


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 (44%) have completed or expect to finish their projects in 2025, and 1 in 5 (21%) are mid-renovation. A further 8% plan to start before 2026, and 13% plan to start in 2026. Only 14% are holding off or canceling. Top reasons cited for delaying or canceling include that projects are not urgent (37%) and that timing is not ideal (30%). Other concerns include high prices (17%), budget constraints (17%) and economic uncertainty (16%).

Homeowners Are Moving 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 that they will keep or even expand their project scope. Among households earning \$150,000 to \$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% report being very confident.

Homeowners Rely on Pros for Renovations

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

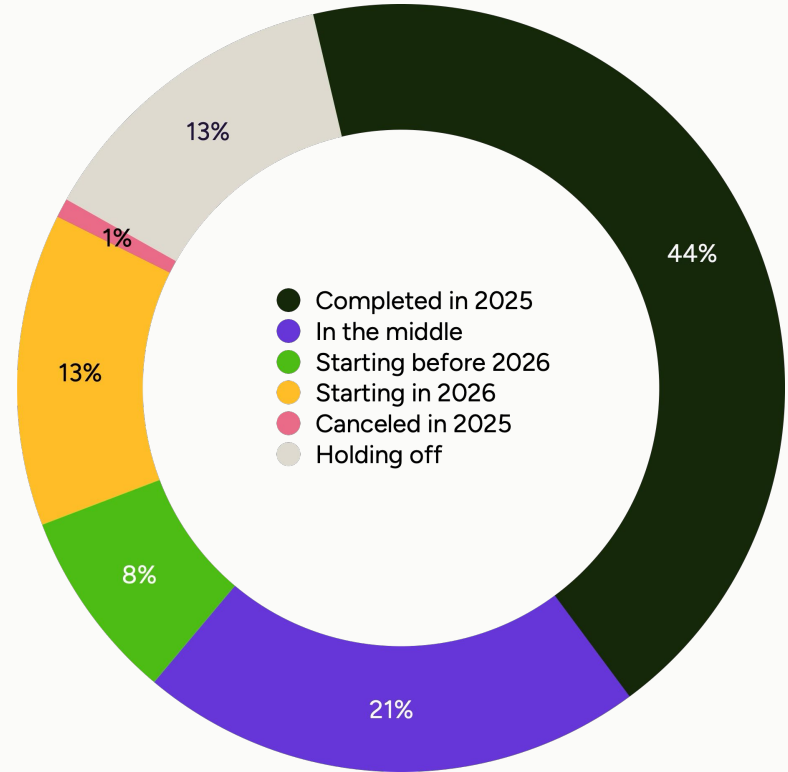
Homeowners Are Aware of Challenges Ahead

More than 9 in 10 homeowners expect some form of challenge in 2026. Among challenges, the rising cost of products and materials (63%) is 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

More than 2 in 5 homeowners (44%) have completed or expect to finish their projects in 2025, and another 1 in 5 (21%) are midrenovation. A further 8% plan to start before 2026, and 13% plan to start in 2026. Only 14% are holding off or canceling.

Project Status in 2025 and 2026



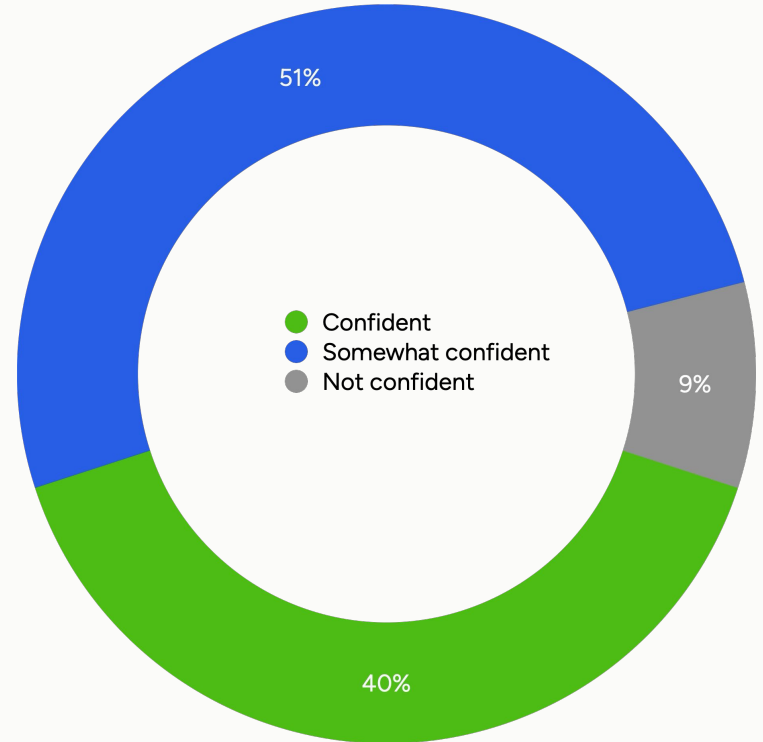
Most Homeowners Are Proceeding With Confidence

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.



