

HOUZZ UK

# 2025 Houzz & Home UK







# Big Ideas

## Renovation Activity Continues

More than half of homeowners renovated their homes in 2024 (51%), and 3 in 5 completed decoration projects (60%). This is set to continue into 2025, with more than half of the surveyed renovating homeowners planning to decorate (60%) and almost half planning to renovate (49%) this year, both figures similar to those cited last year (59% and 49% in 2023).

## Ageing Homes Drive Renovations

With 53% of renovating homeowners residing in homes built in 1940 or earlier, repairs and system upgrades are a key focus. Nearly 2 in 5 homeowners undertook home repairs (39%) in 2024. Of those who renovated, more than 2 in 5 homeowners upgraded heating systems, closely followed by plumbing and electrical (43%, 42% and 39%, respectively).

## Pro Hiring Remains Widespread

More than 9 in 10 homeowners (94%) choose to work with a pro in 2024. Speciality service providers such as electricians (59%) and plumbers (56%) were the most commonly hired. Notably, demand for cabinetry professionals rose by 8 percentage points year over year to 27%, while hiring of painters, roofers, and architects also increased, each by 5 percentage points (41%, 31%, and 25%, respectively).

## Long-term Commitment to Our Homes

Renovating homeowners are committed to living in their homes long-term, with 3 in 5 planning to stay put for at least 11 years following their project (61%). Pent-up demand continues to be the strongest motivator for home upgrades, with renovating homeowners reporting they finally have the financial means and time to pursue a renovation (36% and 33%, respectively).

## Savings Stay Strong

The majority of renovating homeowners continued to rely on savings to fund their renovations (83%), followed by proceeds from a previous house sale (20%) and credit cards (13%). The use of gifts or inheritance saw a modest increase, rising to 12% from 9% in 2023.

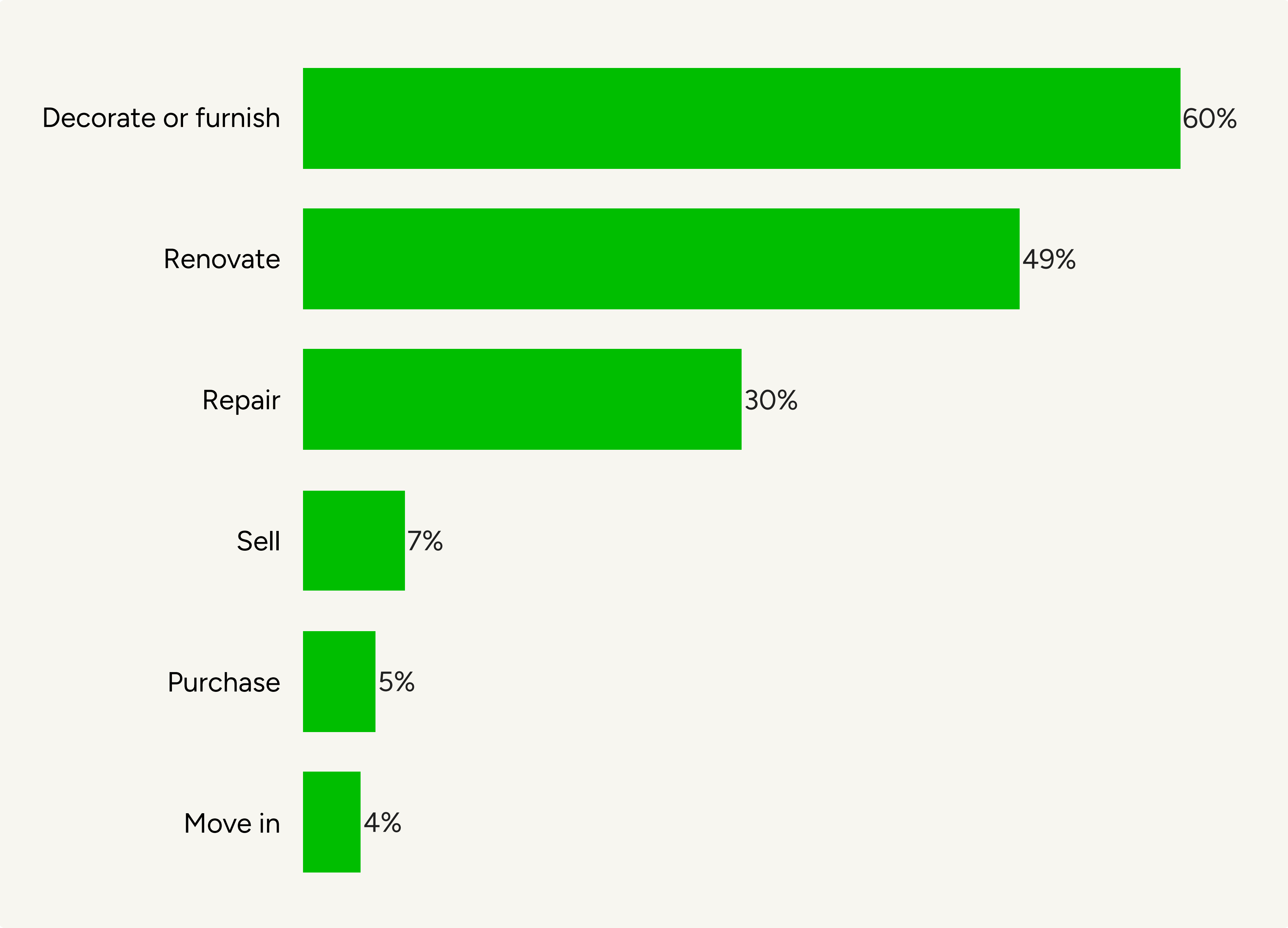
\* Median spend is the midpoint level, meaning half of renovating homeowners on Houzz spent more and half spent less.  
\*\* Generational categories follow Pew Research Center's age ranges: Millennials (25-39), Gen Xers (40-54) and Baby Boomers (55-74).



