

2020 U.S. Houzz Bathroom Trends Study



Contents

- 3 Big Ideas
- 4 Scope & Spend
- 11 Look & Feel
- 16 Products & Features
- 30 Methodology and Appendixes



Big Ideas



Renovating for R&R

Two in 5 renovating homeowners report using their bathroom to rest and relax (41%). The bathtub and shower are equally important features, with 55% of renovators saying soaking in the tub helps them to relax and 54% enjoying long showers. Bathtub soaking is down seven percentage points from last year, which might explain why only 10% of renovators are adding a bathtub (down two percentage points from 2019).

Shower Upgrades Coincide With Higher Spend

The median national spend on master bathroom remodels remained consistent, at \$8,000, in 2019. When a shower is upgraded, the cost of the remodel increases threefold. Homeowners who remodel their master bathrooms with a shower upgrade have a median spend of \$14,000, and those without have a median spend of \$4,500.

Material Makes the Accent Wall

More than a third of renovating homeowners add an accent wall in their shower area (37%). Surface material is the top choice for making the accent wall distinct (51%) followed by color (45%), pattern (41%), and texture (28%). While white is the all-around winner for bathroom color, more renovators than last year are diversifying with a blue accent wall (19%) or multicolored accent wall (12%).

Lighting Features Are Key

Four in 5 renovating homeowners replace the lighting in their master bathroom, alleviating the pet peeves of insufficient lighting (29%) and no natural light (10%). One in 3 reports that dimmable lighting helps them to relax in their bathroom (33%), and 7% add mood lighting to their shower. Renovating homeowners are increasingly lighting up bathroom mirrors, with 20% installing LED lights, up from 14% in 2019.

Expect High-Tech

Almost half of all new faucets (48%) and 1 in 3 toilets (34%) include high-tech features in 2020. Nearly 1 in 5 renovators who upgrades their toilet adds a seat with a bidet (17%), up four percentage points from 2019. Toilet technologies including a self-cleaning system (14%), a seat with a heating element (13%) and overflow protection (9%) are also popular

A Modern Mix of Styles

Nearly 9 in 10 bathroom renovators change their master bathroom style (89%). This is not surprising, given that the top pet peeve prior to renovation is “an old and outdated look” (69%). Popular styles are neck and neck. Modern is now on top (20%). Transitional and contemporary are tied for second place (18% each). Transitional fell three percentage points, while traditional gained three percentage points since last year.

Scope & Spend



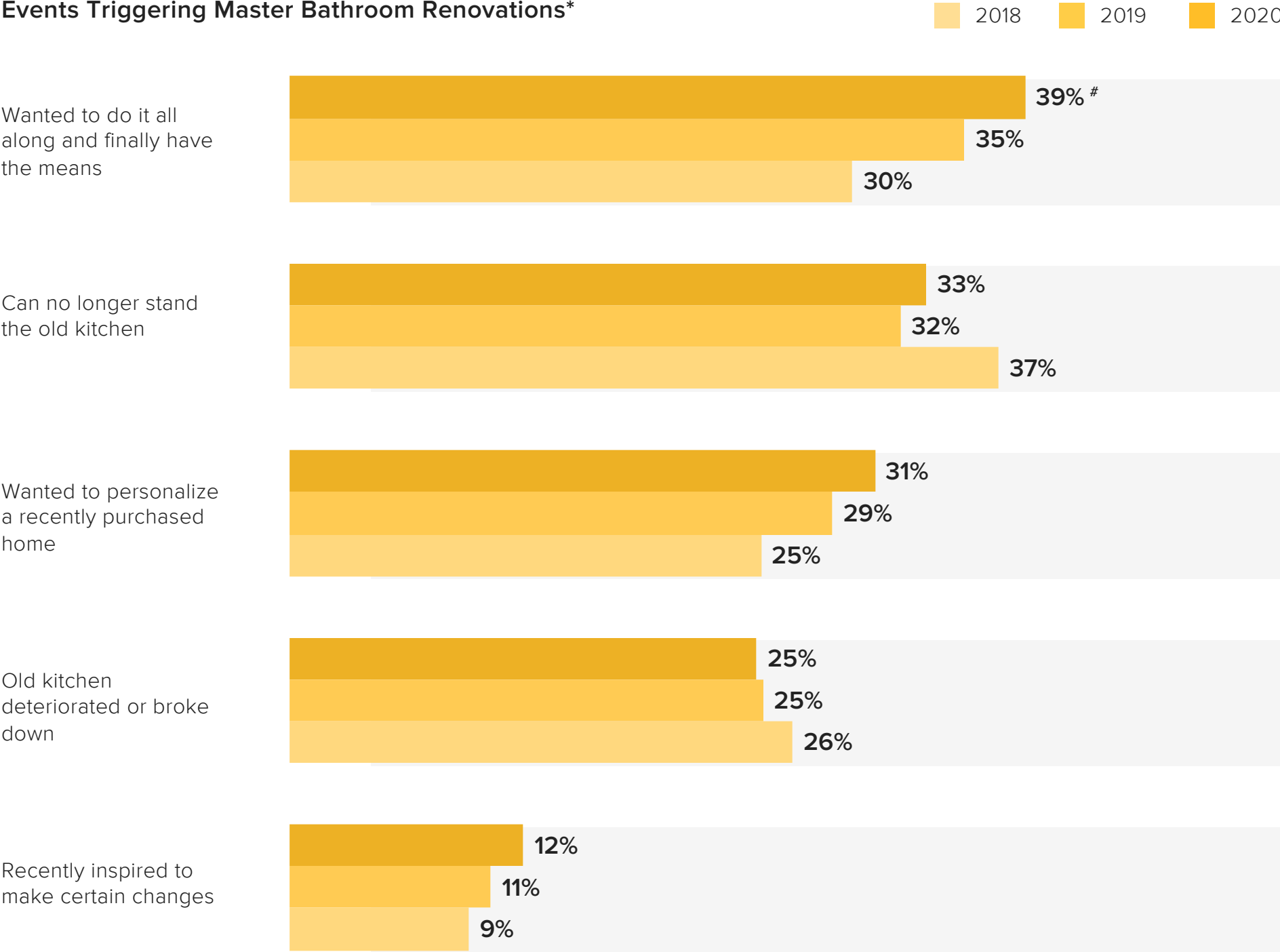
Saving Up for a Renovation

“Wanted to do it all along and finally have the means” remains the leading motivator for starting a master bathroom renovation (39%), up four percentage points from last year (35%). As in the prior two years, this increase correlates with a greater share of homeowners citing that the bathroom broke down or deteriorated (31%), also up from last year (29%). The old bathroom’s breaking down is now almost as common a reason as “can no longer stand the old bathroom” (33%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20, 2018-19 (2019 study) and 2017-18 (2018 study).

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Events Triggering Master Bathroom Renovations*



‘Old and Outdated’ Tops Pet Peeves

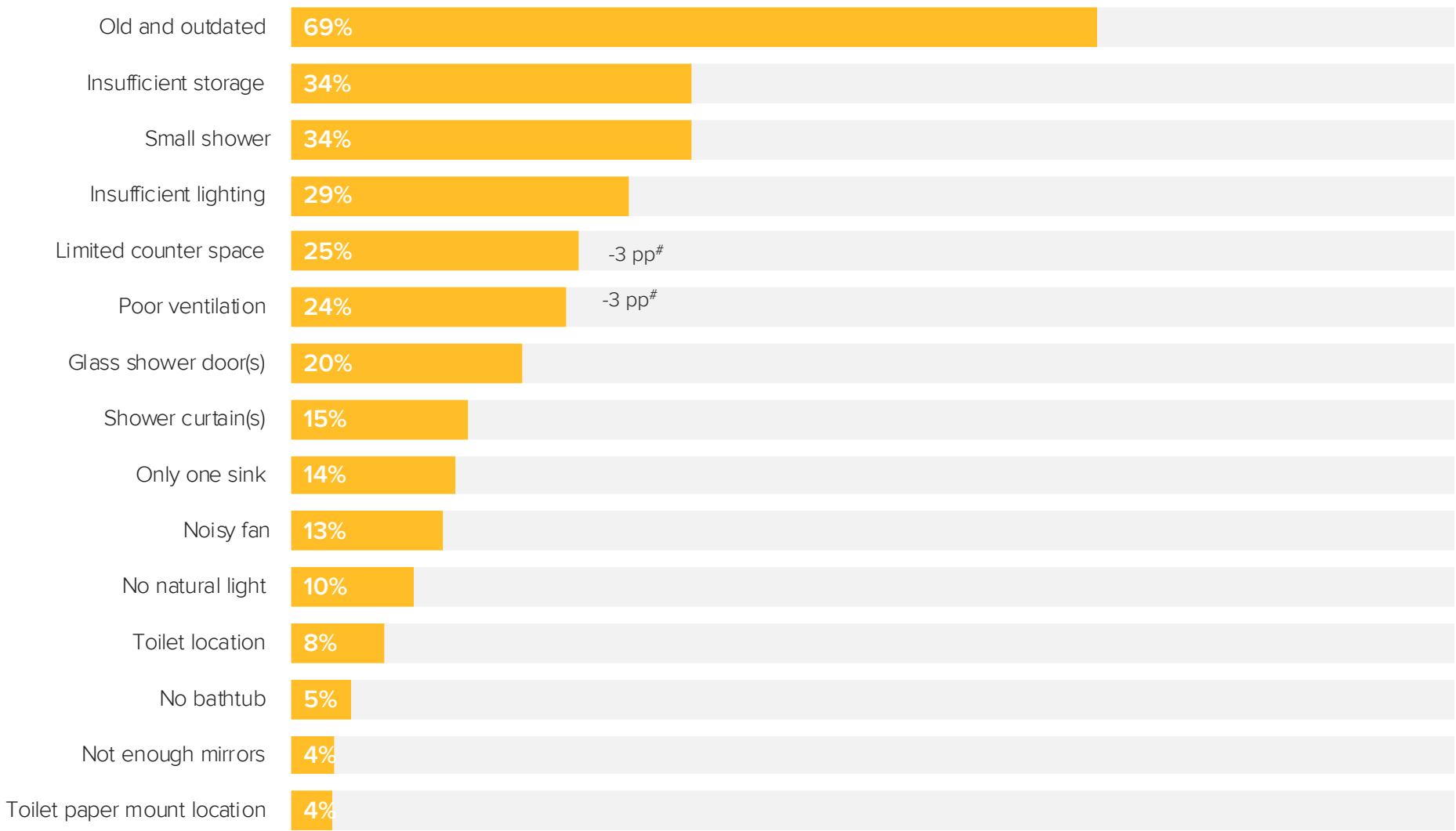
An old and outdated space is by far the top annoyance prior to a master bathroom renovation (69%). Functional limitations are the next major pet peeves, including insufficient storage (34%), a small shower (34%) and limited counter space (25%). Light is of key importance to bathroom renovators, with 29% citing insufficient lighting as one of their major pet peeves and 10% saying a lack of natural light irked them. After the renovations, more than half of homeowners say they spend more time in the bathroom.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom remodel, bathroom addition or bathroom decorating project during 2019-20.