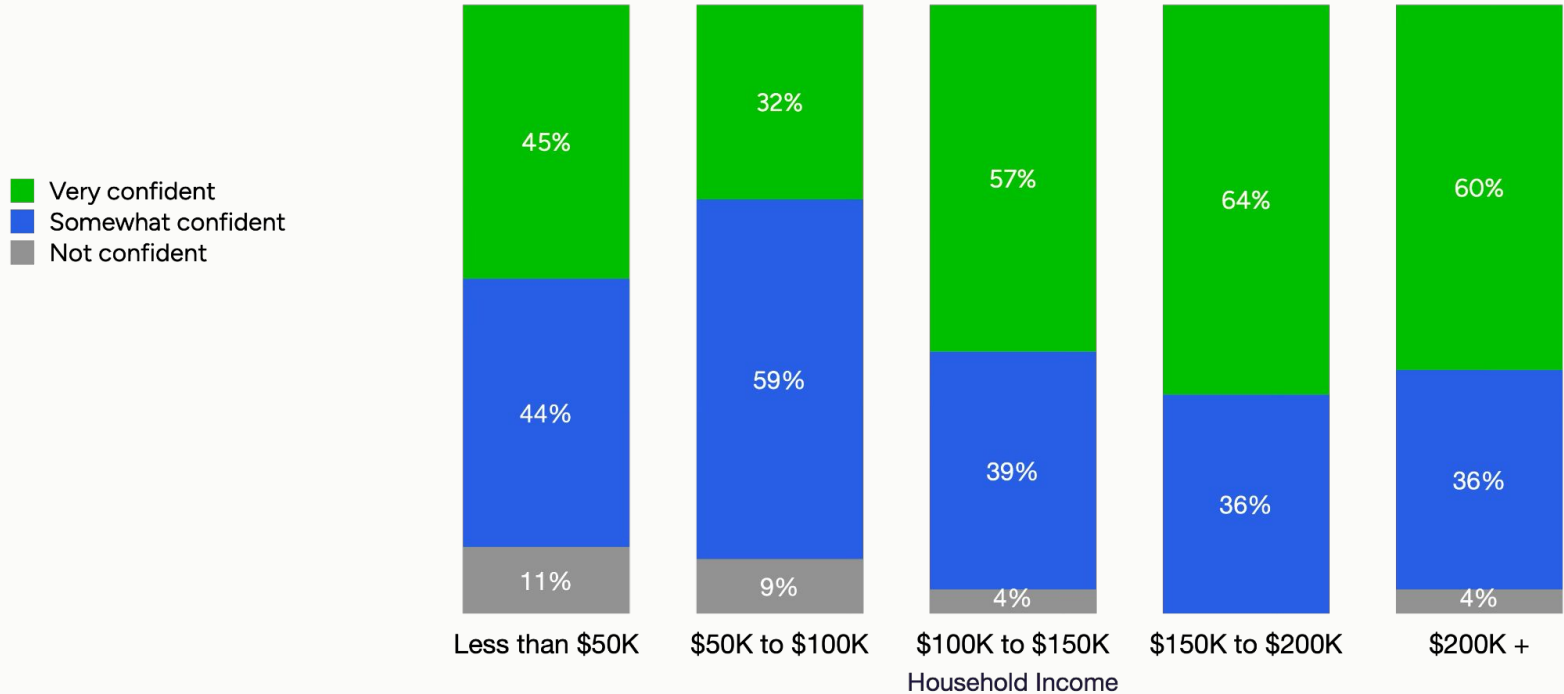
Homeowner Project Confidence Levels



Confidence Is More Widespread at Higher Incomes



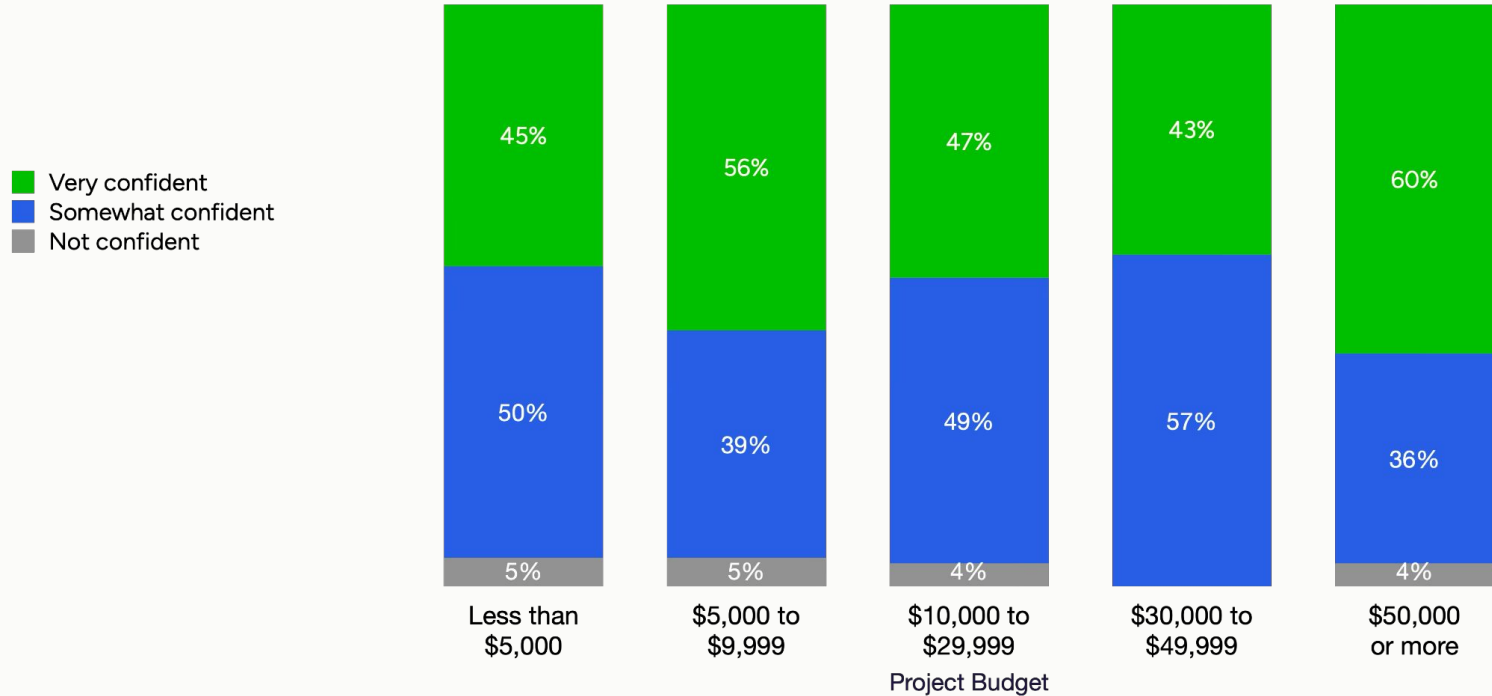
Confidence by Household Income



Confidence Holds Across Project Budgets



Confidence by Project Budget