# What We Are Planning for 2025

Chart and table show the frequency of planned activities and planned spend in 2025, related to the primary home, as reported by homeowners on Houzz UK.

PLANNED ACTIVITIES IN THE HOME IN 2025



PLANNED ANNUAL RENOVATION SPEND (GBP£) IN 2025

Median	£14,000
90th Percentile*	£77,000

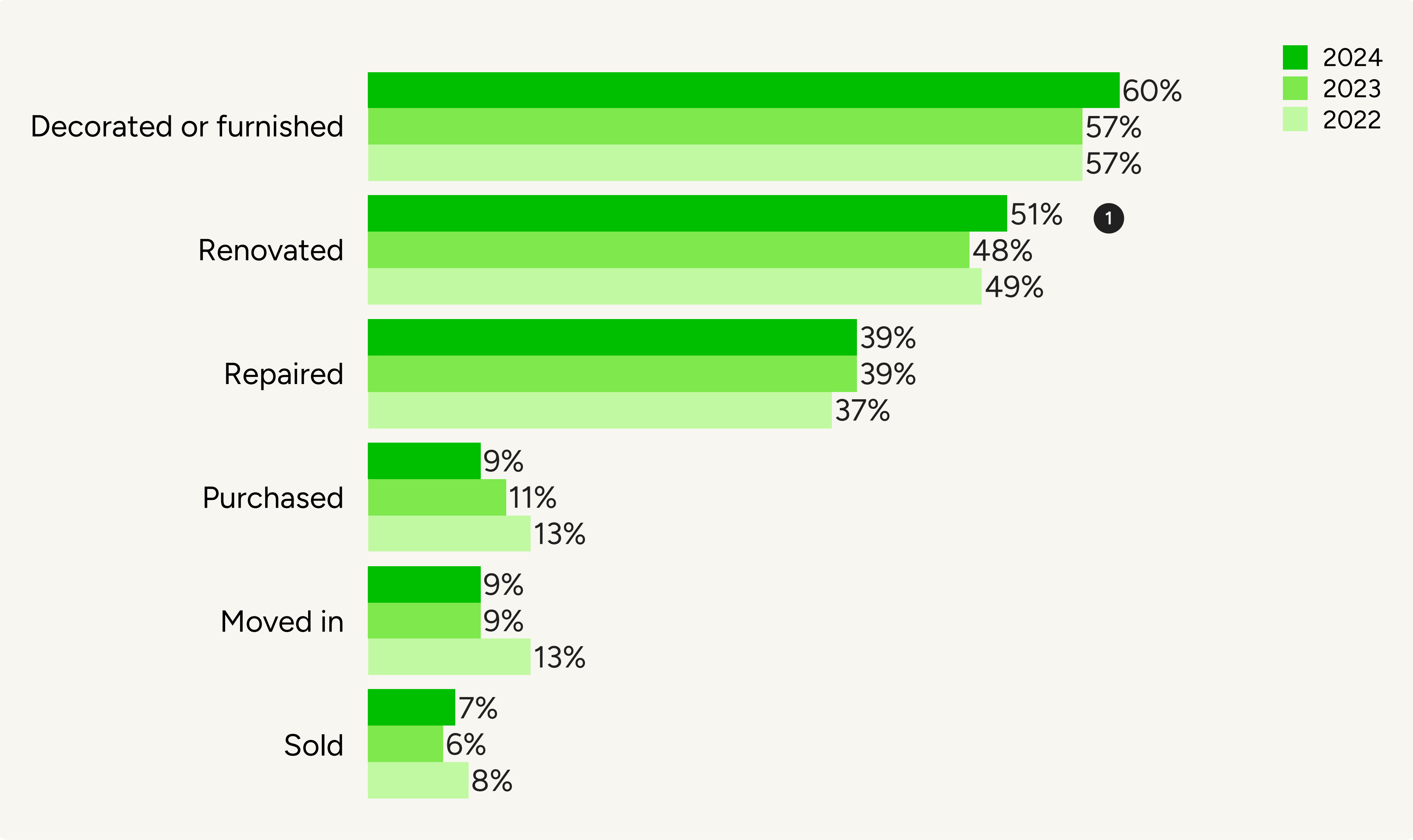
\*The top 10 percent of home renovation projects by spend.