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Pet Peeves in Master Bathrooms Prior to Renovations*



Change in Time Spent in Master Bathroom After Upgrades**

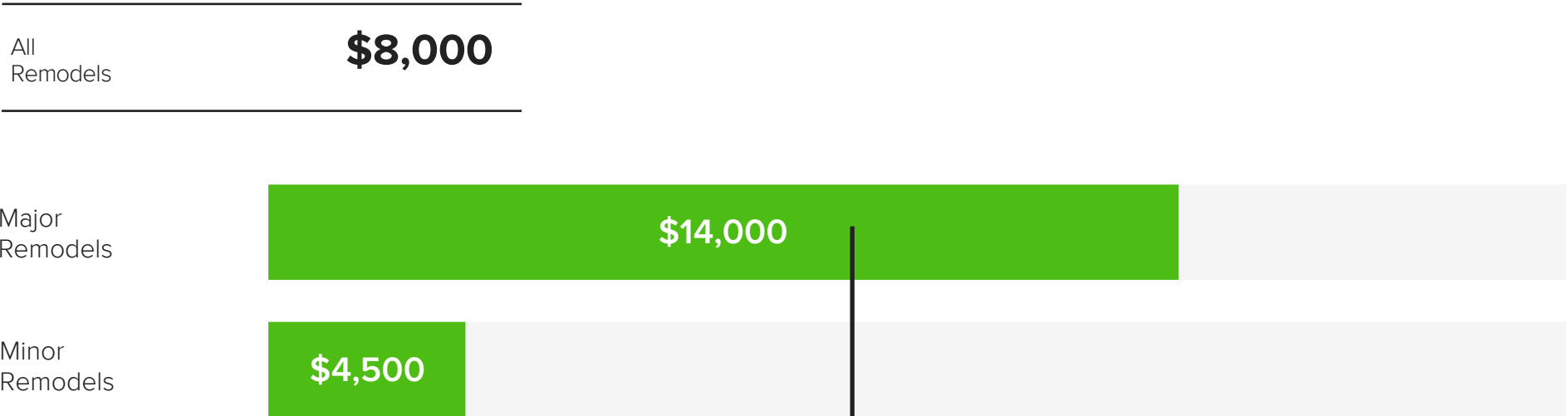


Spend Coincides With Shower Update and Bathroom Size

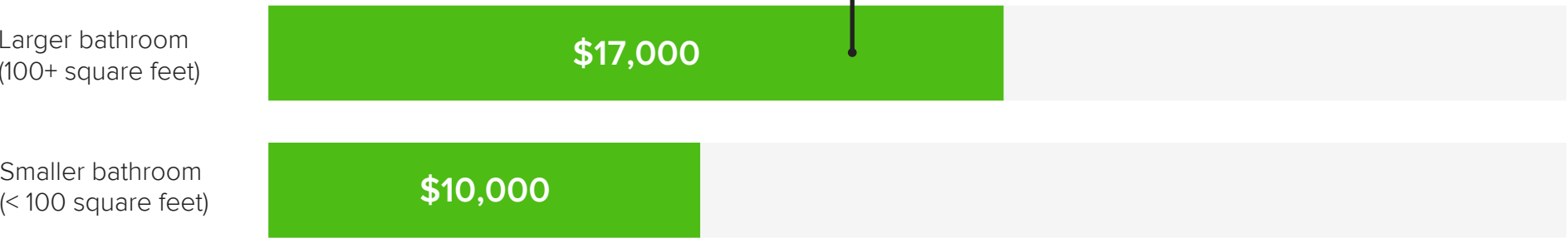
The median national spend on master bathroom remodels remained consistent, at \$8,000, in 2019. Shower upgrades coincide with a threefold increase in the cost of a remodel. Homeowners who remodel their master bathrooms with a shower upgrade have a median spend of \$14,000, and those without a shower upgrade have a median spend of only \$4,500.

Larger bathrooms coincide with a remodel that is nearly twice as costly. Homeowners who remodel a master bathroom larger than 100 square feet typically have a median spend of \$7,000 more than those with bathrooms smaller than 100 square feet.

National Median Spend* on Major and Minor Master Bathroom Remodels in 2019**



Major Master Bathroom Remodels by Size in 2019



*Median spend on master bathroom remodels is from [2020 Houzz & Home Study](#).

**Major master bathroom remodel refers to a remodel in which at least the shower is upgraded. Minor master bathroom remodel refers to all other remodels without a shower upgrade.

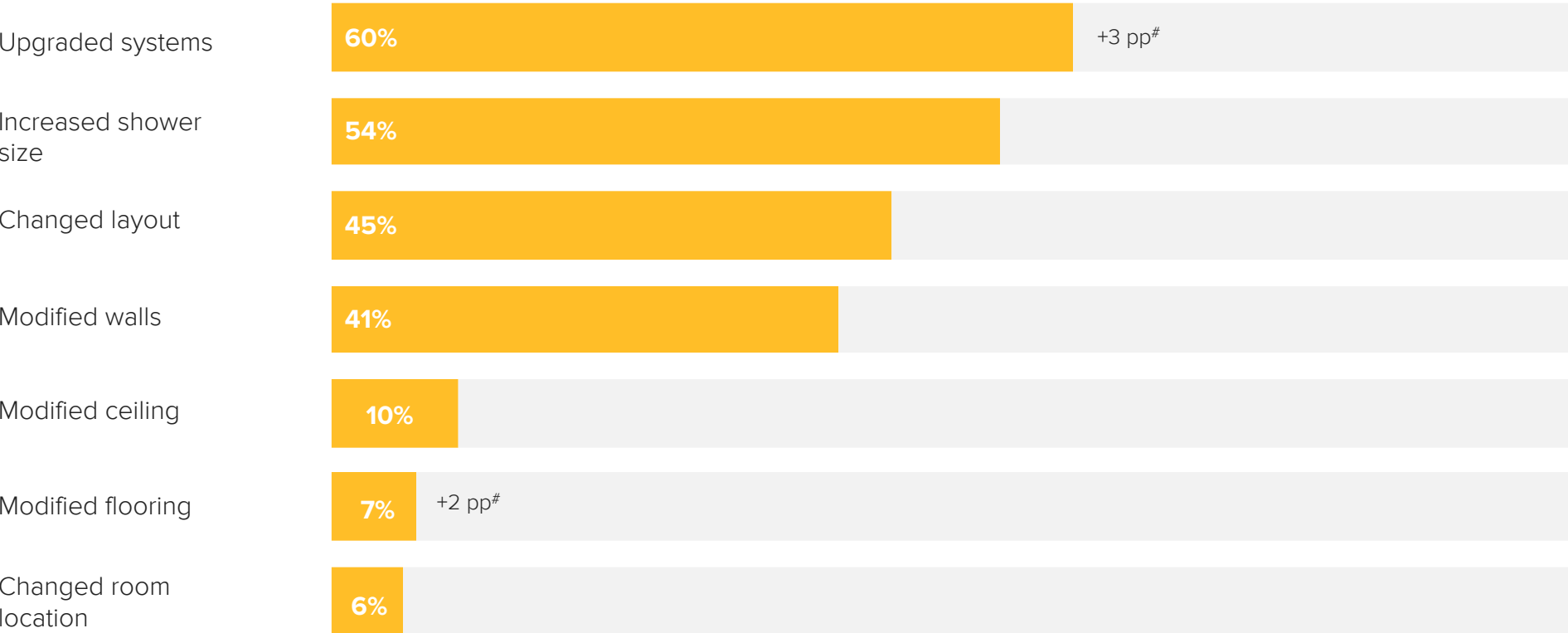
Increasing the Shower Size, Not the Bathroom

Homeowners renovating their master bathrooms are nearly two and half times as likely to increase the size of their shower (54%) and twice as likely to change their bathroom layout (45%) as they are to increase their bathroom’s size (20%).

The limited expansion of a bathroom during an upgrade might be explained by the fact that most master bathrooms are already relatively large, with three in five (60%) being 100 square feet or more.

Still, bathroom size seems to be increasing. This year, 23% of renovated bathrooms are 200 square feet or more, up from 20% in 2019.

Major Changes During Master Bathroom Renovations*



Change in Size of Renovated Master Bathroom*

| | | |
|--------------------------------------|-----|--------|
| Smaller | 1% | |
| About the same | 78% | |
| Somewhat larger (up to 50%) | 14% | |
| Significantly larger (more than 50%) | 6% | -2 pp# |

Final Size of Renovated Master Bathroom*

| | |
|---------------------------|-----|
| Less than 100 square feet | 40% |
| 100 to 199 square feet | 37% |
| 200 square feet or more | 23% |

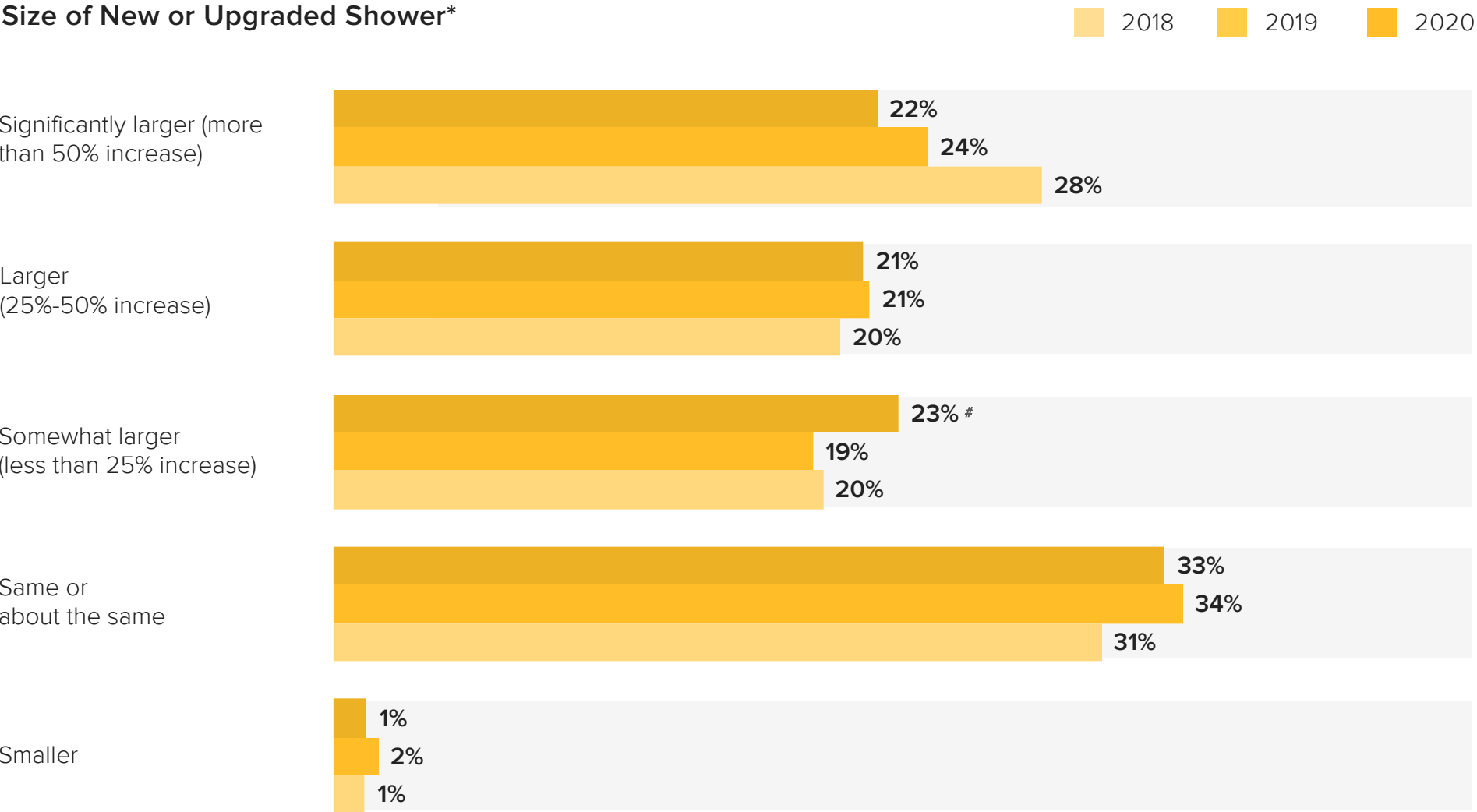
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

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Showers Enlarged Modestly

Major shower size increases dropped significantly. Of renovating homeowners who changed the size of their shower, more than 3 in 5 go for a bigger new or upgraded shower (65%). Over the past three years, bathroom renovators have been increasingly choosing to make their showers only somewhat larger (up to 25%), rather than significantly larger (more than 50%). In 2020, 23% say the new bathroom is going to be somewhat larger, up from 19% in 2019. In 2020, only 22% say their shower will be significantly larger, down from 28% in 2018.