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 niche group of homeowners (13%) are planning to expand.

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

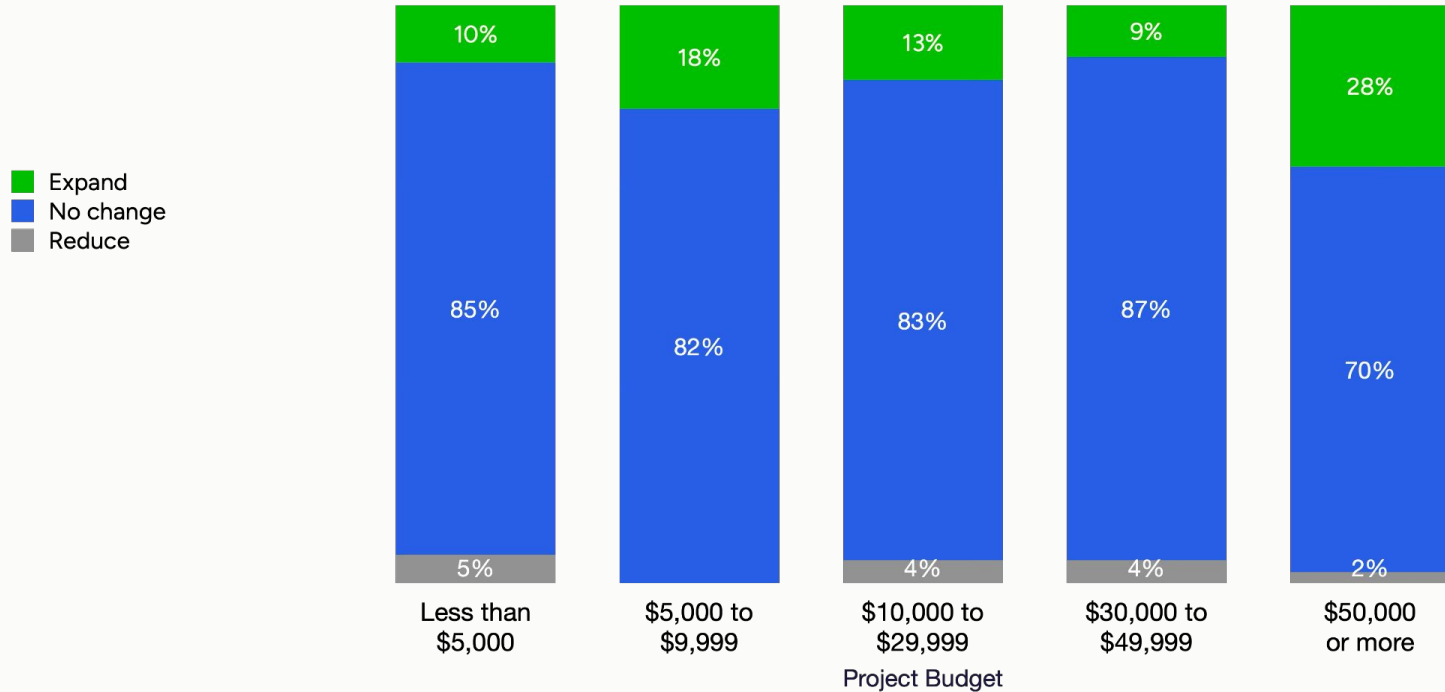
Homeowner Plans to Change Project Scope in 2026

