

# 2021 Houzz & Home UK

Overview of Home Renovation  
in 2020 and 2021





# Big Ideas



## HOME RENOVATION SPEND RISES

Home renovation spend has grown 36% in the last year to a median £15,000, from £11,000 in 2019. Higher budget projects (with the top 10% of project spend) reached £100,000 or more in 2020.

## ACTIVITY CONTINUES THROUGH 2021

The busy renovation market will continue through 2021, with 51% of homeowners planning to renovate this year, up five percentage points since 2019 (46%). More than half of renovating homeowners also plan to decorate or furnish their homes in 2021 (56%).

## HOMEOWNERS INVEST IN KITCHENS

Two thirds of homeowners made major changes to their kitchens, such as changing the layout of the kitchen and over half made upgrades to plumbing, electrical or heating (64% and 63%, respectively). Two in five homeowners increased the size of the kitchen and reframed, moved or added walls during renovations (44% and 42%, respectively).

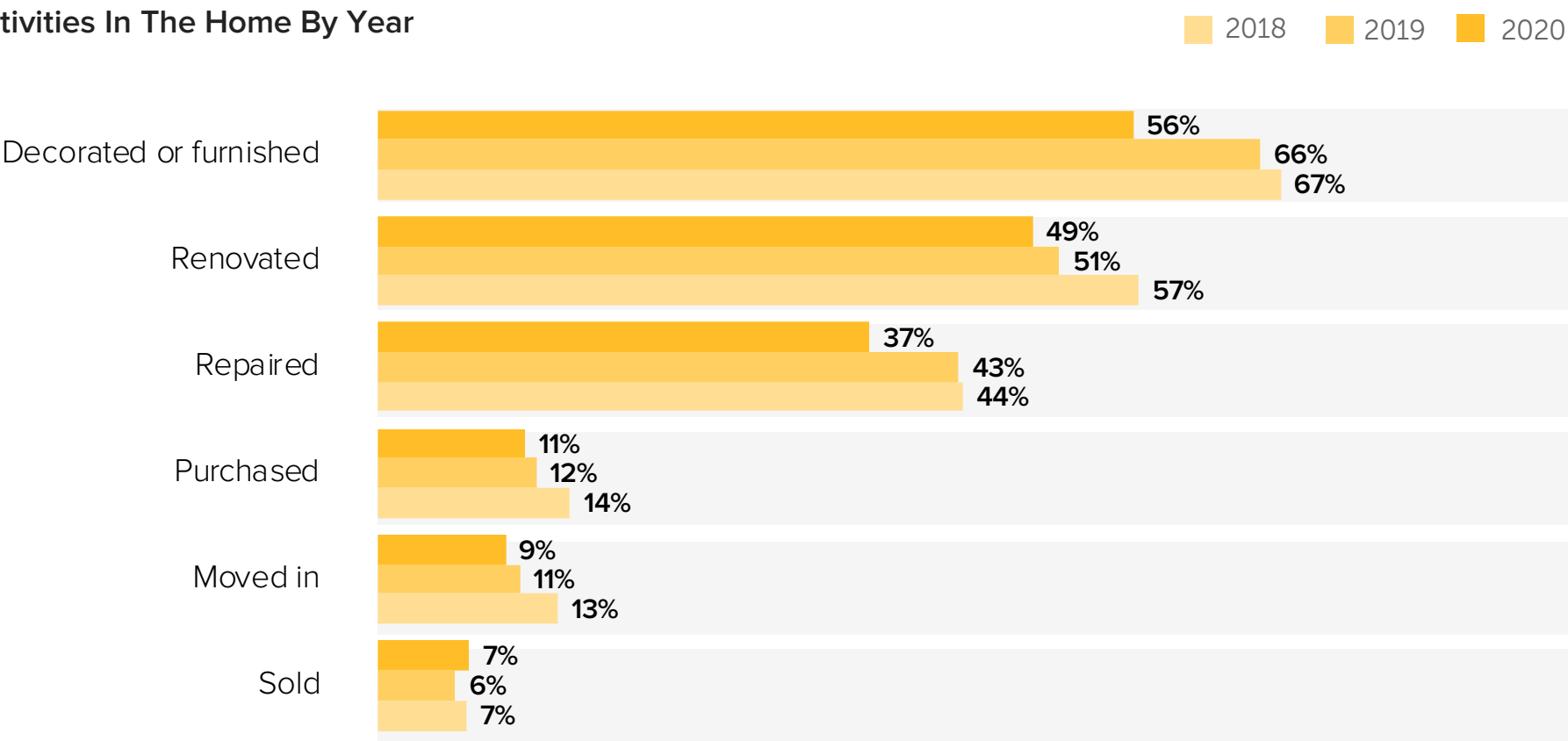
## OUTDOOR PROJECTS HEAT UP

Outdoor projects have increased in popularity over the past year, with 2020 showing a thirteen percentage point increase (60%) among renovating homeowners. Improvements to outdoor spaces were directed towards the grounds, with beds or borders and planters or planter boxes seeing significant growth in popularity (36% and 31%, respectively).

# What We Are Doing in Our Homes

Charts and tables show the frequency of activities related to the primary home in 2018, 2019 and 2020, as well as the median renovation spend per renovating homeowner in 2018, 2019 and 2020, overall and by age, as reported by homeowners on Houzz UK.

