

Many renovating homeowners across generations, including more than a third of Seniors (35%), also hire design-related pros.

*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+).

**Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).

***Construction pros are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.

****Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Frequency of Professional Hiring by Generation Among Homeowners Who Renovated in 2025*

	Overall hiring	Specialty service providers**	Construction pros***	Design-related pros****
Gen Z	75%	63%	13%	13%
Millennials	86%	47%	37%	20%
Gen X	90%	46%	42%	21%
Baby Boomers	92%	49%	41%	22%
Seniors	99%	52%	48%	35%

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 January and March 2026. The annual Houzz & Home Renovation Trends Study is the largest survey of residential remodeling, building and decorating activity conducted. This survey covers every aspect of home renovation in 2025, from interior remodels and additions to home systems, exterior upgrades and outdoor projects. It includes historical and planned spend, professional involvement in and motivations behind these projects, and activities planned for 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 home improvement 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 home renovations. The final data were weighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Renovation Trends Study.

Completeness and Qualifications

The approximately 160-question survey gathered information from Houzz users who identified themselves as 18 years or older and as homeowners. The final sample consists of 20,358 respondents in the U.S. The current report relies on a subset of responses: U.S. homeowners on Houzz (n=19,375) and U.S. homeowners on Houzz who renovated their primary residence in 2025 (n=10,176).

Appendixes



Appendix A: Demographics of Homeowners Who Renovated in 2025

Marital Status

Married/civil union	74%
Single	9%
Divorced/separated	6%
Widowed	5%
Domestic partnership	5%

Annual Household Income

Less than \$100,000	27%
\$100,000 to \$149,999	26%
\$150,000 to \$499,999	42%
\$500,000 or more	5%

27%

live with children

30%

moved into home 20+ years ago

55% ^{+3 pp[#]}

live with a family member 65+

44%

plan to never move out

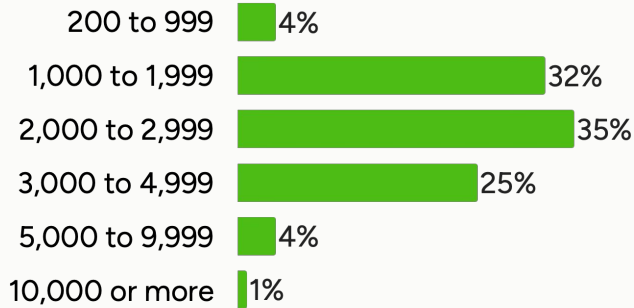
Education

Associate's degree or less	25%
Bachelor's degree	37%
Graduate/professional school degree	37%
Other	1%

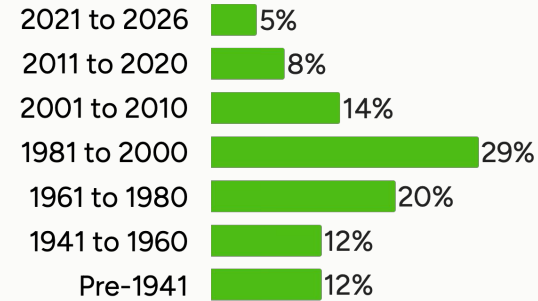
[#]Indicates a year-over-year change of 3 or more percentage points.

Appendix B: Characteristics of Homes Renovated in 2025

Home Size in Square Feet



Year Built



Home Type

Single-family detached	89%
Townhouse or row house	4%
Apartment/condominium	3%
Other	4%

Owner-Estimated Home Value

Less than \$200,000	4%
\$200,000 to \$499,999	32%
\$500,000 to \$999,999	41%
\$1,000,000	23%

Appendix C: Homeowner Tenure by Generation in Homes Renovated in 2025*

	All Renovating Homeowners	Gen Zers	Millennials	Gen Xers	Baby Boomers	Seniors
Have not moved in yet	1%	0%	1%	1%	1%	1%
Moved in within the past year	6%	22%	11%	6%	6%	1%
Moved in 1 to 5 years ago	25%	67%	40%	26%	21%	22%
Moved in 6 to 10 years ago	18%	4%	31%	18%	17%	12%
Moved in 11 to 15 years ago	12%	2%	10%	16%	11%	10%
Moved in 16 to 20 years ago	8%	2%	3%	11%	7%	7%
Moved in more than 20 years ago	30%	4%	3%	22%	38%	48%

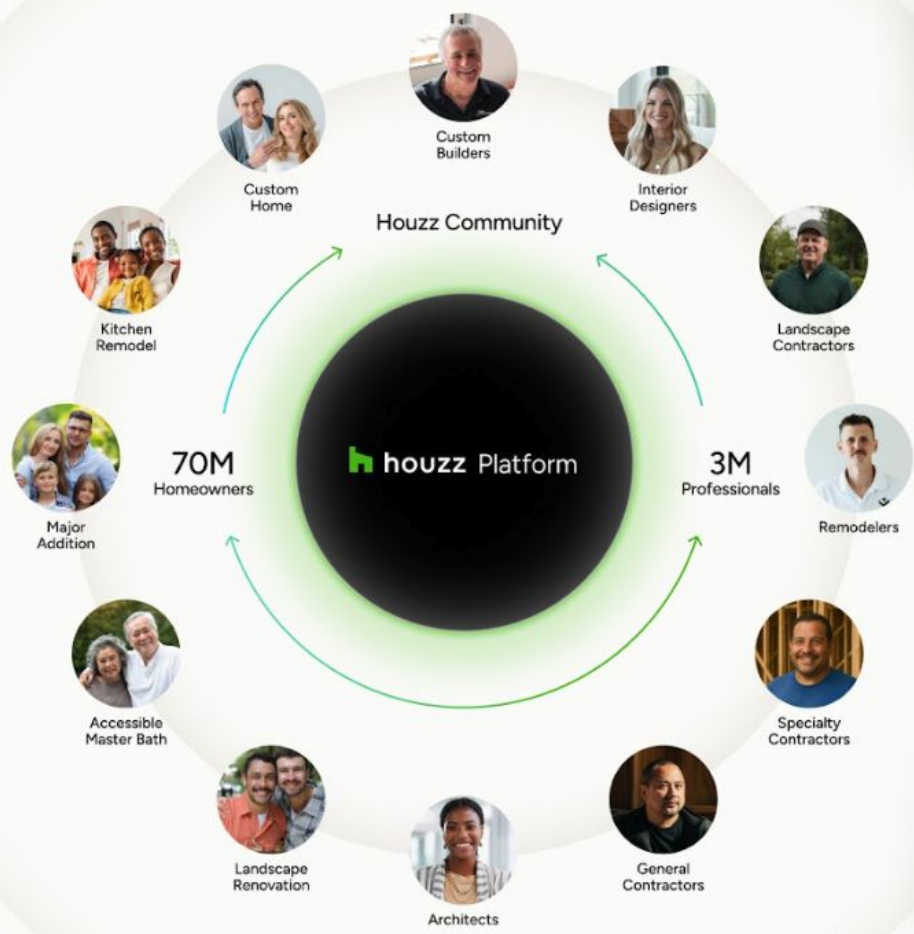
*Generational categories follow Pew Research Center's age ranges: Gen Zers (18-29), Millennials (30-45), Gen Xers (46-61), Baby Boomers (62-80) and Seniors (81+).

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.



This photorealistic image was created using [Houzz Pro's 3D Floor Planner](#).

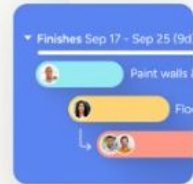


Sales
 CRM | Custom Websites | Targeted Advertising
 Lead Generation | Contracts



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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