Size of New or Upgraded Shower*



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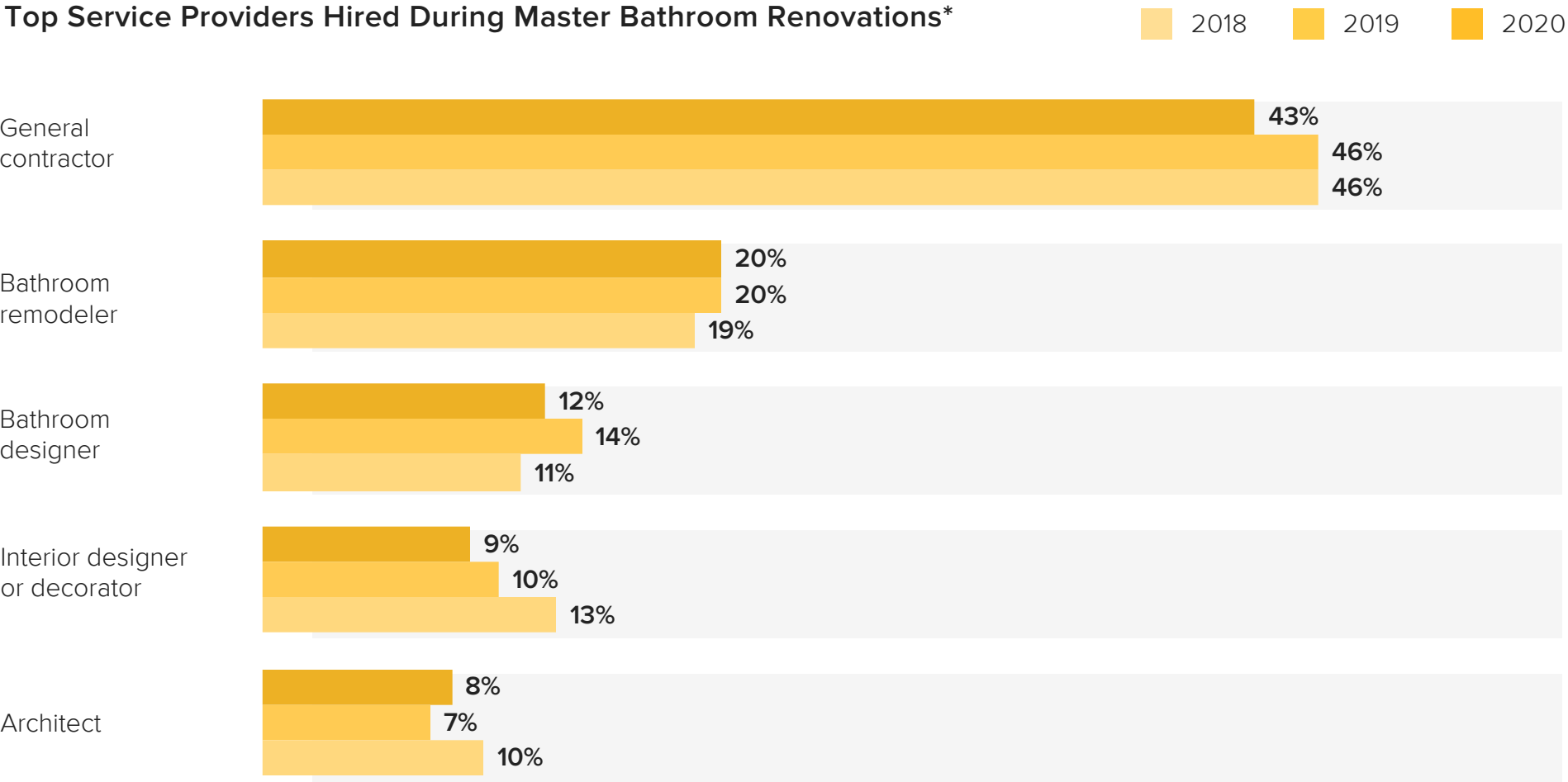
Pro Hiring Remains Strong

Overall hiring of professional help has remained stable over the past few years, with 82% of renovators reporting they hired a pro in 2020, closely in line with 83% in 2019 and 2018. One in 5 renovating homeowners hires specialty service providers without hiring a project manager (20%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20, 2018-19 and 2017-18.

**Specialty service providers refers to electricians, plumbers, tile specialists, cabinetmakers and other tradespeople. Project manager refers to general contractors and remodelers.

Top Service Providers Hired During Master Bathroom Renovations*



Overall Pro Hiring*

| | |
|------|-----|
| 2020 | 82% |
| 2019 | 83% |
| 2018 | 83% |

Hiring of Specialty Service Providers
(Without a Project Manager)**

| | |
|------|-----|
| 2020 | 20% |
| 2019 | 19% |
| 2018 | 17% |

Look & Feel



3 Styles Vie Closely for Top Spot

With so many bathroom renovators citing an old and outdated space as their primary pre-renovation pet peeve (69%), it’s not surprising that 89% of homeowners who renovate their master bathroom change its style. Renovating homeowners consistently favor current styles with clean lines.

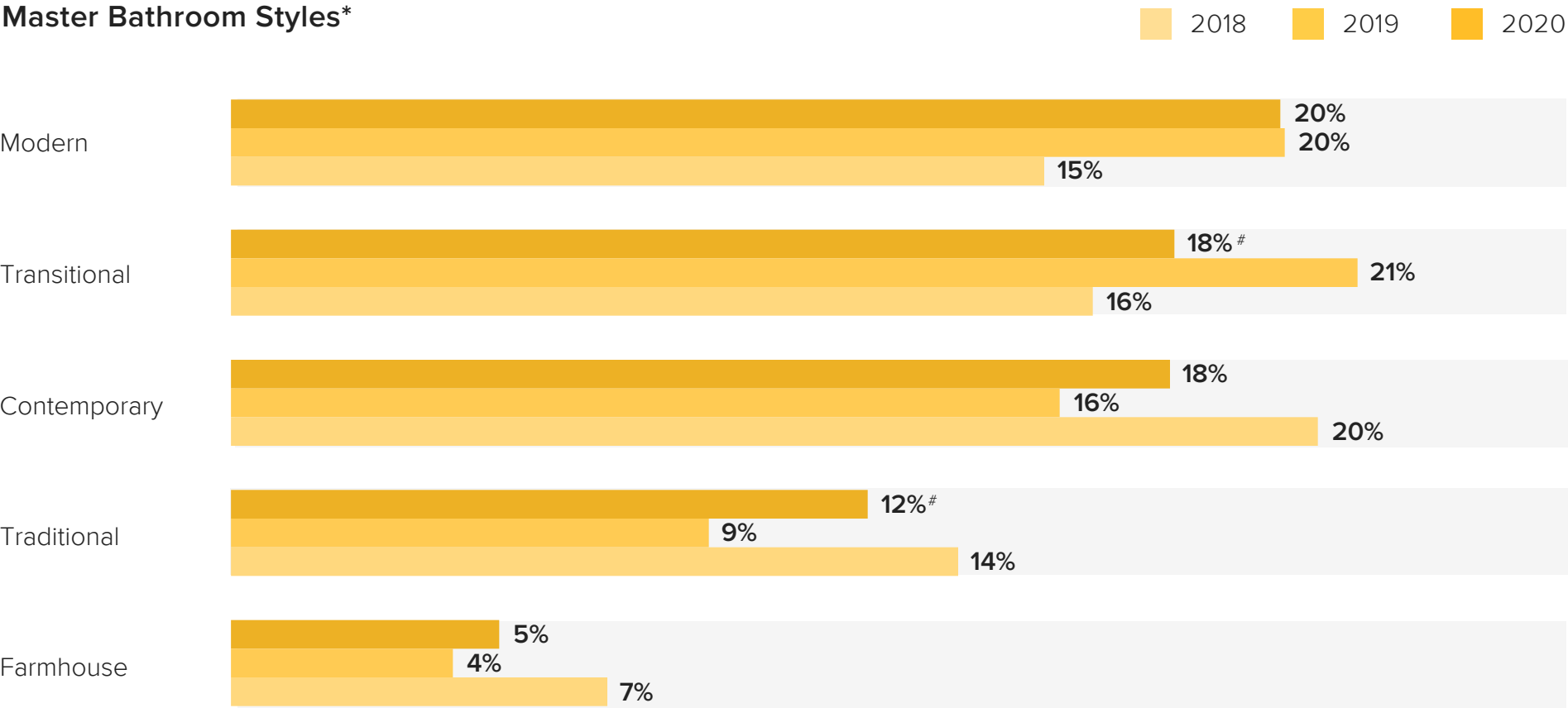
Modern retakes the lead as the No. 1 renovation style (20%), and transitional moves to the No. 2 position (18%) after its short stint at the top last year. Contemporary and traditional styles both slightly gained in popularity, increasing to 18% and 12%, respectively. Farmhouse style appears to be holding steady, up one percentage point since last year. (See Appendix A for additional information on bathroom styles over time.)

*Percentages reflect proportion of homeowners who are changing or have changed the style of the bathroom as part of a completed, current or planned master bathroom renovation in 2019-20, 2018-19 and 2017-18.

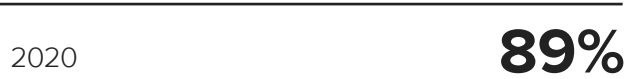
**Percentages reflect proportion of homeowners who are changing or have changed the style of the bathroom as part of a completed, current or planned master bathroom renovation in 2019-20.

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Master Bathroom Styles*



Style Change During Renovation**



Features of a Bathroom Sanctuary

Two in 5 homeowners use their freshly renovated master bathrooms to rest and relax. Cleanliness, lack of clutter and freshness are key ingredients for creating a relaxing bathroom sanctuary.

Homeowners are increasingly likely to find that long showers help with relaxation (54%). That percentage is up from 49% in 2019 and is nearly equal to the number of those who enjoy soaking in a bathtub (55%). Greenery is helpful for 1 in 7, and sound features are helpful for 1 in 8 homeowners.

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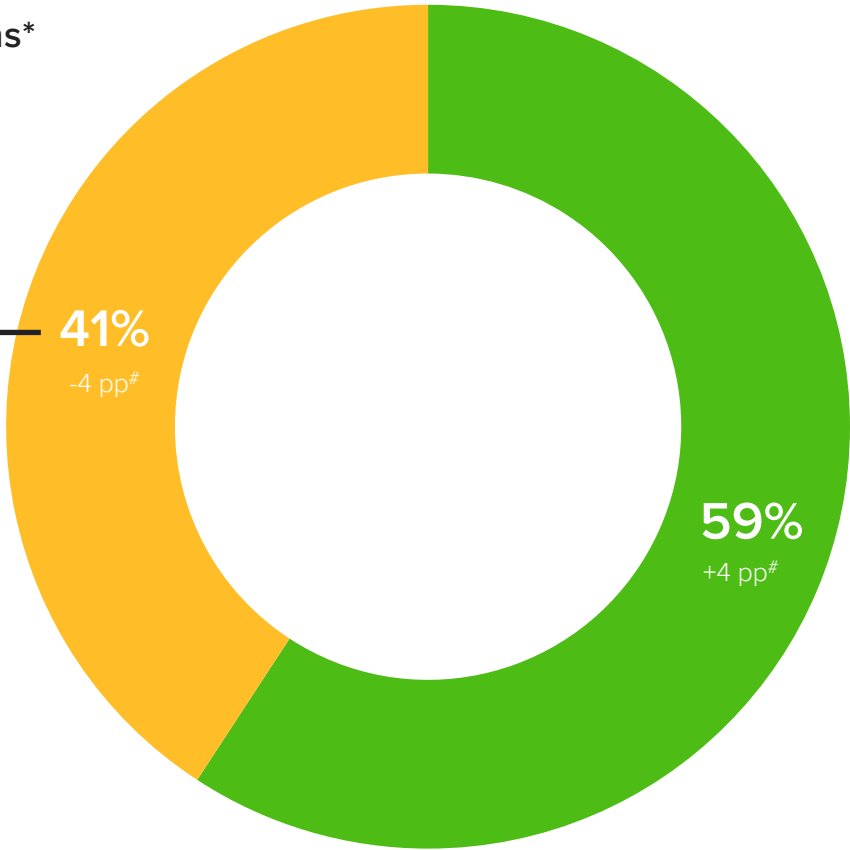
**Percentages reflect the proportion of homeowners who report that they use the bathroom to relax, among those who have completed or are working on a master bathroom renovation during 2019-20.