# What We Are Doing in Our Homes

Chart and tables show the frequency of activities related to the primary home in 2022, 2023 and 2024 as well as the median renovation spend per renovating homeowner in 2023 and 2024, overall and by age, as reported by homeowners on Houzz UK.

## ACTIVITIES IN THE HOME BY YEAR



### <sup>1</sup> ANNUAL RENOVATION SPEND PER HOUSEHOLD (GBPE)

#### MEDIAN SPEND

2024	£21,440
2023	£17,000

#### 90TH PERCENTILE SPEND

2024	£169,000
2023	£200,000

#### MEDIAN ANNUAL RENOVATION SPEND (GBPE) IN 2024 BY GENERATION

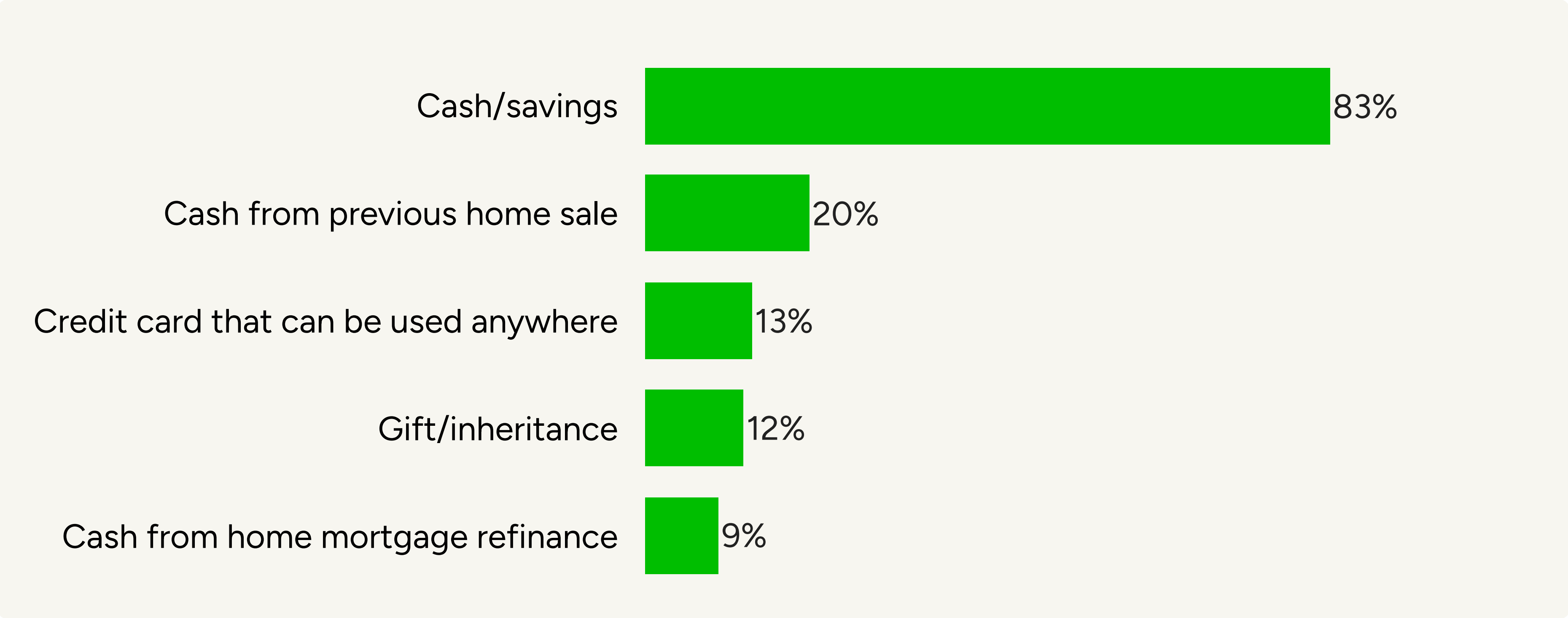
40-54	£30,000
55-74	£17,500



# How We Are Funding Our Home Renovations

Chart and table 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 2024.