Activities In The Home By Year



Annual Renovation Spend (GBP£)

	2018	2019	2020
MEDIAN	18,000	11,000	15,000
90TH PERCENTILE*	125,000	100,000	100,000

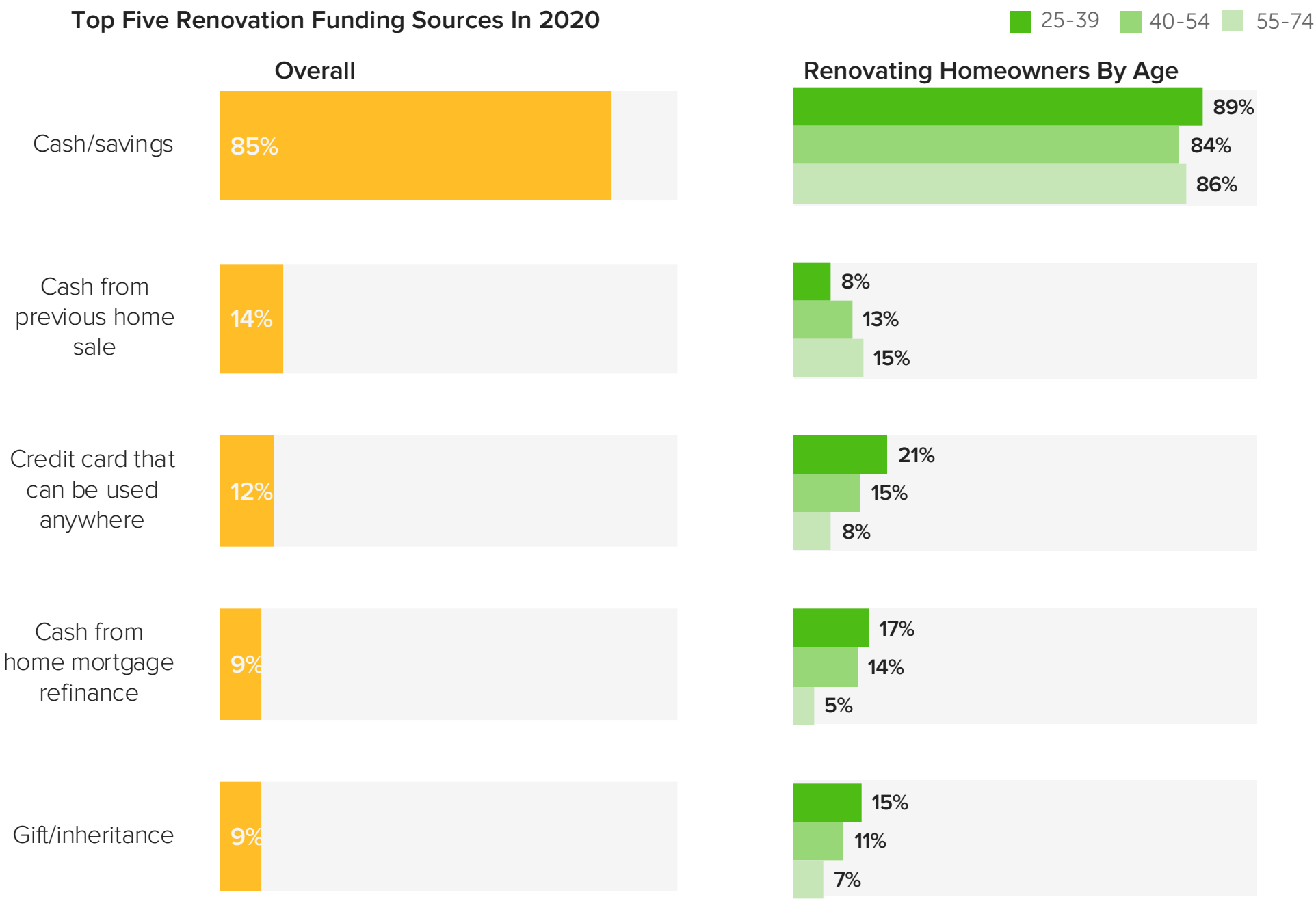
Median Annual Renovation Spend (GBP£)  
By Generation



\*The top 10 percent of home renovation projects by spend.