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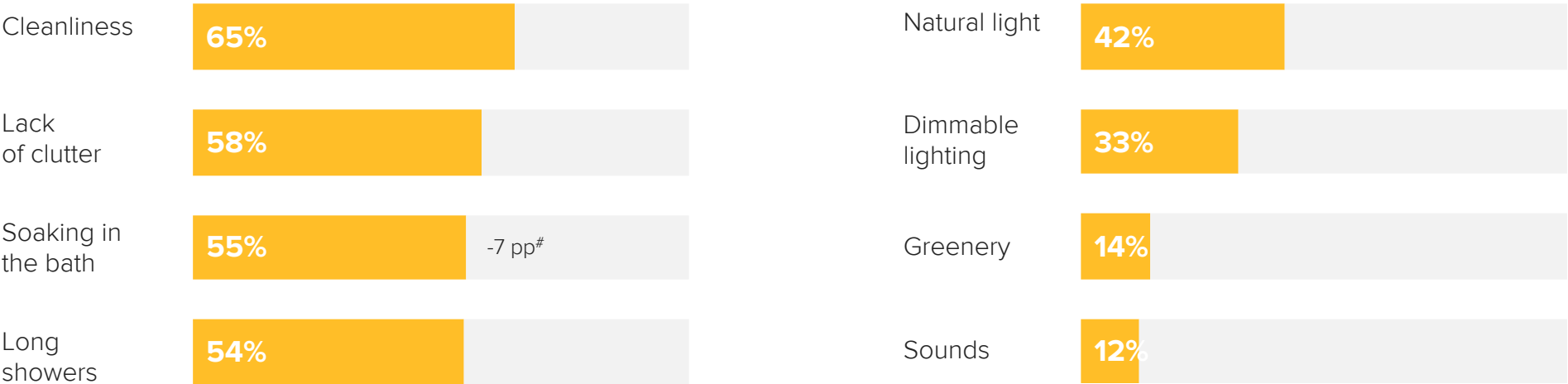
Use of Master Bathroom for Relaxation After Renovations*

- Do not use bathroom to rest and relax
- Use bathroom to rest and relax

41% -4 pp#
Use the bathroom to relax and rest



Bathroom Features That Help With Relaxation**



White Features Still on Top

White remains consistently popular in master bathrooms as the top choice in nearly every category. More than half of homeowners (51%) choose white countertops and the majority opt for white walls both inside and outside the shower (45% and 32%, respectively). The most popular accent wall color is white (23%), up from 15% in 2019, though interest in blue accent walls is on the rise (19%, up from 16% in 2019), suggesting some renovators are expanding beyond neutrals. A new color has entered the top three choices for shower walls; multicolored is now tied with beige for third place. (See Appendix B for additional information on bathroom colors over time.)

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

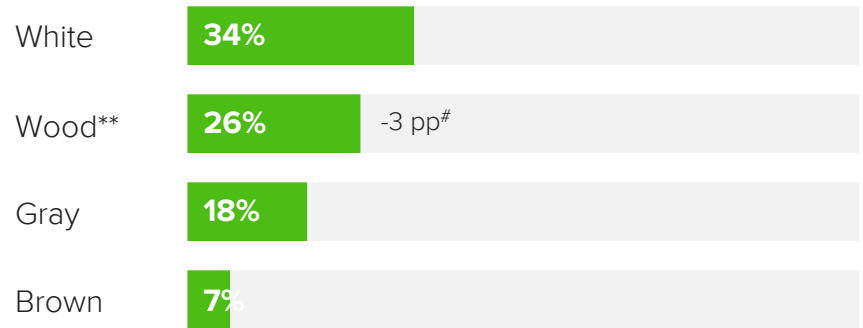
**Wood includes light, medium and dark tones.

***Percentages reflect the proportion of homeowners who added or updated, or are adding or updating, an accent wall inside or outside the shower area as part of a completed, current or planned master bathroom renovation during 2019-20.

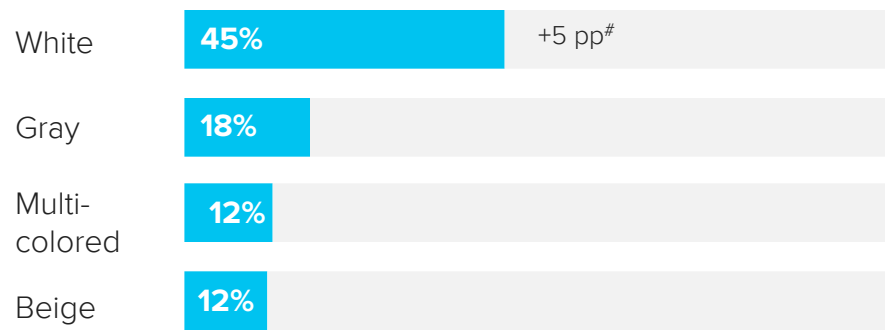
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Top Colors*

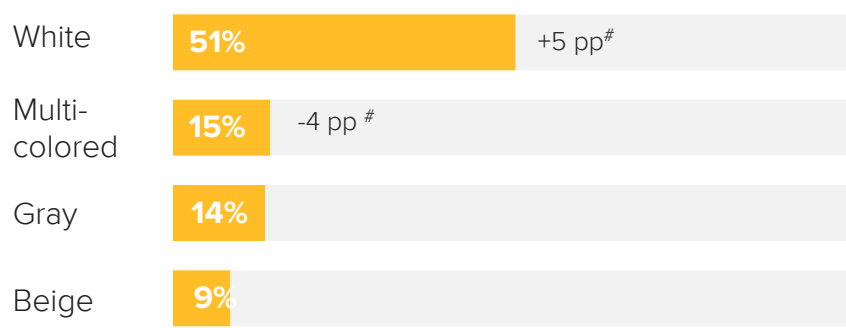
Vanity



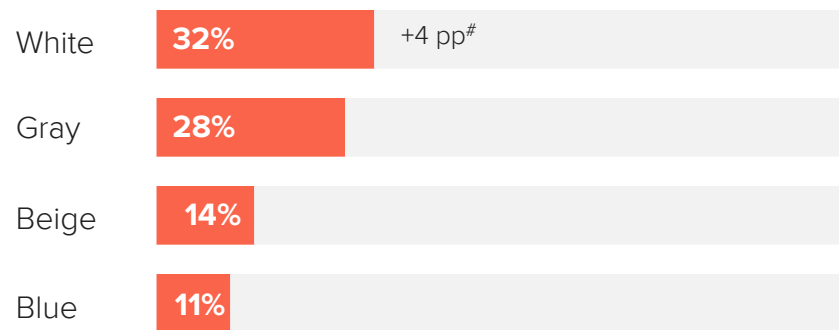
Walls (shower)



Countertops



Walls (nonshower)



Top Colors for Accent Walls***



Surface Materials Make Accent Walls Interesting

Nearly 2 in 5 homeowners add or upgrade an accent wall during a master bathroom renovation (37%), up from 35% in 2019. This year, accent walls outside and inside the shower area are almost equally common (19% and 18%, respectively) as more renovators are adding or upgrading an accent wall outside the shower area (four percentage points from 2019).

Surface material is the most popular choice for distinguishing the accent wall (51%), up seven percentage points from 2019. Other distinguishing features include color (45%), pattern (41%) and texture (28%).

*Percentages reflect the proportion of homeowners who have added or updated, or are adding or updating, an accent wall inside or outside the shower area as part of a completed, current or planned master bathroom renovation during 2019-20.

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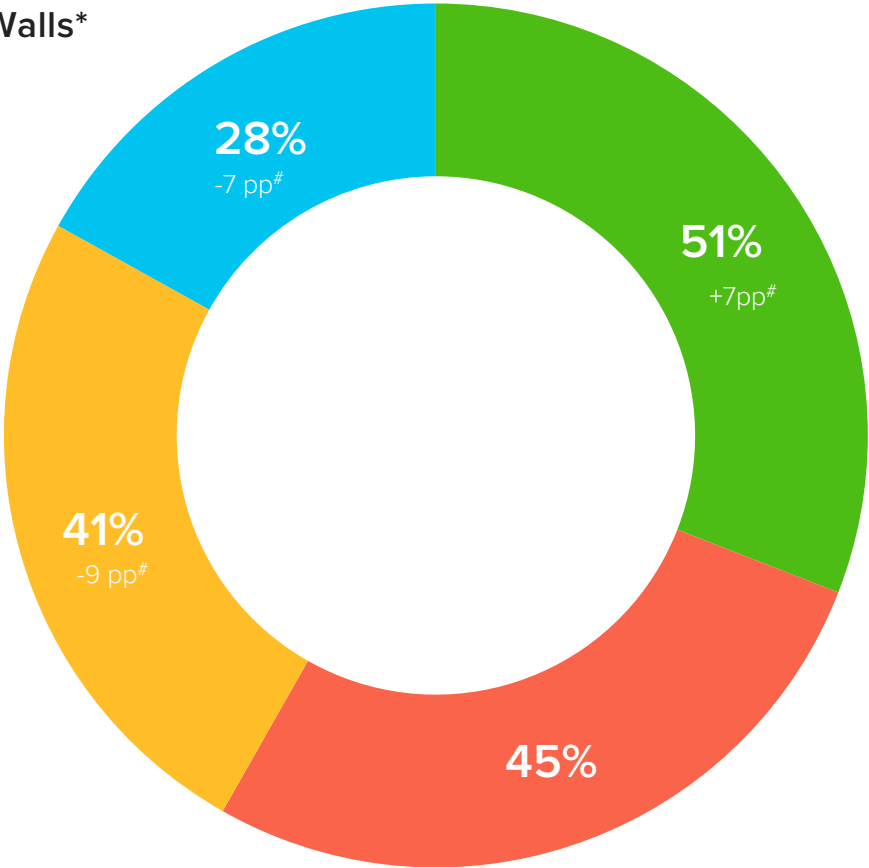
Top Distinguishing Feature of Added or Upgraded Accent Walls*