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

Higher-Budget Projects Are More Likely to Expand



Homeowner Plans to Change Project Scope, by Project Budget





Planned Project Budgets Skew Mid to High for 2026

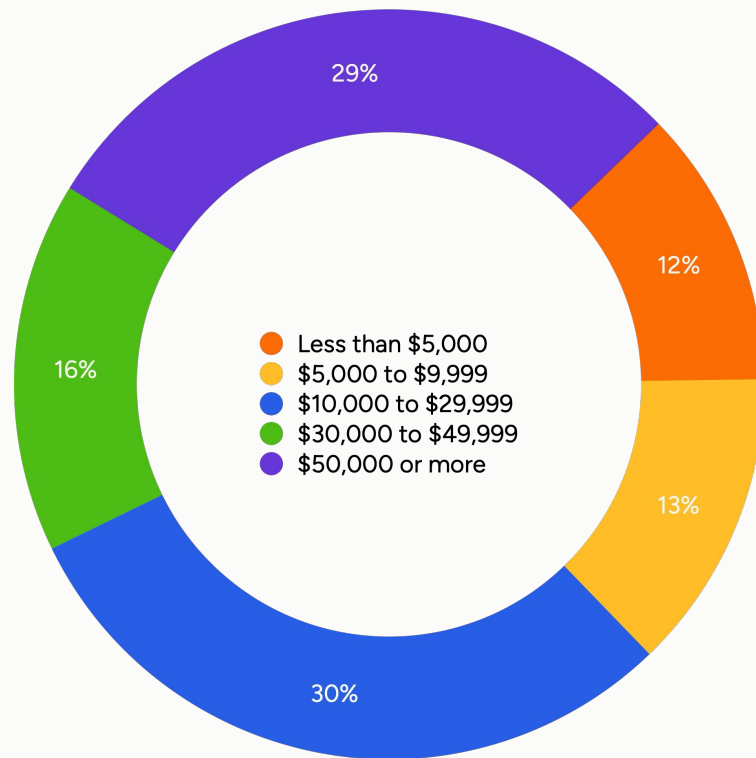
Homeowners are planning significant investments in their homes in 2026. Nearly a third of homeowners have a project budget of \$10,000 to \$29,999, and nearly as many (29%) estimate \$50,000 or more.

A quarter of homeowners (25%) are budgeting 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