# How We Are Funding Our Home Renovations

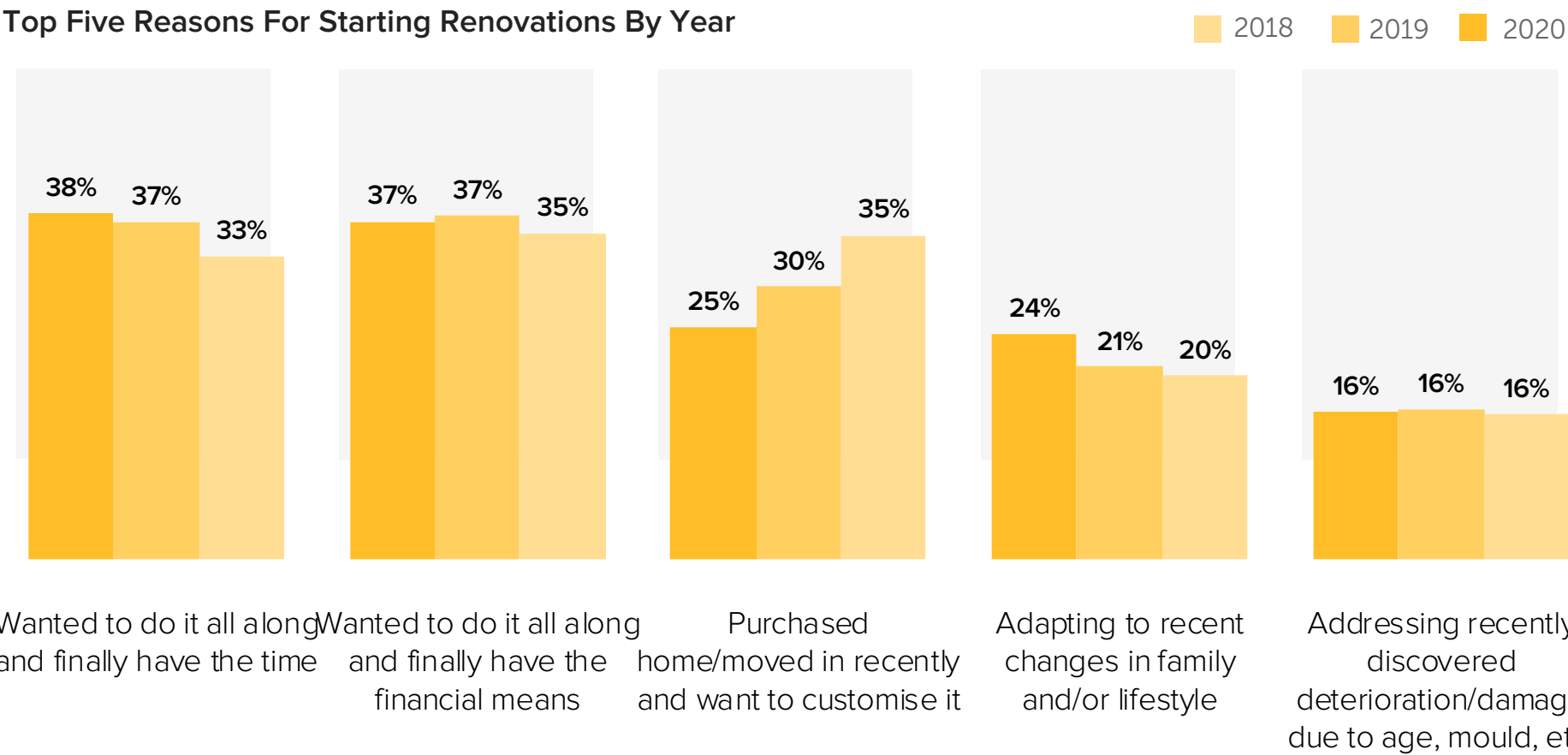
Charts show the frequency of top five funding sources for home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2020.





# Why We Are Renovating Now

Chart and tables show the frequency of top five reasons for starting renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018, 2019 and 2020.



Wanted to do it all along and finally have the financial means

25-39	33%
40-54	45%
55-74	34%

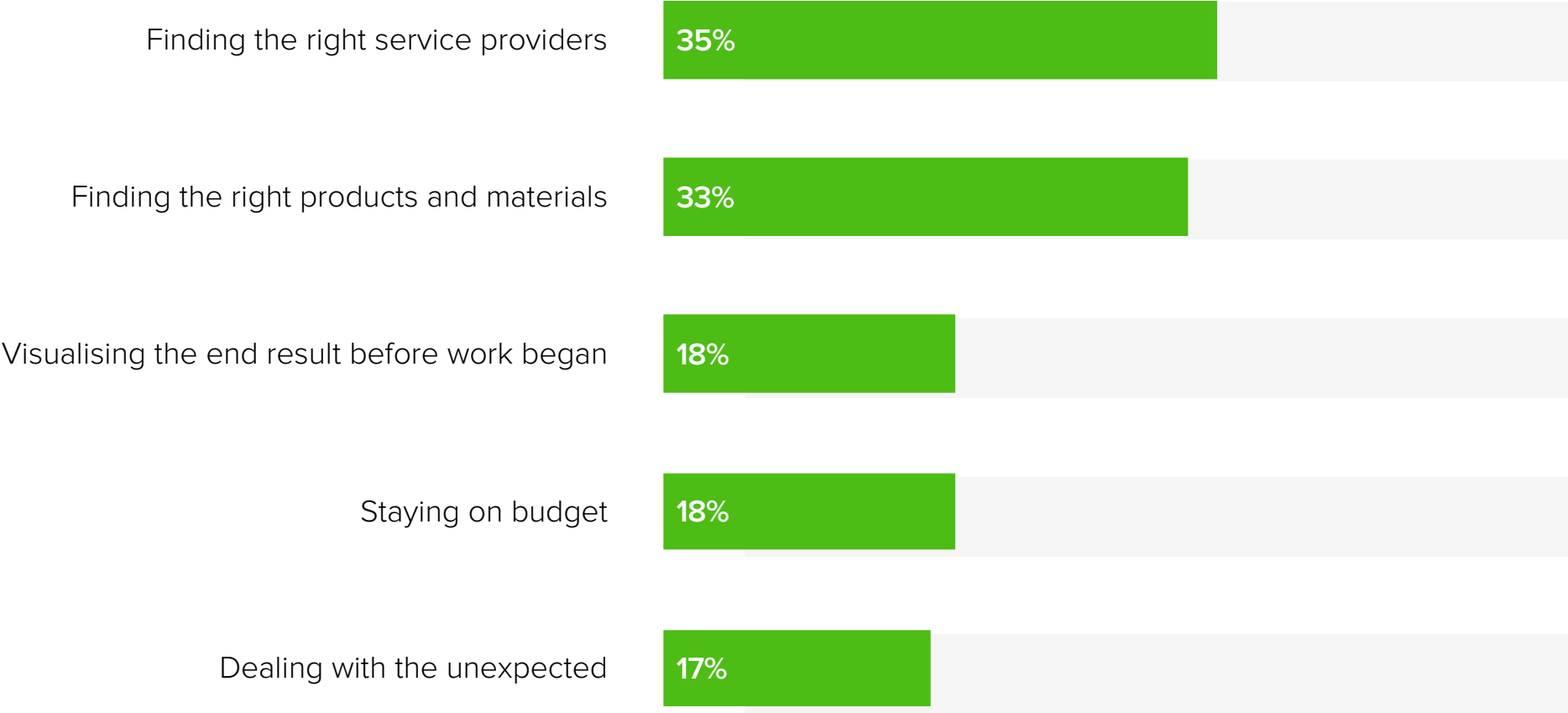
Wanted to do it all along and finally have the time

25-39	36%
40-54	39%
55-74	37%

# What Renovation Challenges We Face

Charts and tables show the frequency of challenges during home renovations as reported by homeowners who renovated their primary homes in 2020.