- Surface material
- Color
- Pattern
- Texture

37%
Adding or upgrading an accent wall inside or outside the shower area

Accent Wall Additions and Upgrades During Renovations**

Accent wall outside the shower area +4 pp# **19%**



Accent wall inside the shower area **18%**

Products & Features



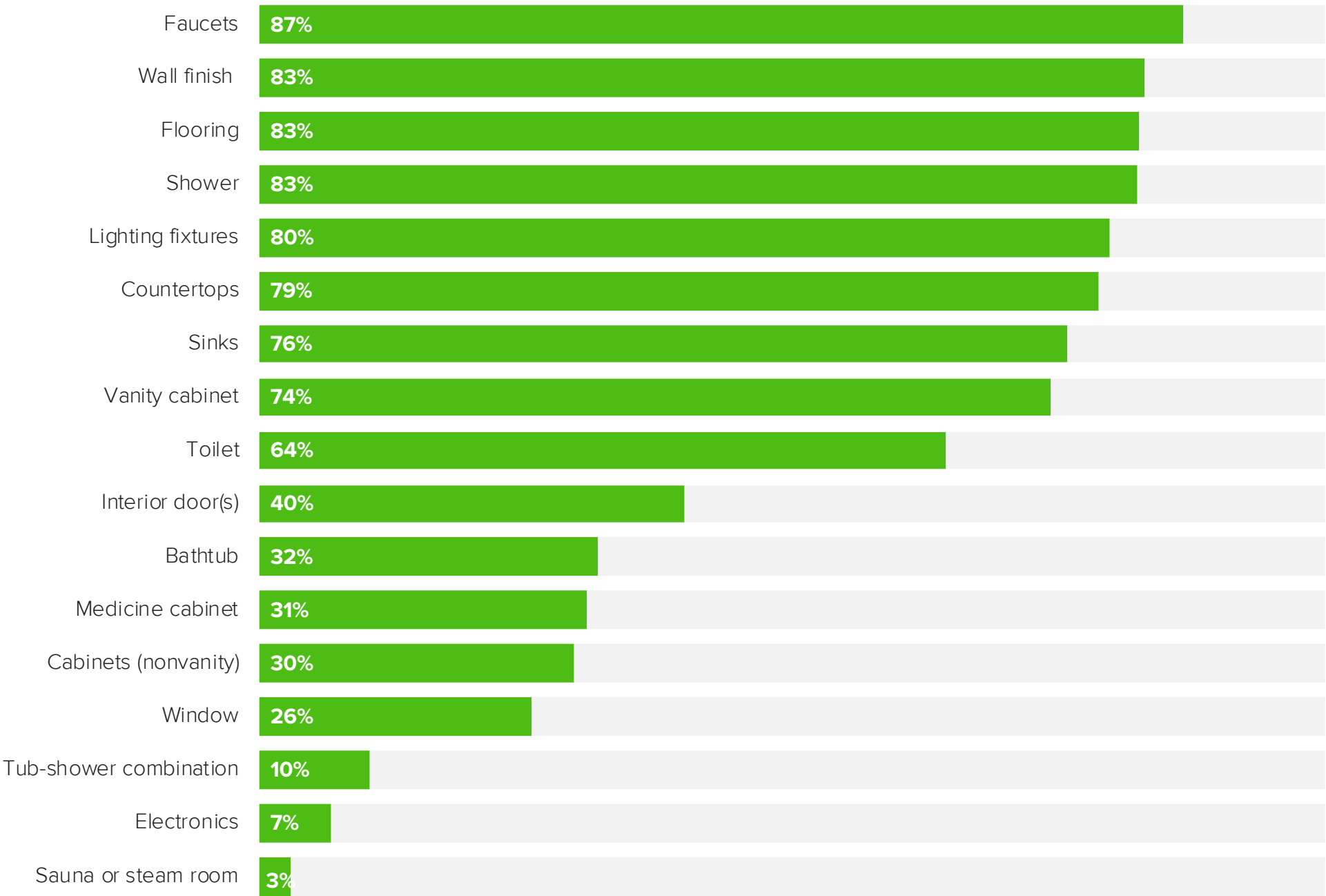
Major Features Get an Overhaul

A large majority of homeowners upgrade major features in their master bathrooms during a renovation, such as faucets (87%), countertops (79%) and toilets (64%).

The importance of bathtubs in master bathrooms continues to decline, with 32% of renovators upgrading the bathtub in 2020 compared with 34% in 2019. This is consistent with a decline in the percentage of people reporting that soaking in the bath is part of their relaxation routine (down seven percentage points from 2019).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

Feature Upgrades During Master Bathroom Renovations*



Bye-Bye, Bathtub?

For the first time, half of renovated master bathrooms don't have a tub. A significant number of renovators remove their bathtub as part of their renovation (23%), and more master bathroom renovators report not having a tub at all (27%), up seven percentage points from 2019.

When removing the bathtub, almost 4 in 5 homeowners choose to enlarge the shower (78%), though this percentage is significantly lower than it was a year ago. Nearly 1 in 10 chooses to enlarge a vanity or sink (9%) or cabinetry (8%) after removing the tub.

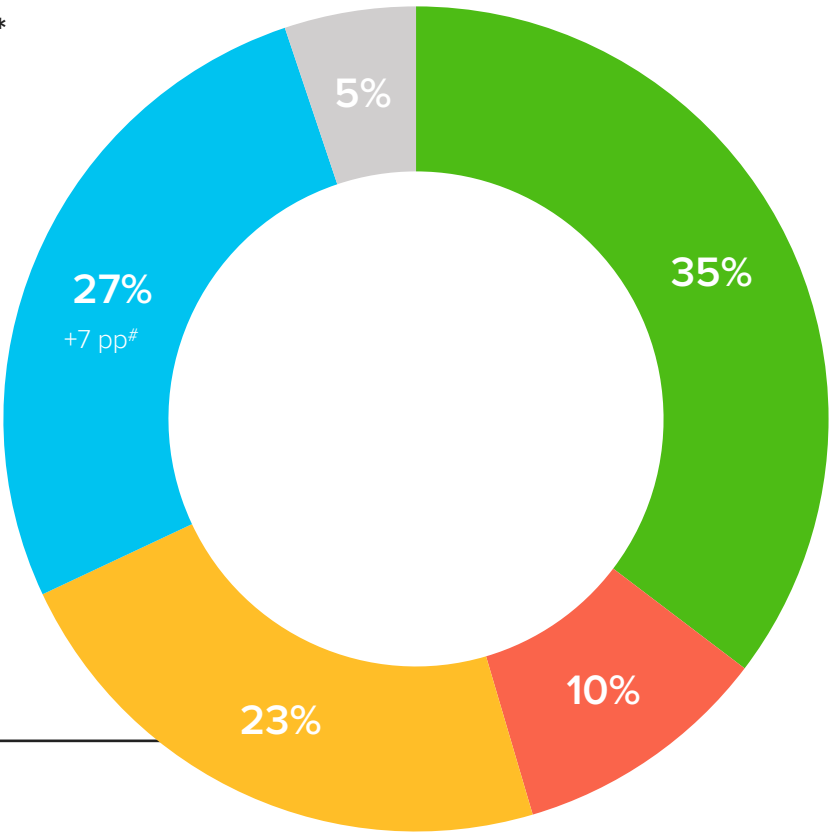
*Percentages reflect the proportion of homeowners who have added or updated, or are adding or updating, an accent wall inside or outside the shower area as part of a completed, current or planned master bathroom renovation during 2019-20.

**Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

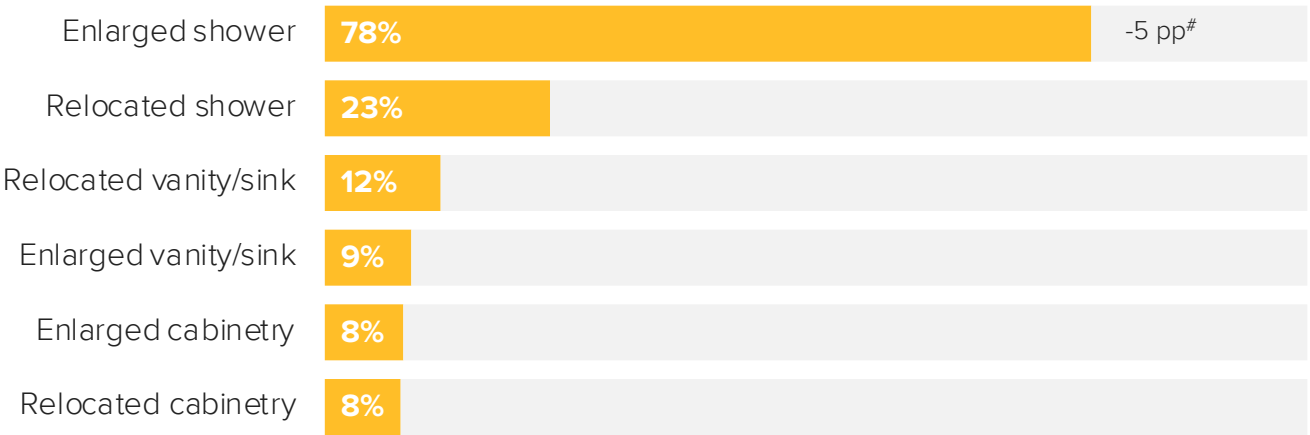
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Bathtub Status After Master Bathroom Renovations*

- Upgraded
- Kept unchanged
- Removed
- None (no tub prior to renovation)
- Other



Elements Added After a Bathtub Removal**



Upgraded Tubs Are Flat and Stand-Alone

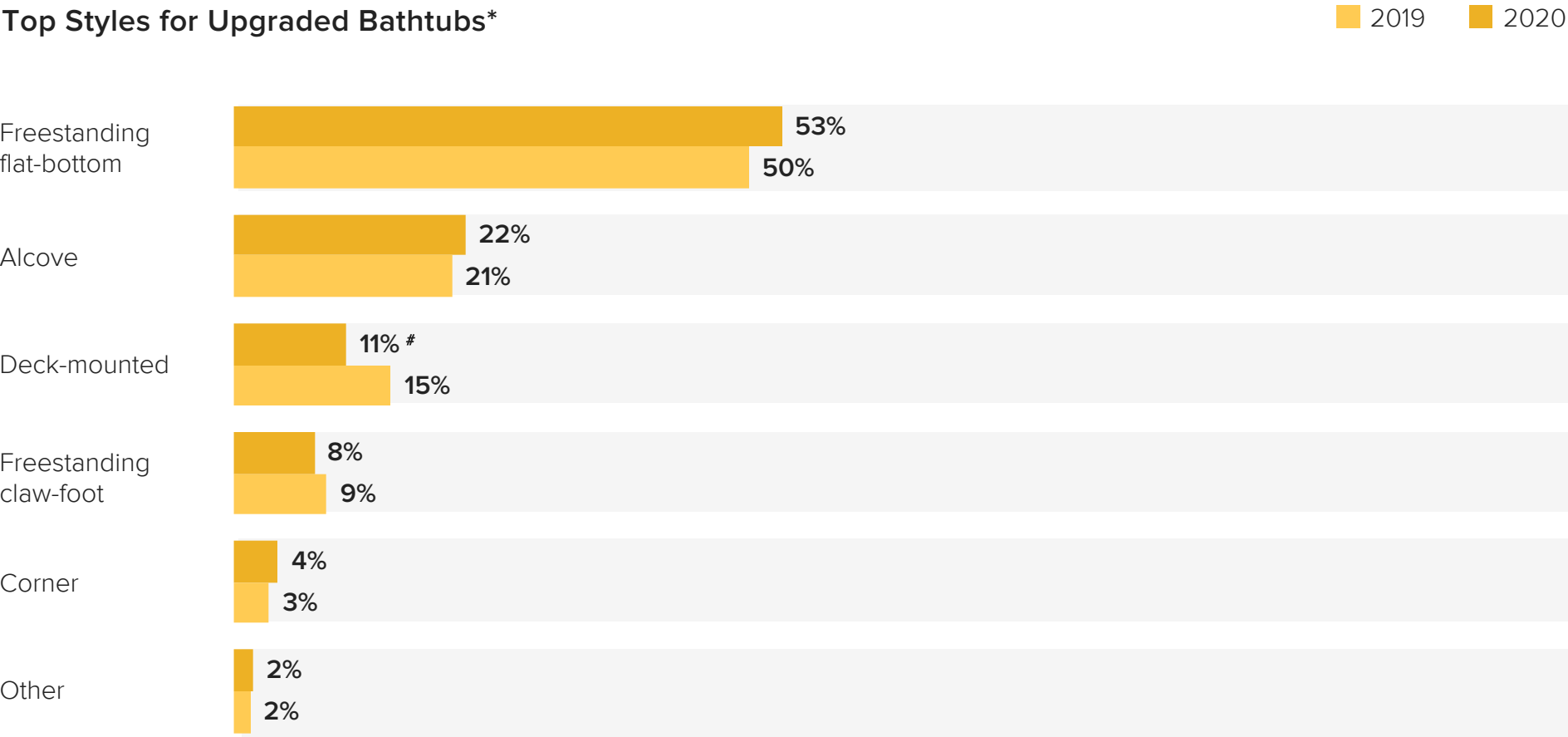
Among the 35% of homeowners who added or replaced a bathtub during a master bathroom renovation, the clear favorite is a freestanding flat-bottom tub. This style was chosen by 53% of renovators this year, up from 50% in 2019. Deck-mounted tubs are even less popular in 2020 than in 2019. Deeper soaking tubs are the most popular choice (69%).

The material choice that master bathroom renovators prefer for their tubs is shifting. While acrylic is still the dominant tub material (55%), fiberglass fell five percentage points from 2019, to 14%, while ceramic or porcelain increased to 11%, up six percentage points from 2019.