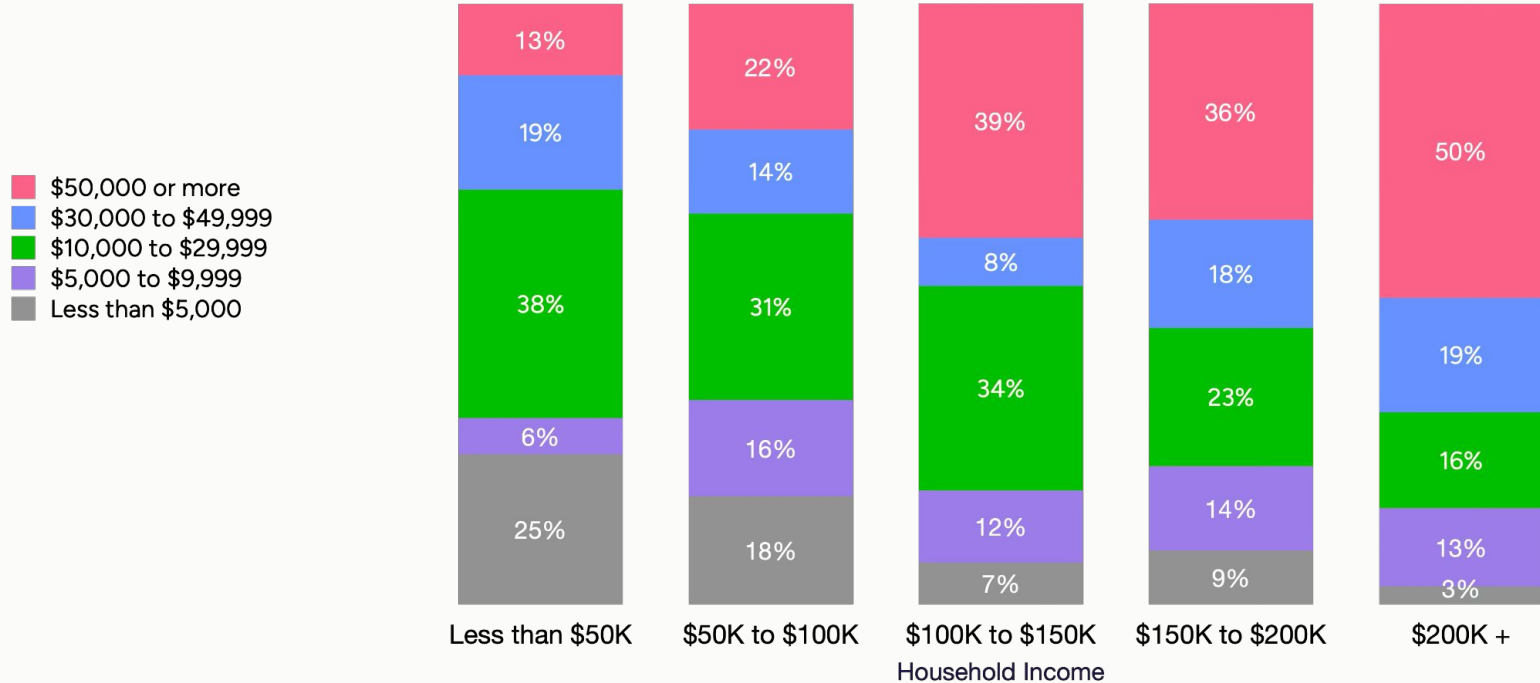
Homeowner Budgets for Projects in 2026



Budget Grows With Income



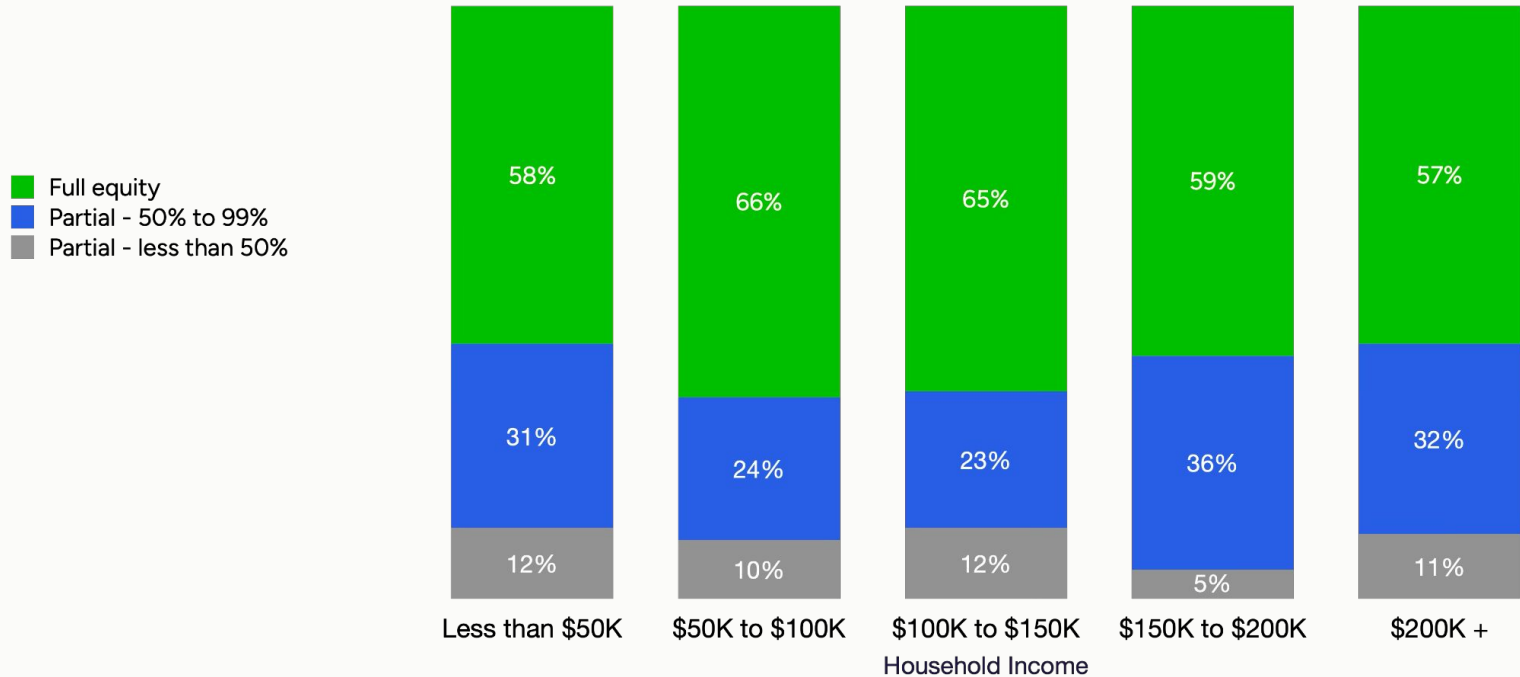
Planned Budget by Household Income



Majority Hold Full Equity Across All Income Tiers



Equity Level 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 is homeowners who plan to stay 6 to 10 years (19%).

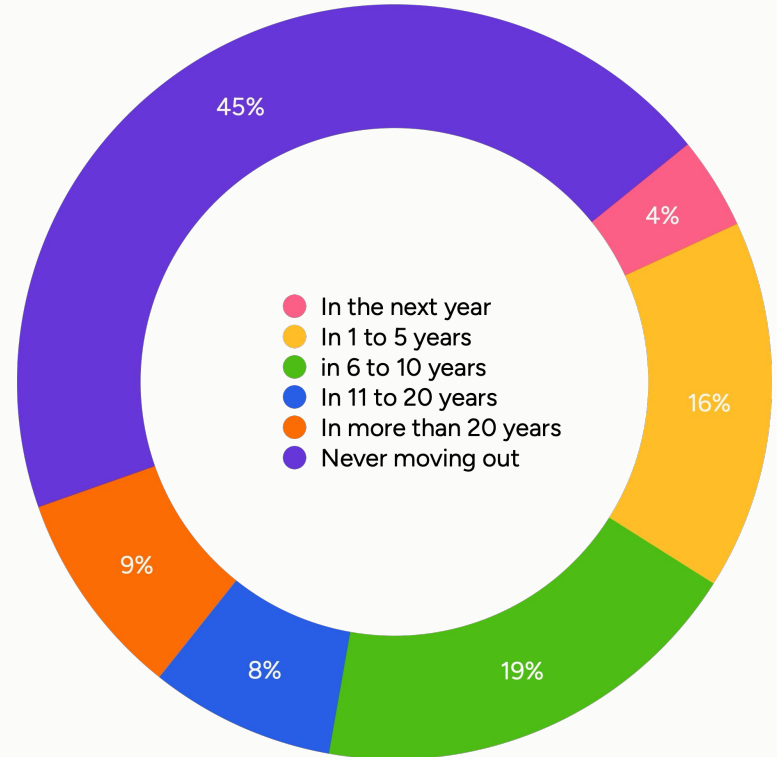
Only 4% anticipate moving in the next year.