## Top 5 Challenges that come up during renovation\*



## No Challenges

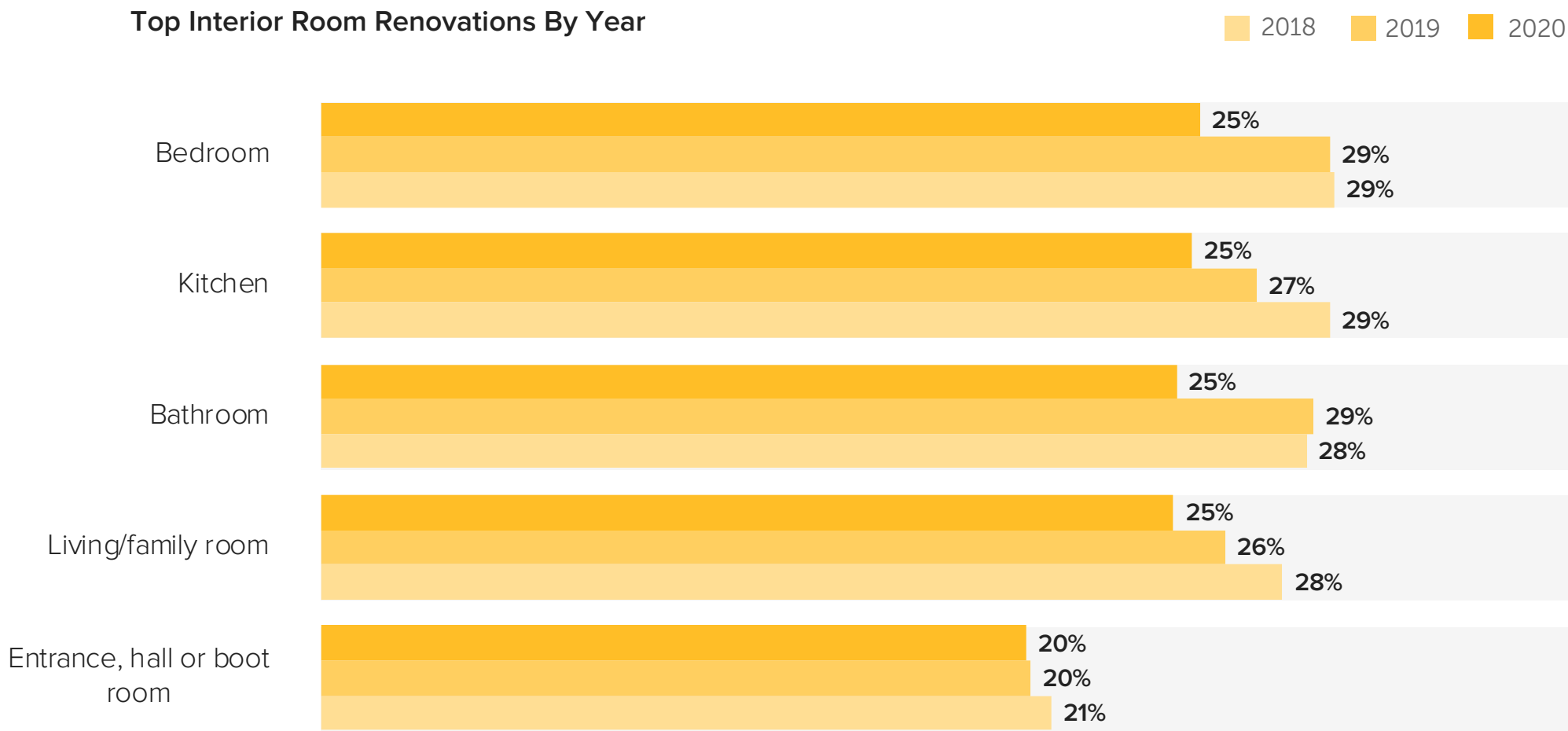
2020	10%
2018	5%

\*Multiple responses (up to three) were allowed.



# Where We Focus Our Efforts

Charts and tables show the frequency of most popular interior room renovations in 2018, 2019 and 2020, as well as 2020 upgrades of home systems, exterior building features, and outdoor features, as reported by homeowners who renovated their primary homes.