*Percentages reflect the proportion of homeowners who are adding or have added a new bathtub or are replacing or have replaced an existing bathtub as part of their completed, current or master bathroom renovation during 2019-20 or 2018-19.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Top Styles for Upgraded Bathtubs*



Top Materials of Upgraded Bathtubs*

| | |
|----------------------|-----------------------|
| Acrylic | 55% |
| Fiberglass | 14% ^{-5 pp#} |
| Enameled cast iron | 14% |
| Ceramic or porcelain | 11% ^{+6 pp#} |

Top Types of Upgraded Bathtubs*

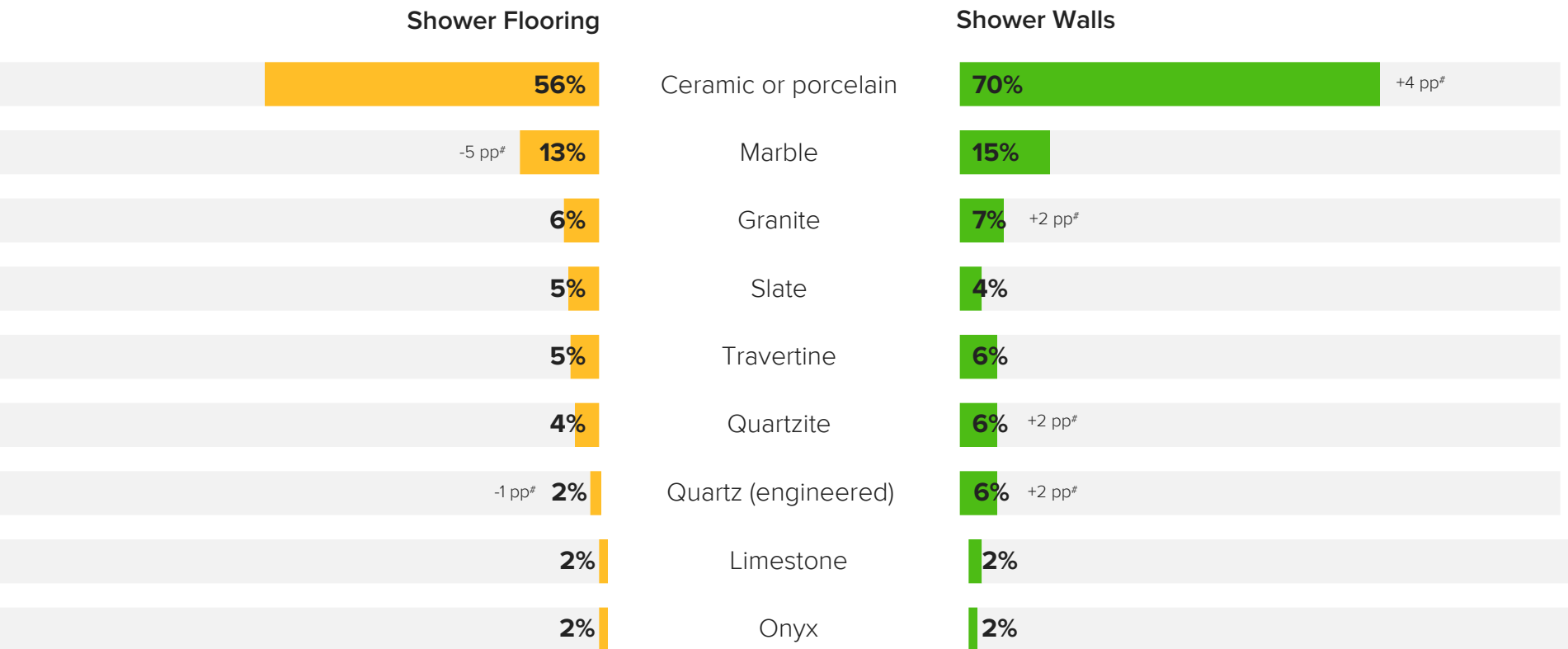
| | |
|----------|-----|
| Soaking | 69% |
| Standard | 14% |
| Walk-in | 4% |

Marble More in Demand for Shower Flooring

Among the 83% of homeowners tackling the shower during a master bathroom renovation, ceramic or porcelain is still the favorite for shower walls, while marble is losing favor in shower flooring.

Quartz and quartzite both made gains in showers as well. Natural stone is less likely to be used for shower floors now than it was in 2019.

Top Materials in Upgraded Showers*



Natural Stone** in Upgraded Showers*



*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned master bathroom renovation during 2019-20.

**Natural stone refers to marble, granite, travertine, slate, quartzite, limestone and onyx.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Vinyl Flooring Gains Ground in Flooring Outside the Shower

More than 4 in 5 renovating homeowners replace flooring and wall finishes outside of the shower area during a master bathroom renovation (83% each). Natural stone continues its decline in both flooring and walls outside the shower area (-1% and -3%, respectively, versus 2019).

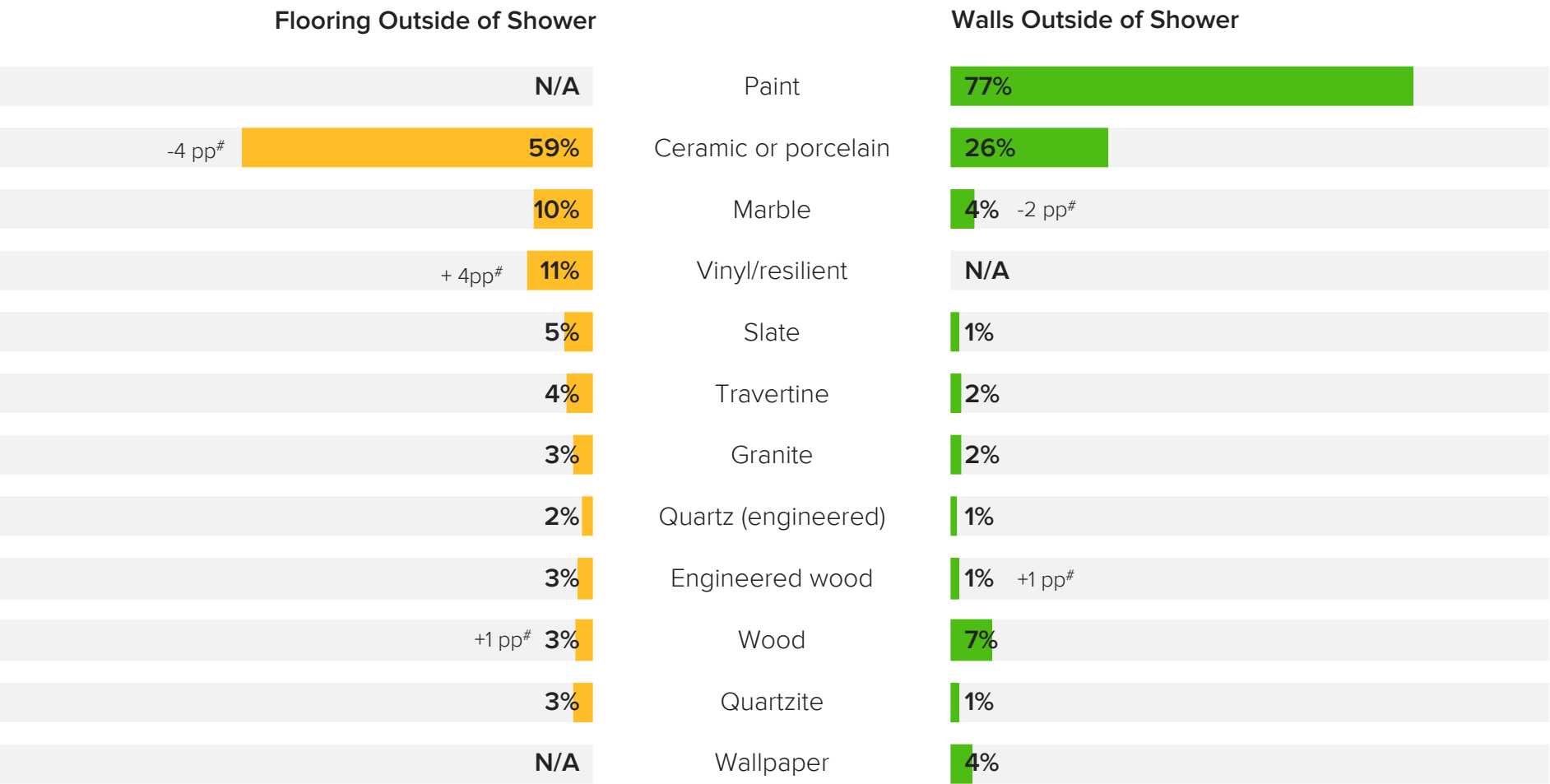
Instead, 11% of renovators choose vinyl flooring outside the shower, up from 7% in 2019. Engineered wood remains steady at 3%, and wood increased one percentage point in 2020 as well. While ceramic or porcelain is the No. 2 favorite for outside shower walls, it's losing ground in flooring outside the shower, down 4% from 2019, though it is still the most popular material there (59%).

*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned master bathroom renovation during 2019-20.

**Natural stone refers to marble, granite, travertine, slate, quartzite, limestone and onyx.

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New Flooring and Wall Finishes Outside of Shower*



Natural Stone** Outside of Showers*



Floating Vanities on the Rise

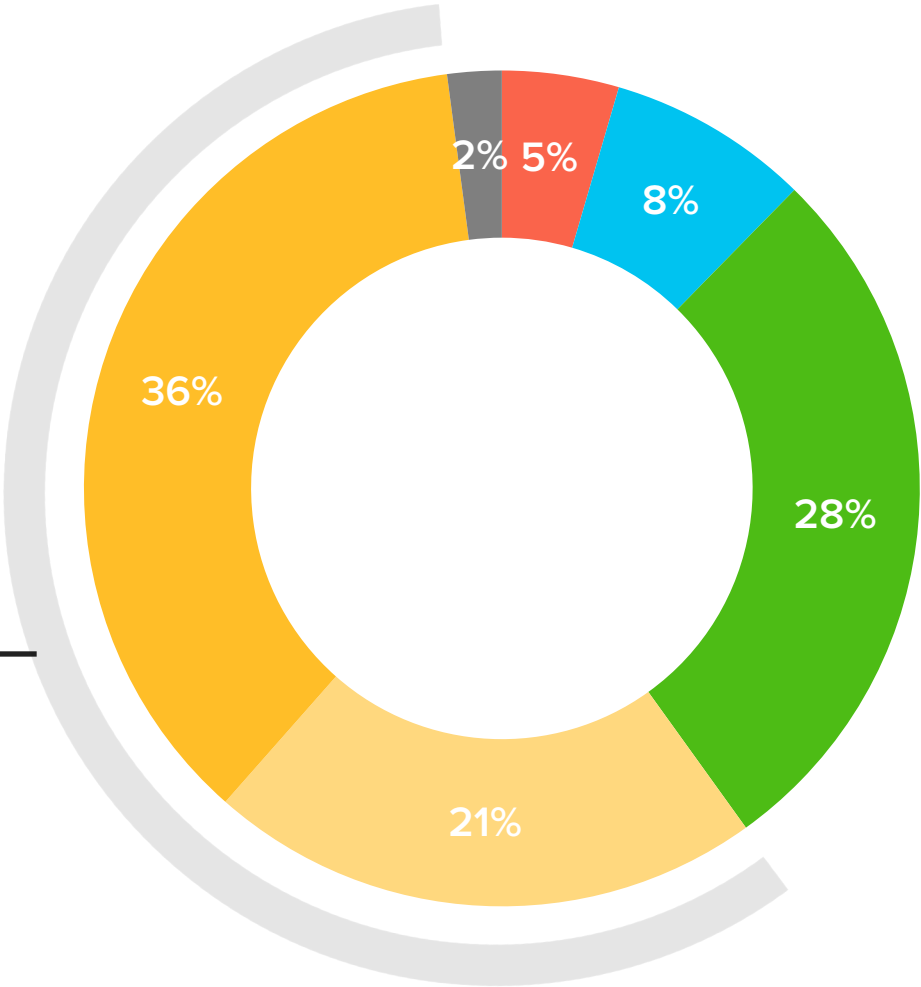
Of those who upgrade their vanity (74%), the majority choose a custom vanity (36%) or a semicustom one (21%). The customized approach explains why vanity cabinets are twice as likely to be built in (56%) as they are to be freestanding (28%). Shaker-style doors are the most popular, with flat-panel and raised-panel door styles coming in strong in second and third place (27% and 21%, respectively). Floating vanities are on the rise, up to 15% from 11% in 2019.