62%

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



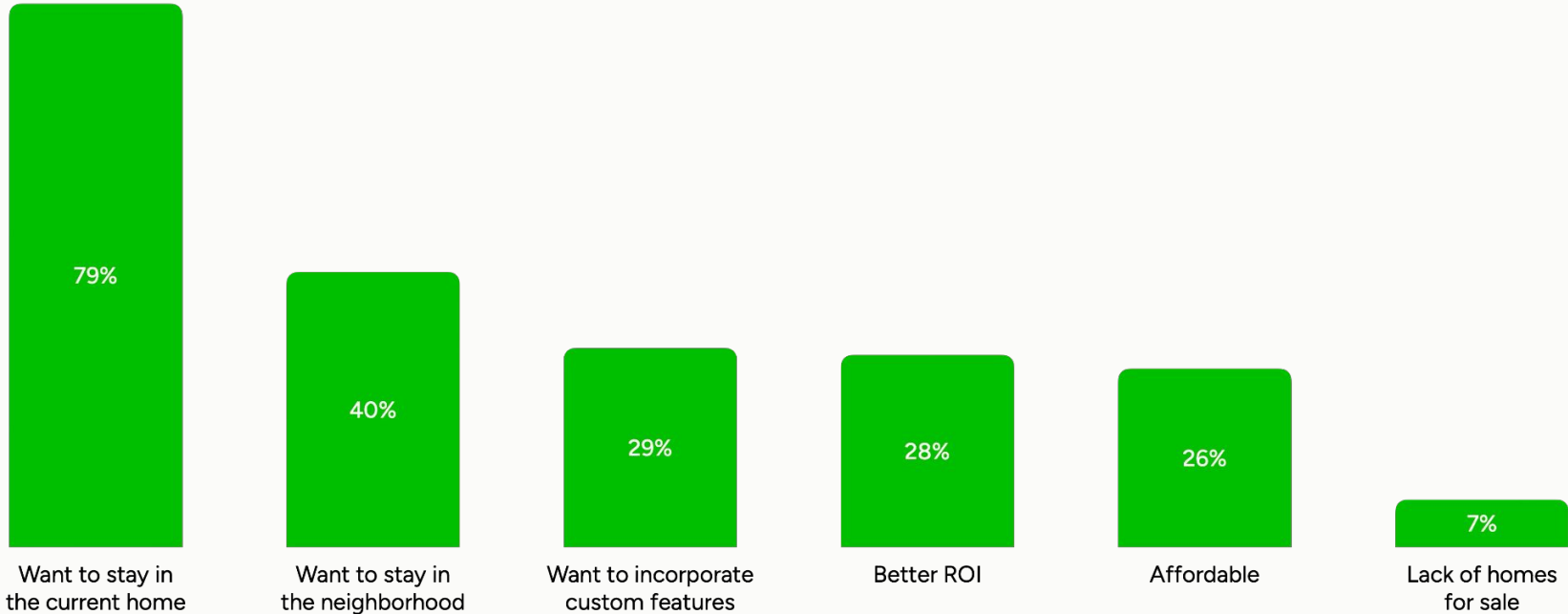
Homeowner Move-Out Plans



Emotional Ties Surpass Financial Motivations



Reasons Homeowners Renovate Instead of Buying a New Home That Fits Their Needs



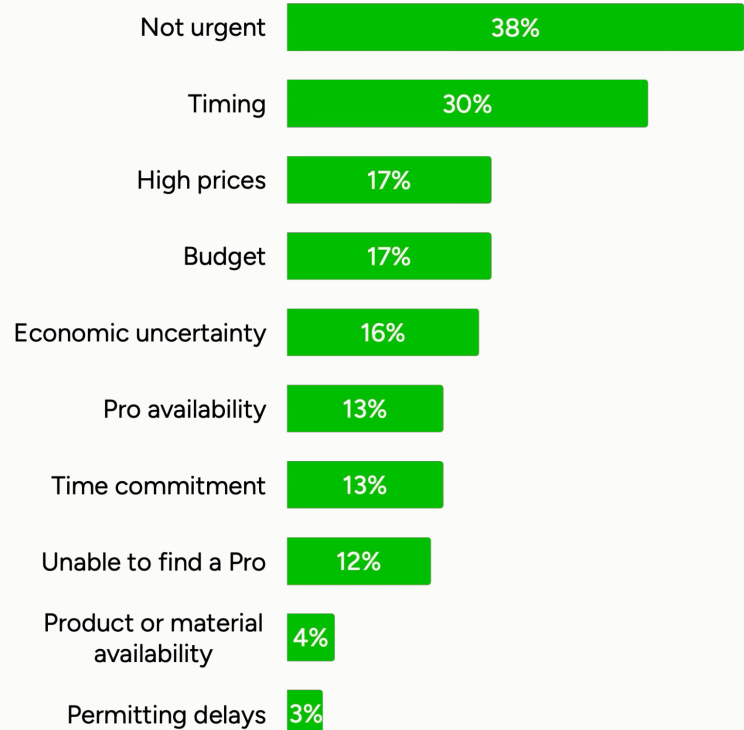


Planning by Choice, Not Constraint

Homeowners are planning their projects for 2026 with intention. Top reasons for delaying or canceling include that projects are not urgent (37%) and that timing is not ideal (30%). Much smaller shares of respondents cite high prices (17%), budget constraints (17%) or economic uncertainty (16%).

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

Reasons for Planning but Not Starting Projects Now





Homeowners Rely on Pros for Renovations

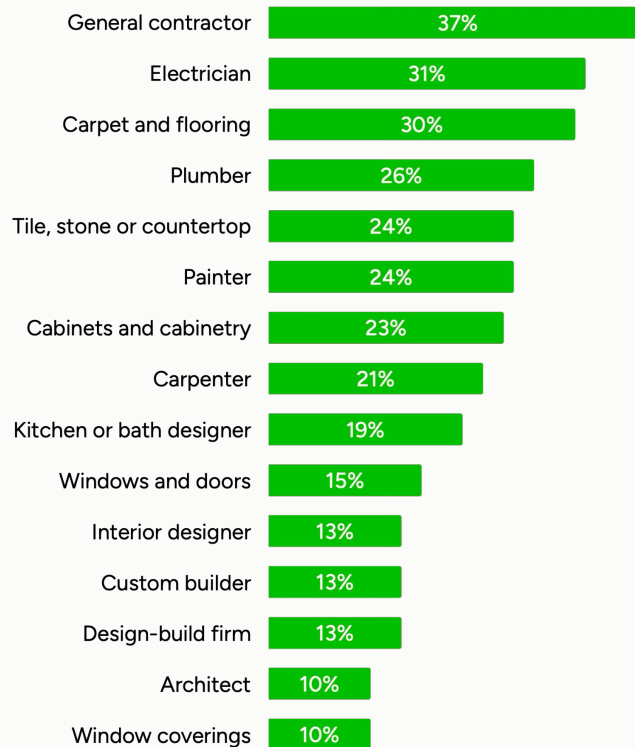