Top Home System Upgrades in 2020

Heating	37%
Plumbing	34%
Electrical	32%

Top Exterior Feature Upgrades in 2020

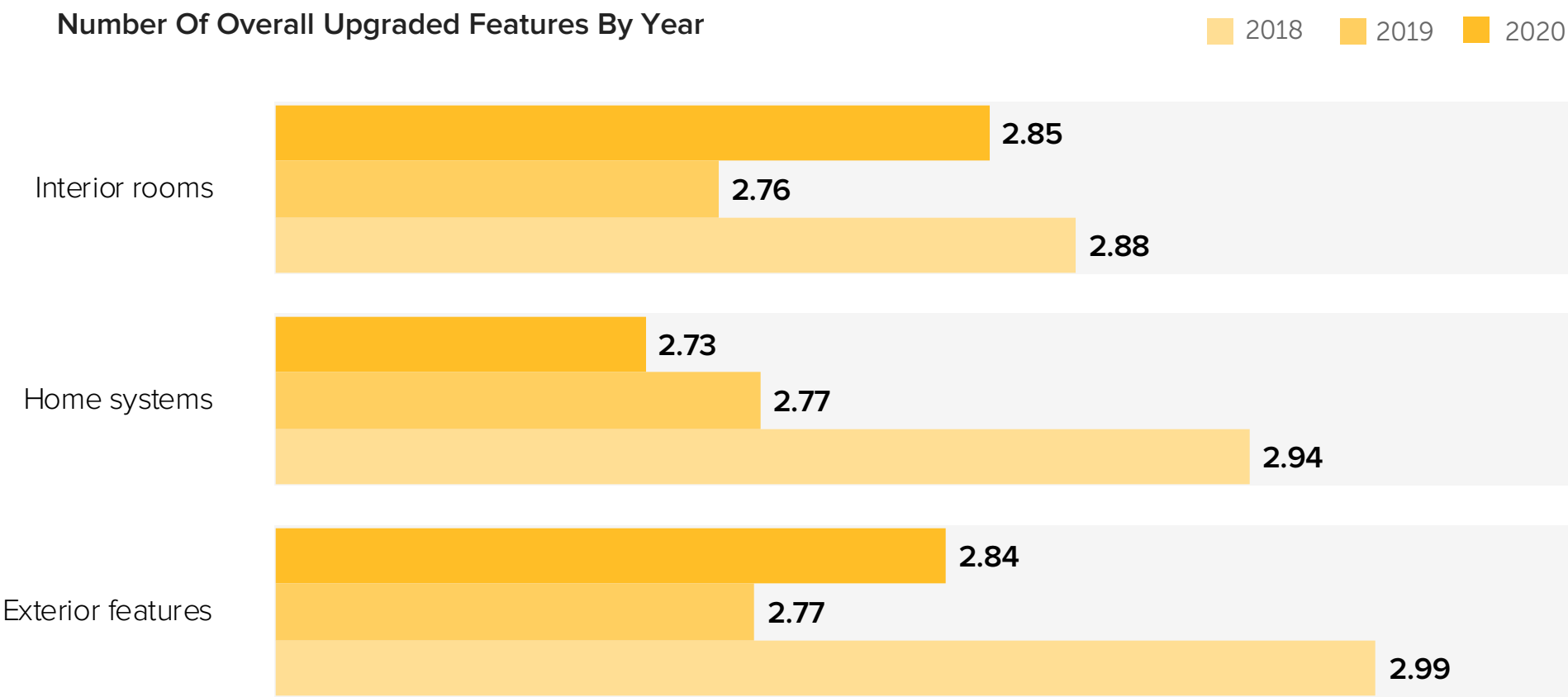
Windows or skylights	26%
Gutters/downpipes	26%
Exterior doors	23%

Top Outdoor Feature Upgrade in 2020

Beds & borders	36%
Planters or planter boxes	31%
Fence	26%

# How Many Features We Upgrade

Charts and tables show the average number of upgrades during home renovations in 2018, 2019 and 2020, and frequency of these upgrades by age, as reported homeowners who renovated their primary homes.



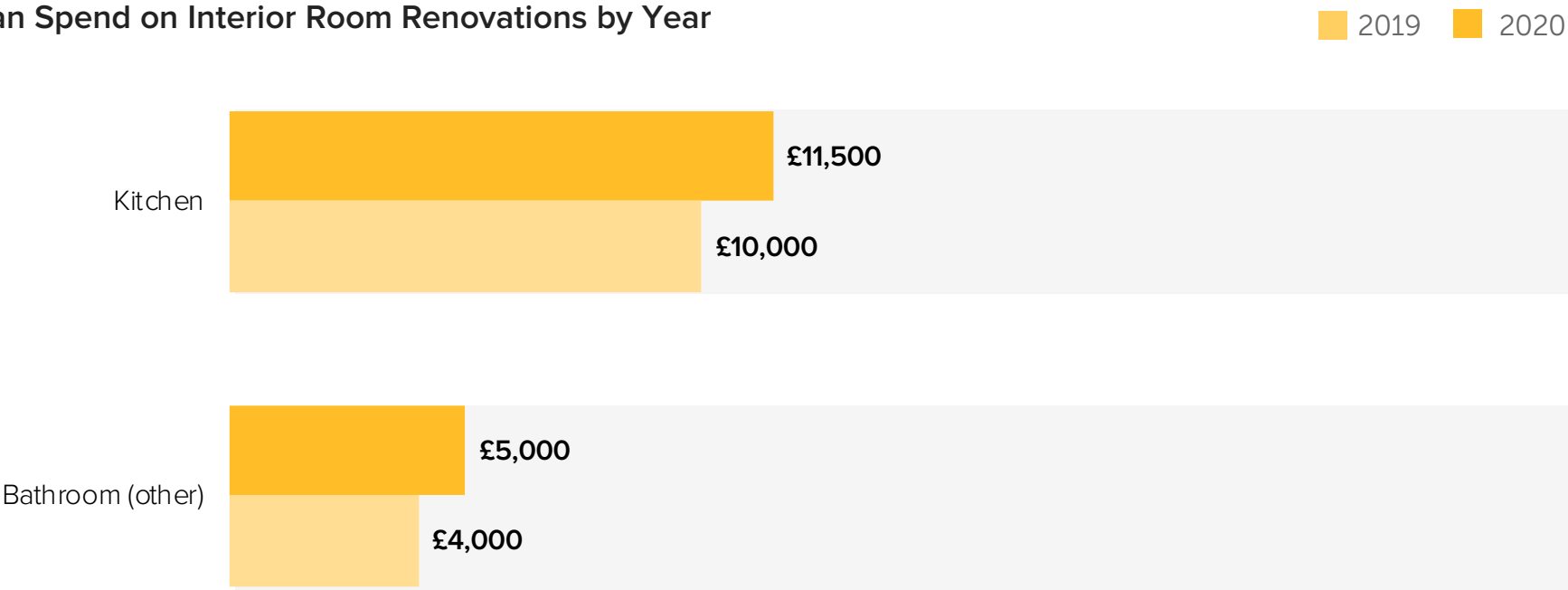
Renovating Homeowners By Age					
Interior rooms		Home systems		Exterior features	
25-39	3.0	25-39	3.4	25-39	3.3
40-54	3.1	40-54	2.7	40-54	3.0
55-74	2.6	55-74	2.5	55-74	2.7