Style of Upgraded Vanities*

- Repurposed
- Ready to assemble
- Stock
- Semicustom
- Custom
- Other

58%

Upgrade to custom or semicustom vanity



Top Door Styles for Upgraded Vanities*

| | |
|--------------|-----|
| Shaker | 46% |
| Flat-panel | 27% |
| Raised-panel | 21% |

Top Mounting Styles for Upgraded Vanities*

| | |
|--------------|------------|
| Built-in | 56% |
| Freestanding | 28% |
| Floating | +4 pp# 15% |

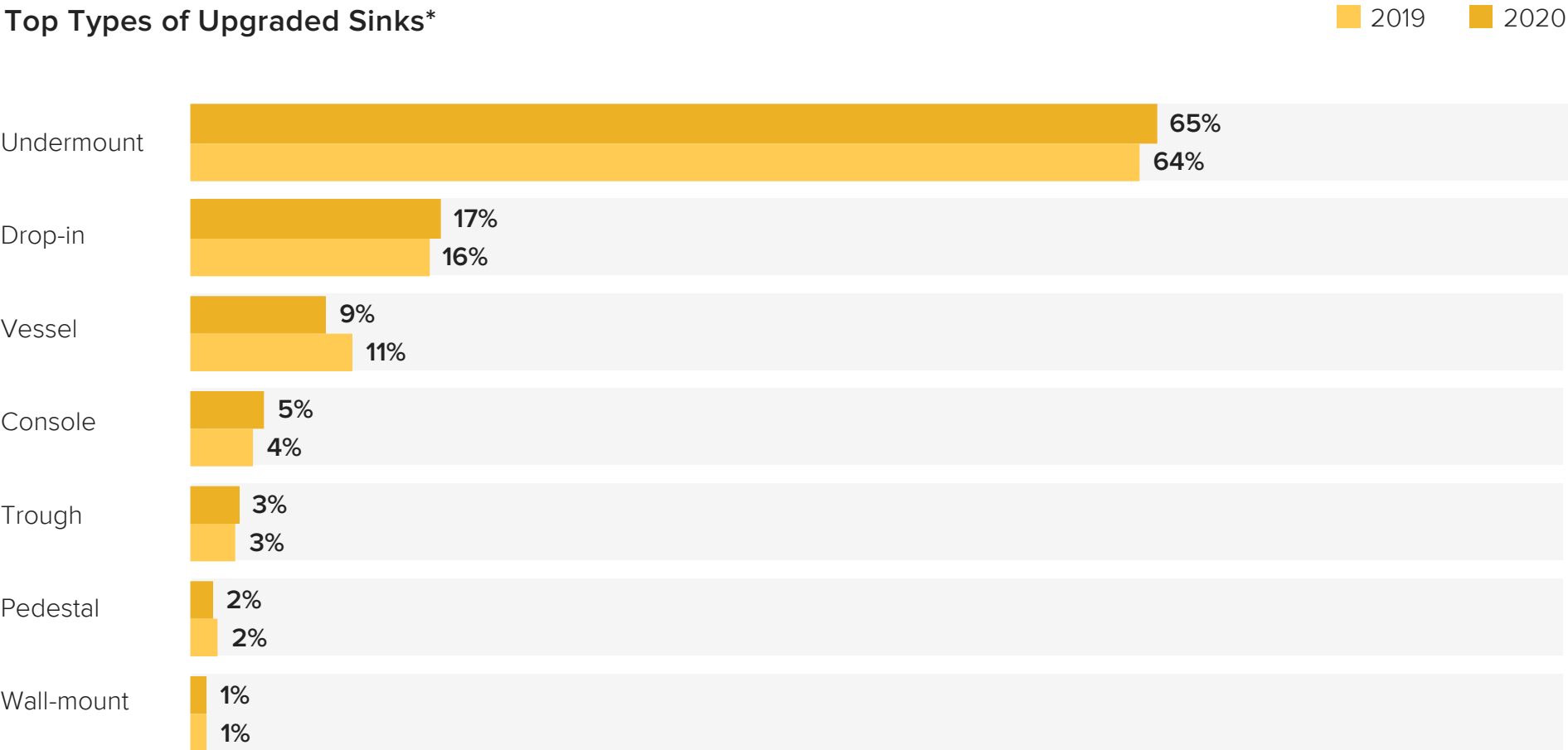
*Percentages reflect proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned master bathroom renovation during 2019-20.

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Sinks Are Better Two-gether

Among the 76% of renovating homeowners updating their master bathroom sinks, the majority choose a double-sink setup (68%). Undermount sinks continue to be the most popular (65%), with drop-ins continuing to gain in share (17% in 2020, up from 16% in 2019 and 13% in 2018) and vessel sinks continuing to decline (9% in 2020, compared with 11% in 2019 and 12% in 2018).

Top Types of Upgraded Sinks*



Double Sinks**



*Percentages reflect the proportion of homeowners who have updated or are updating sinks as part of their completed, current or planned master bathroom renovation during 2019-20 and 2018-19.

**Percentages reflect the proportion of homeowners who have updated or are updating sinks and have installed or are installing two sinks as part of their completed, current or planned master bathroom renovation during 2019-20, 2018-19 and 2017-18.

Medicine Cabinets Are Flush and Well-Lit

Among the 31% of renovating homeowners upgrading their medicine cabinets, 1 in 3 opts for a custom or semicustom cabinet (33%), down from 40% last year. A majority recess the cabinet into the wall (70%). Many medicine cabinets boast premium features such as mirrors and lighting on both the outside and inside. In fact, lighting inside vanities is up to 19%, from 13% in 2019. Renovators are increasingly adding hidden plugs, which is now the top built-in feature, with an increase of five percentage points since 2019.

*Percentages reflect proportion of homeowners who have updated or are updating medicine cabinets as part of their completed, current or planned master bathroom renovation during 2019-20.

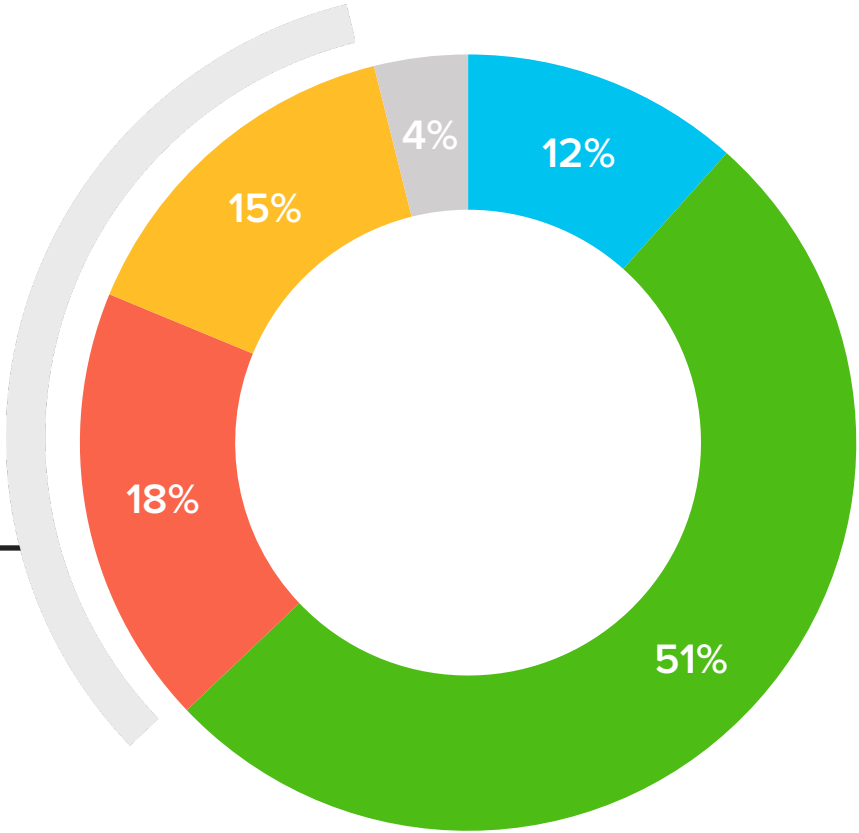
**Recessed in mounting style of upgraded medicine cabinets refers to being recessed into the wall (flush or nonflush) and being semirecessed into the wall.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Style of Upgraded Medicine Cabinets*

- Ready to assemble
- Stock
- Semicustom
- Custom
- Other

33% -7 pp#
Upgrade to custom or semicustom medicine cabinet



Mirrors in Upgraded Medicine Cabinets*

| | |
|----------------|-----|
| On the outside | 69% |
| On the inside | 38% |

Lighting in Upgraded Medicine Cabinets*

| | |
|----------------|------------|
| On the outside | 18% |
| On the inside | +5 pp# 19% |

Top Features of Upgraded Medicine Cabinets*

| | |
|-----------------|------------|
| Hidden plugs | +5 pp# 22% |
| Anti-fog system | 12% |

Mounting Style of Upgraded Medicine Cabinets

| | |
|------------|-----|
| Recessed** | 70% |
| Surface | 29% |

LEDs Light Up More Mirrors

Three in 4 homeowners install new mirrors during a master bathroom renovation (77%), with more than half installing two or more mirrors (62%). The percentage of renovators installing three or more mirrors is on the rise (10%, compared with 7% in 2019). New mirrors boast a variety of advanced features, such as anti-fog systems (14%) and hidden plugs (7%). LED lighting is the feature most on the rise, with 20% of renovators installing LED lighting in their mirrors, a significant increase (six percentage points) from 2019.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

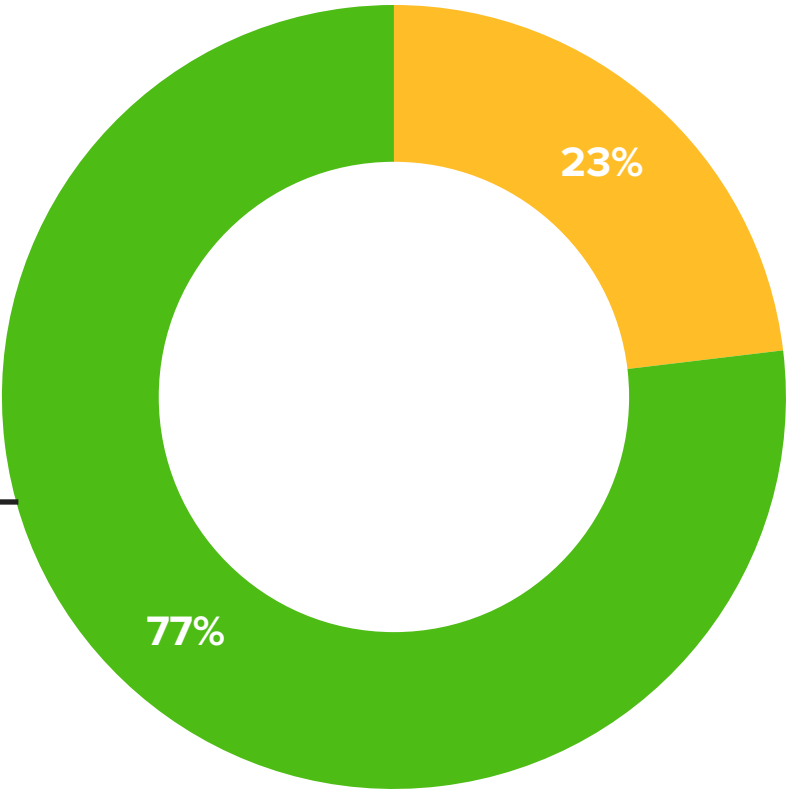
**Percentages reflect the proportion of homeowners who have installed or are installing mirrors as part of their planned, completed or current master bathroom renovation during 2019-20.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Mirror Upgrades During Master Bathroom Renovations*