More than 9 in 10 homeowners (93%) plan to work with professionals in 2026. General contractors top the list (37%), followed by electricians (31%), carpet and flooring pros (30%), plumbers (25%), tile or countertop pros (24%), painters (24%), cabinetmakers (23%) and carpenters (21%).

Design expertise is a priority, as many homeowners also plan to hire a kitchen or bath designer (19%), an interior designer (13%), a design-build firm (13%) and/or an architect (10%).

93%

of homeowners plan to hire professional help for their projects in 2026.

Service Providers Homeowners Plan to Hire in 2026

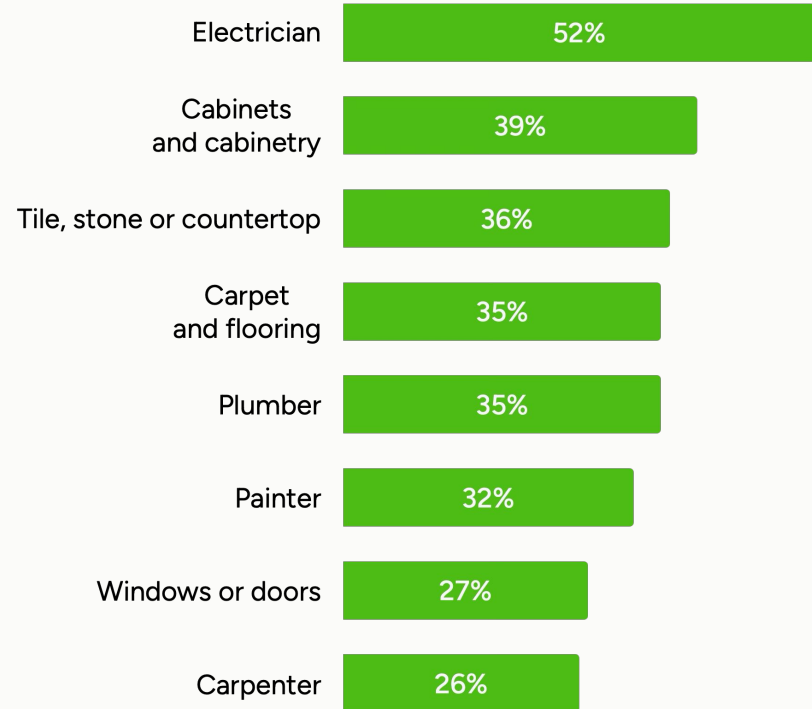


Pro Hiring Plans for \$50,000+ Renovations

Project Managers Homeowners Plan to Hire in 2026

| | |
|--------------------------|------------|
| General contractor | 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 Potential Challenges