# How Much We Spend on Interior Renovations

Charts and tables show the 2019 and 2020 median spend on interior room renovations, as well as the percentage change between 2019 and 2020, as reported by homeowners who renovated these interior spaces in their primary homes.

Median Spend on Interior Room Renovations by Year



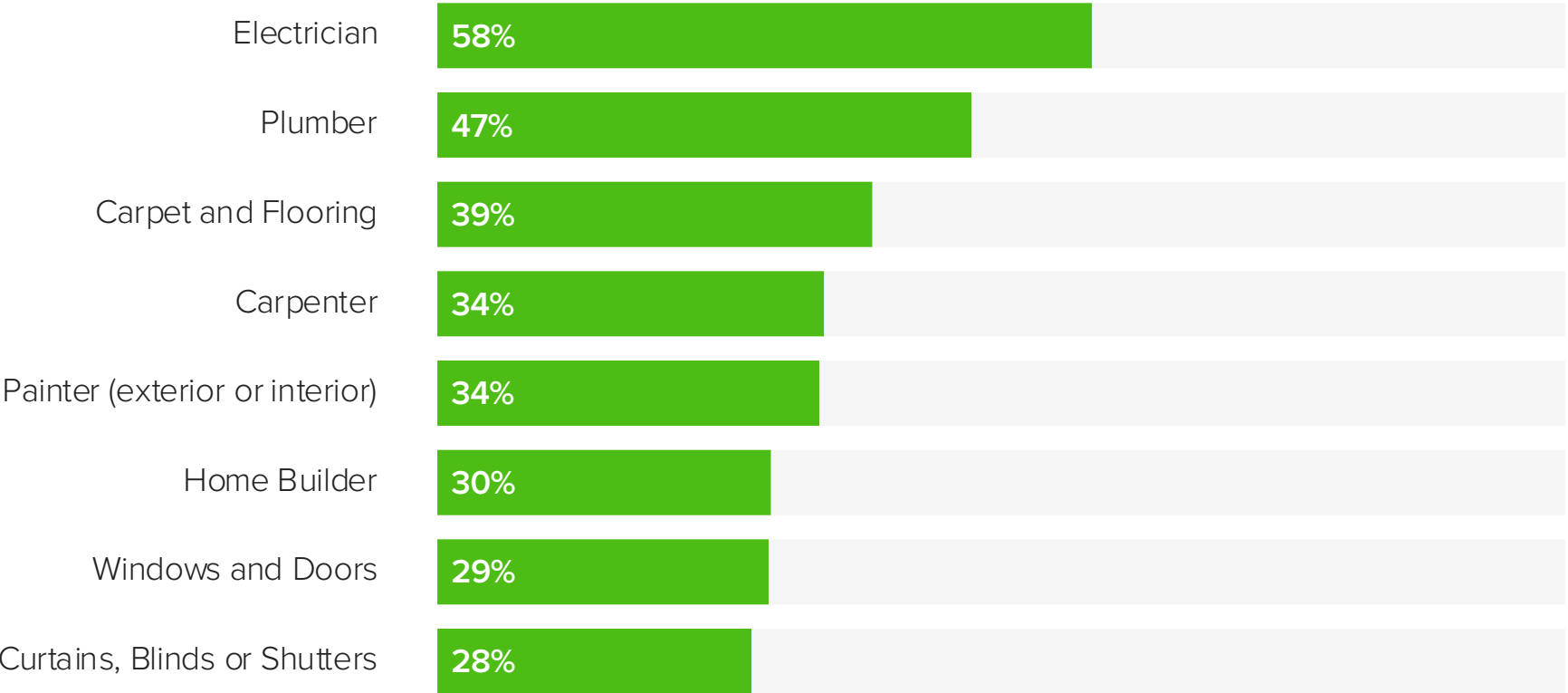
2020 Median Spend Change (%)

Kitchen	15%
Bathroom (other)	25%

# How We Plan Our Home Renovations

Charts and tables show the frequency of professional hiring in 2018, 2019 and 2020, overall and by age, as reported by homeowners who renovated their primary homes.

## Specific Pro Hiring In 2020



## Overall Pro Hiring

2020	88%
2019	91%
2018	92%

## Overall Pro Hiring By Age

25-39	84%
40-54	90%
55-74	85%



# 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 April and June, 2021. The annual Houzz & Home study is the largest survey of residential renovating, building and decorating activity conducted. This survey covers every aspect of home renovation in 2020, from interior renovations and extensions to home systems, exterior upgrades and outdoor projects. This includes the historical and planned spends, professional involvement and motivations behind these projects, as well as activities planned for 2021.

## COMPLETES AND QUALIFICATIONS

The 160-question survey gathered information from Houzz users who identified themselves as 18 years old or older and homeowners. The final sample consists of 3,044 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=2,820) and UK homeowners on Houzz who renovated their primary residence in 2020 (n=1,347).

## SAMPLING AND WEIGHTING

Data was gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data was reviewed to ensure representation of the Houzz user populations.