- Not installing mirrors
- Installing mirrors

77%
Install mirrors



Number of Mirrors Installed**

| | | | | | |
|-----|-----|-----|-----|---------------|------------|
| One | 38% | Two | 52% | Three or more | +3 pp# 10% |
|-----|-----|-----|-----|---------------|------------|

Top Features in Upgraded Mirrors**

| | | | | | |
|-----------------|-----|--------------|------------|--------------|----|
| Anti-fog system | 14% | LED lighting | +6 pp# 20% | Hidden plugs | 7% |
|-----------------|-----|--------------|------------|--------------|----|

Mirror and Undercabinet Lights on the Rise

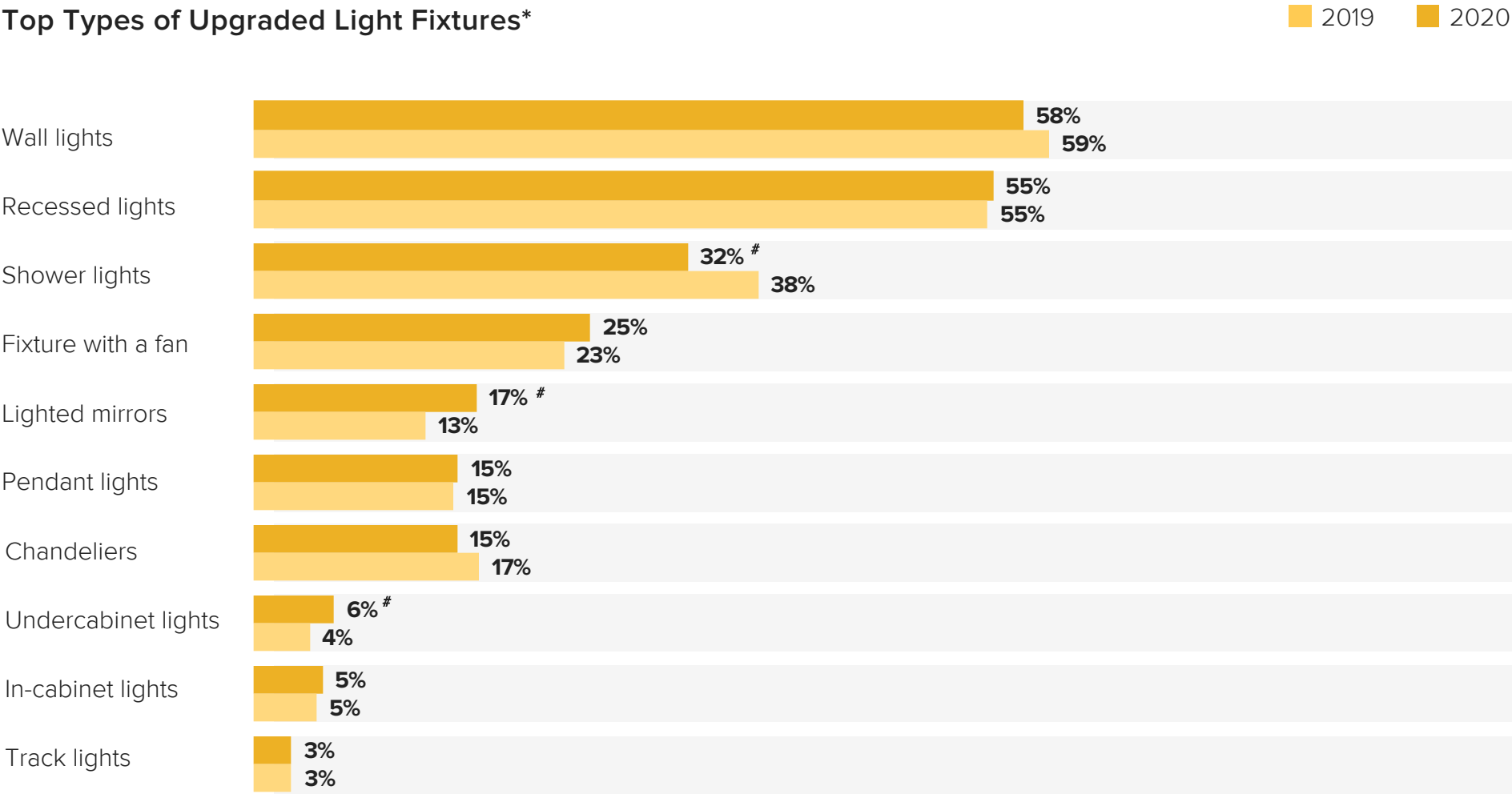
Among the 8 in 10 renovating homeowners who update light fixtures during their master bathroom renovation, wall lights and recessed lights remain the favorites (58% and 55%, respectively). More renovators are choosing lighted mirrors (17%, up four percentage points from 2019), pendant lights (15%) and undercabinet lights (6%, up two percentage points from 2019).

Light fixtures that mix metal and glass still lead the choices (66%), although 1 in 5 renovators opts for all-metal fixtures (21%), and mostly glass fixtures are gaining some ground (11%, up three percentage points from 2019).

*Percentages reflect the proportion of homeowners who have updated or are updating light fixtures as part of their completed, current or planned master bathroom renovation during 2019-20 and 2018-19

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Top Types of Upgraded Light Fixtures*



Top Materials for Upgraded Light Fixtures*



Premium Features Worth the Splurge

Upgraded bathtubs, showers and toilets continue to come with a wide variety of premium features, with soaking tubs, rainfall shower heads and one-piece toilets on top. Specialty lighting is a premium feature on the uptick, with 7% of renovators installing mood lighting in their shower, up two percentage points from 2019, and 8% installing built-in lighting in their bathtub.

Premium Features in Upgraded Toilets, Showers and Bathtubs*

| In Toilets | | In Showers | | In Bathtubs | |
|---------------------|-----|----------------------|-----|---------------------|-----|
| 44% | | 75% | | 84% | |
| Premium Features | | Premium Features | | Premium Features | |
| One-piece toilet | 28% | Rainfall shower head | 58% | Soaking tub | 69% |
| Double-flush toilet | 17% | Dual shower | 24% | Space for two | 21% |
| Wall-mount toilet | 4% | Body sprayer | 16% | Silent whirlpool | 10% |
| | | Thermostatic mixer | 12% | Standard whirlpool | 8% |
| | | Mood lighting | 7% | Lighting (built-in) | 8% |
| | | Steam shower | 3% | | |

*Percentages reflect the proportion of homeowners who have updated or are updating their showers, bathtubs and/or toilets as part of a completed, current or planned master bathroom renovation during 2019-20.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

Faucets Lead the High-Tech Pack

Faucets have the most-high tech features among bath fixtures, with nearly half of new faucets (48%) boasting at least one high-tech feature. Water efficiency (28%) is the most popular high-tech feature, and a growing percentage of faucets offer touch-only or touch-free activation (5%, up two percentage points from 2019).

High-tech toilets are holding steady at 34% in both 2020 and 2019 (compared with 28% in 2018). The popularity of bidets is on the rise, with nearly 1 in 5 renovators who upgrade their toilets adding a toilet seat with a bidet. Self-cleaning systems, along with a seat that has a heating element or overflow protection, also remain popular.

In mirrors, LED lighting is the No. 1 favorite (20%), up six percentage points from 2019, followed by anti-fog systems (14%).

*Percentages reflect the proportion of homeowners who have updated or are updating their showers, faucets, toilets and/or have added or are adding a new bathtub or have replaced or are replacing an existing bathtub as part of a completed, current or planned 2019-20 master bathroom renovation.

#Percentage point difference between 2020 and 2019 study findings; shows only statistically significant differences at 90% confidence levels.

High-Tech Features in Master Bathrooms*

| In Toilets | | In Showers | | In Bathtubs | |
|-----------------------------|------------|---------------------------|------------|---------------------------------|----|
| 34% | | 11% | | 12% | |
| High-Tech Features | | High-Tech Features | | High-Tech Features | |
| Seat with bidet | 17% +5 pp# | Mood lighting | 7% +2 pp# | Built-in lighting | 8% |
| Self-cleaning | 14% +3 pp# | Digital controls | 4% | Built-in heated backrest | 5% |
| Seat with heating | 13% | Shower head with LED | 2% | Built-in scented mist dispenser | 1% |
| Overflow protection | 9% | Built-in sound | 2% | Built-in sound and vibration | 1% |
| Built-in night light | 9% | Shower head with speakers | 1% | | |
| Motion-activated seat | 8% | | | | |
| Self-deodorizer | 7% | | | | |
| In Faucets | | In Mirrors | | | |
| 48% | | 15% | | | |
| High-Tech Features | | High-Tech Features | | | |
| Water-efficient | 28% -4 pp# | LED lighting | +6 pp# 20% | | |
| No fingerprints | 16% | Anti-fog system | 14% | | |
| Touch/touch-free activation | 5% +2 pp# | Shadow elimination system | 2% | | |

Bathroom Bestsellers

Here are the top five bathroom categories in the Houzz Shop in 2019, including a bestseller in each.

**Bathroom
Vanities**



**Bath
Accessories**



Bathtubs



**Bathroom
Faucets**



**Bathroom
Vanity Lighting**



**Showerhead and
Body Sprays**



From top left: [Elma Soft White Bathroom Vanity](#), [Giza Shower, Spa, Door Mat](#), [Modern Freestanding Bathtub](#), [Kohler Purist Widespread Bathroom Faucet](#), [Plumas 3 Light Bathroom Sconce](#), [Belanger Rain Pressure Balanced Round Shower System](#)

Methodology & Appendixes



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 bathroom renovation projects, fielded between June 24 and July 9, 2020.

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 bathroom project details, and people who did not meet the qualification criteria were eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Completes and Qualifications

The 56-question survey gathered information from a total of 1,594 users, who reported being 18 years old or older, being homeowners, and having completed a master bathroom remodel or addition project in the past 12 months or currently working on one or planning to start one in the next three months.

Appendix A

Master Bathroom Styles After Renovation*

| | 2017 | 2018 | 2019 | 2020 |
|---------------------|------|------|------|------|
| Modern | 15% | 15% | 20% | 20% |
| Transitional | 17% | 16% | 21% | 18% |
| Contemporary | 23% | 20% | 16% | 18% |
| Traditional | 13% | 14% | 9% | 12% |
| No particular style | 2% | 5% | 5% | 5% |
| Farmhouse | 6% | 7% | 4% | 5% |
| Beach | 3% | 3% | 4% | 4% |
| Eclectic | 4% | 4% | 3% | 3% |
| Craftsman | 3% | 3% | 3% | 3% |
| Midcentury | 1% | 1% | 2% | 2% |
| Rustic | 2% | 1% | 3% | 2% |
| Mediterranean | 2% | 2% | 2% | 1% |
| Other | 8% | 7% | 9% | 9% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20, 2018-19 ([2019](#) study), 2017-18 ([2018](#) study) and 2016-17 ([2017](#) study).

Appendix B

Master Bathroom Colors After Renovation*

| | Walls – Shower | Walls – Nonshower | Walls – Accent | Flooring – Nonshower | Countertop | Vanity |
|--------------|----------------|-------------------|----------------|----------------------|------------|--------|
| White | 45% | 32% | 23% | 18% | 51% | 34% |
| Gray | 18% | 28% | 21% | 29% | 14% | 18% |
| Beige | 12% | 14% | 7% | 13% | 9% | 4% |
| Multicolored | 12% | 4% | 12% | 13% | 15% | 1% |
| Blue | 3% | 11% | 19% | 1% | 0% | 4% |
| Brown | 1% | 1% | 2% | 4% | 1% | 7% |
| Green | 1% | 4% | 5% | 0% | 1% | 1% |
| Wood** | 1% | 1% | 4% | 12% | 2% | 26% |
| Black | 1% | 0% | 1% | 5% | 5% | 4% |
| Other | 4% | 5% | 5% | 3% | 3% | 1% |

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2019-20.

**Wood includes light, medium and dark tones.