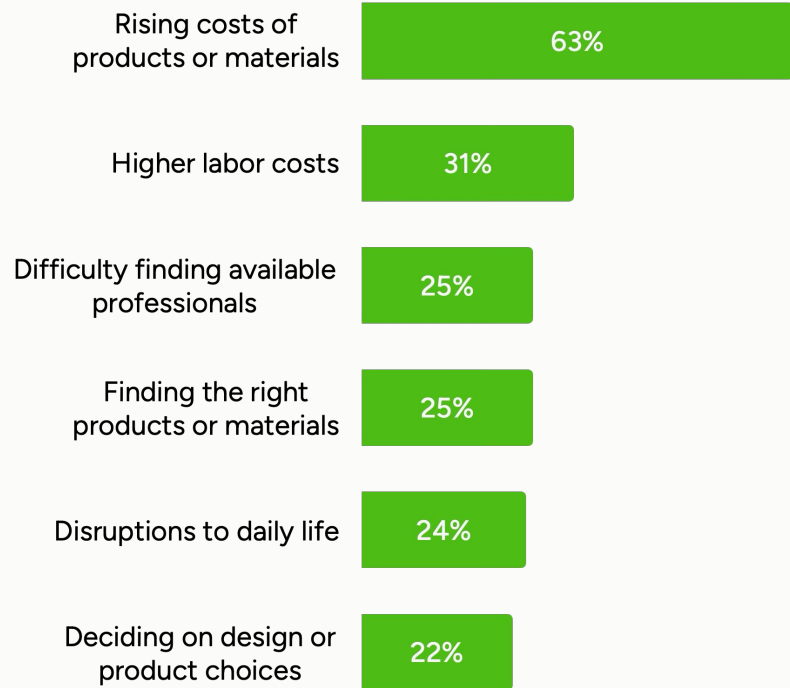
More than 9 in 10 homeowners expect some form of challenge in 2026. Among challenges, the rising cost of products and materials (63%) is the top concern. Higher labor costs (31%) and difficulty finding available professionals (25%) follow.

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

Anticipated 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 to 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 having full equity

70%

are Baby Boomers

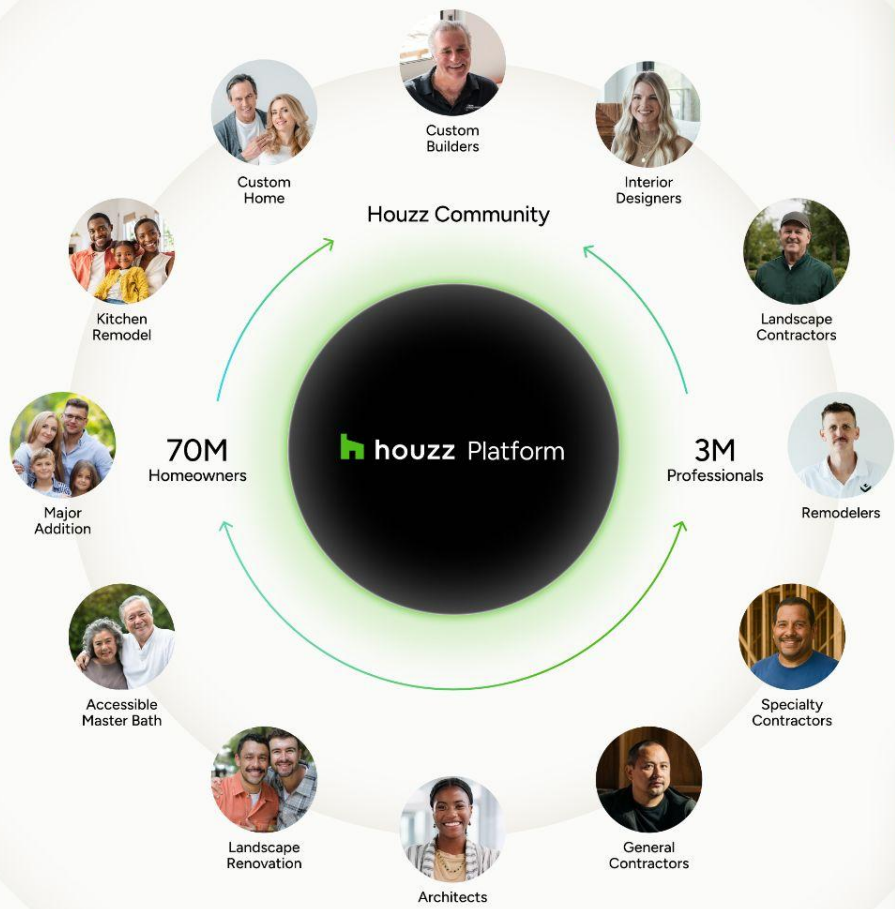
About Houzz

2026 U.S. Houzz Renovation Plans | © Houzz Inc.





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.



Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

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



Project Management

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

✦ AutoMate AI



Financials

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



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