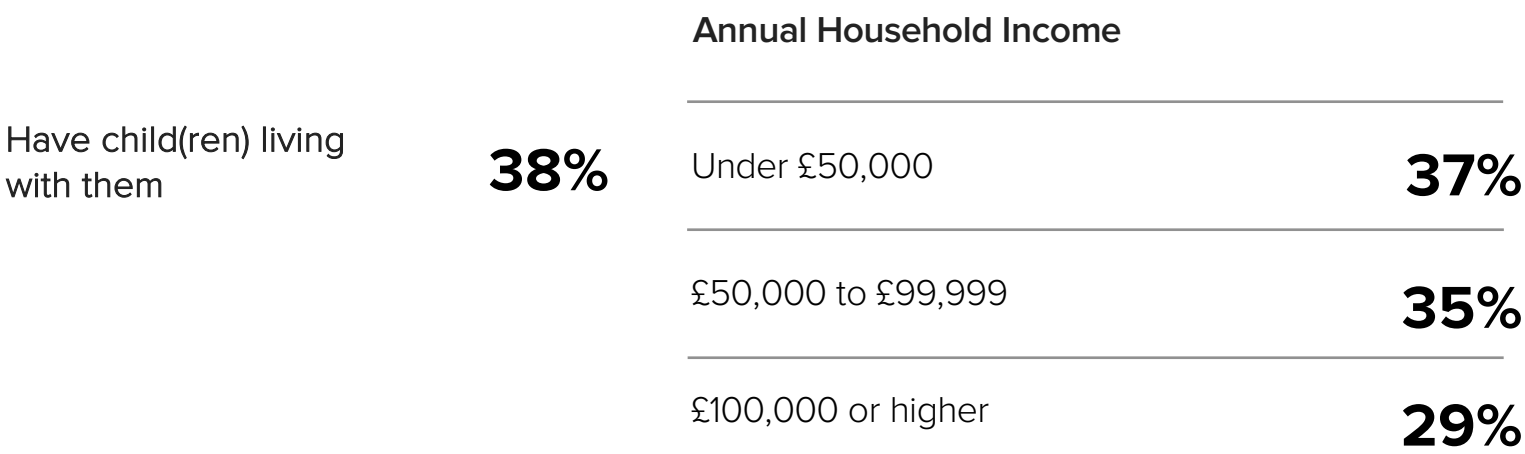
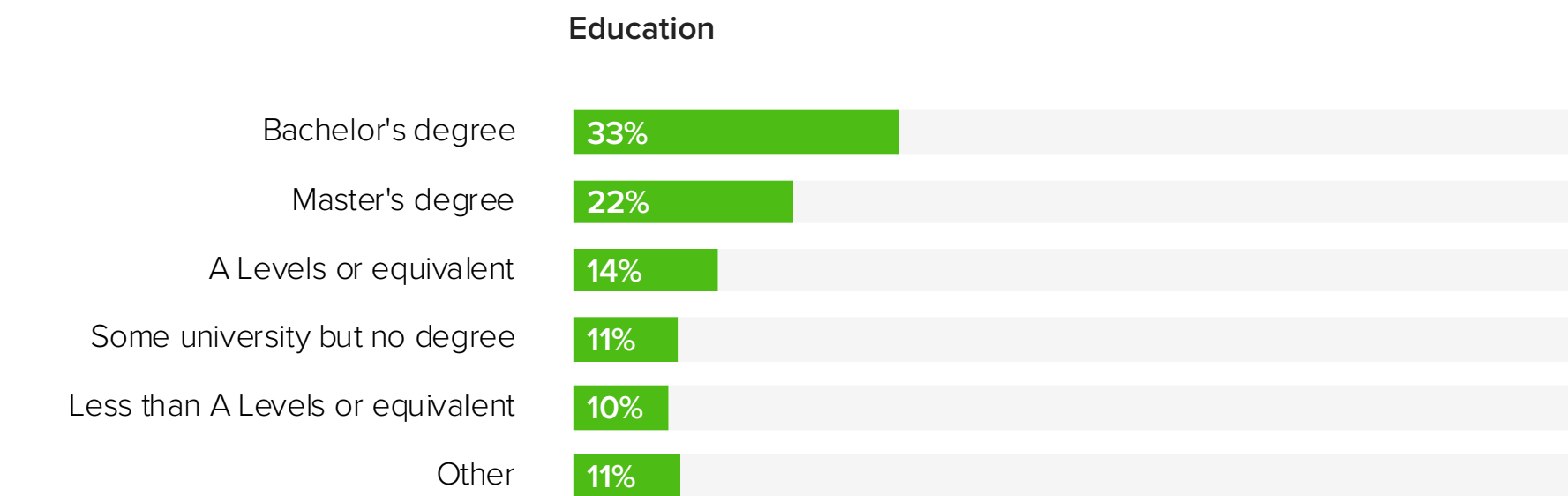
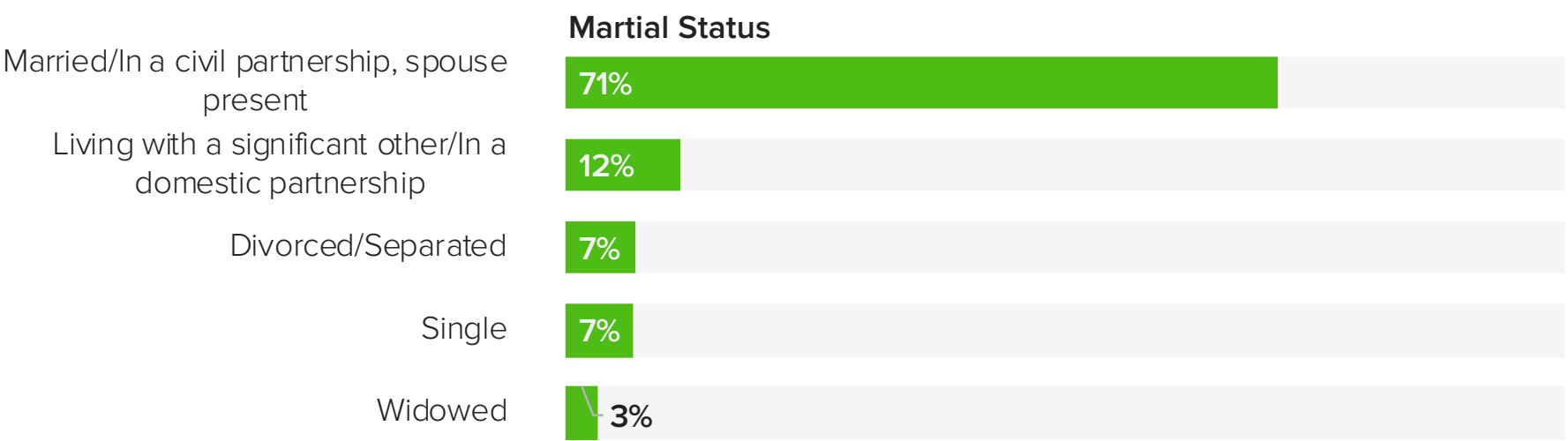
# Appendix

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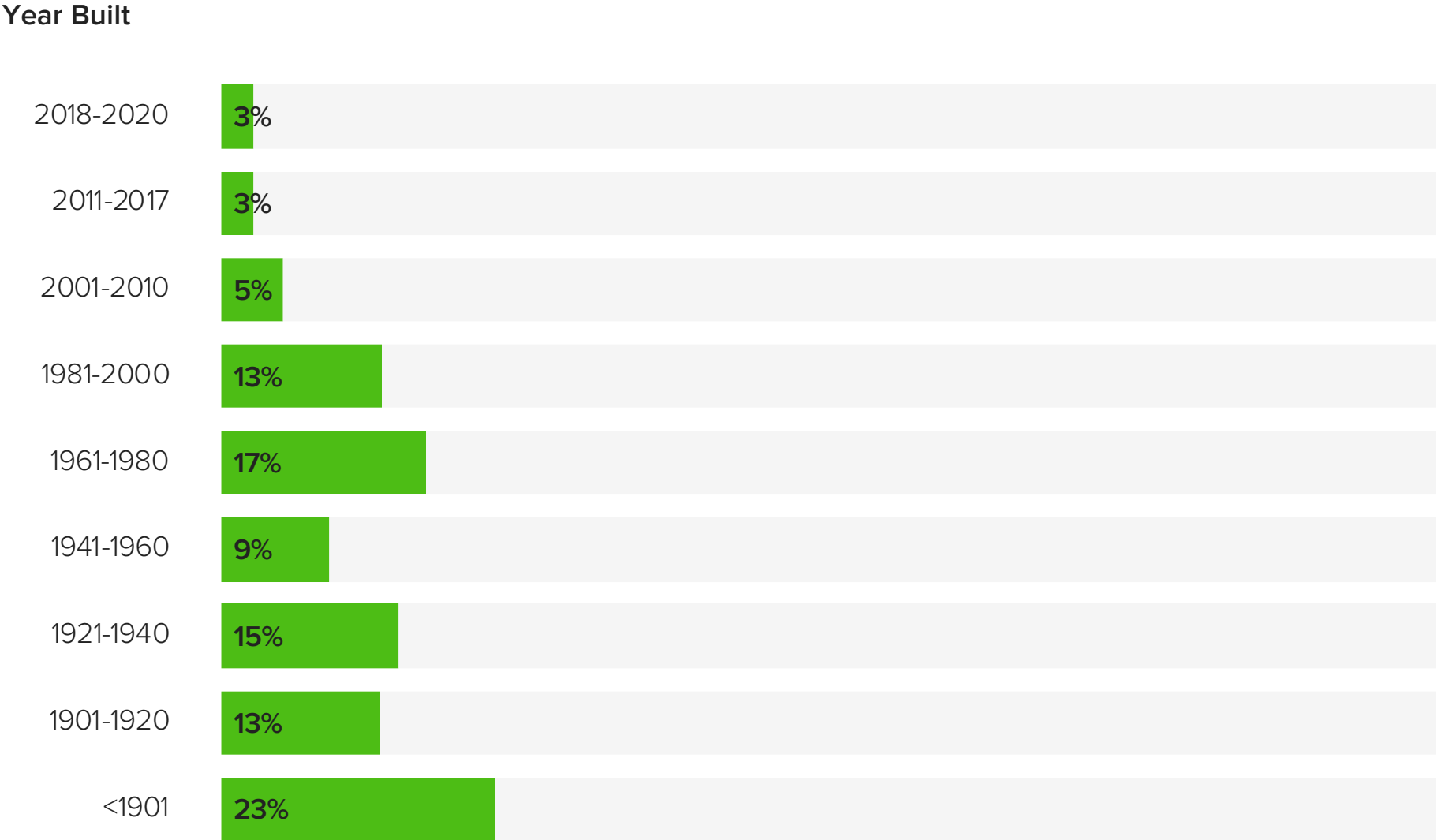




# A. 2020 Renovating Homeowner Demographics



# B. Characteristics of Homes Renovated in 2020



Home Type	
Detached house	45%
Semi-detached house	28%
Terraced house	18%
Other	9%

Owner-reported Home Value	
Under £300,000	25%
£300,000 to £499,999	31%
£500,000 or higher	44%