TOP FIVE RENOVATION FUNDING SOURCES IN 2024



RENOVATING HOMEOWNERS BY AGE

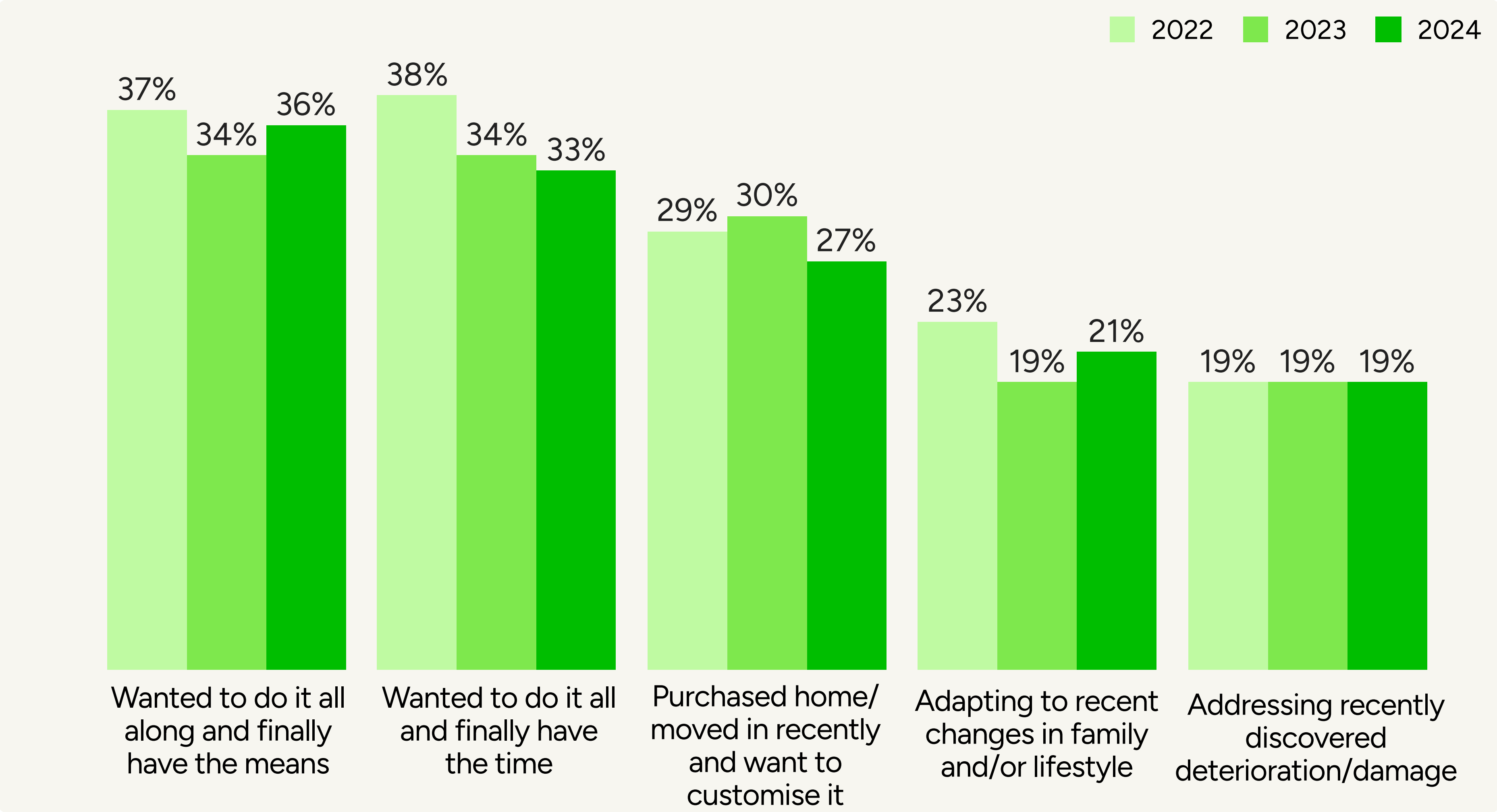
	40-54	55-74
Cash/savings	84%	83%
Cash from previous home sale	19%	22%
Cash from mortgage refinance	13%	7%
Gift/inheritance	13%	12%
Credit card that can be used anywhere	12%	13%



# 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 2022, 2023 and 2024.

TOP FIVE REASON FOR STARTING RENOVATIONS BY YEAR



WANTED TO DO IT ALL ALONG AND FINALLY HAVE THE FINANCIAL MEANS

40-54	42%
55-74	34%

WANTED TO DO IT ALL ALONG AND FINALLY HAVE THE TIME

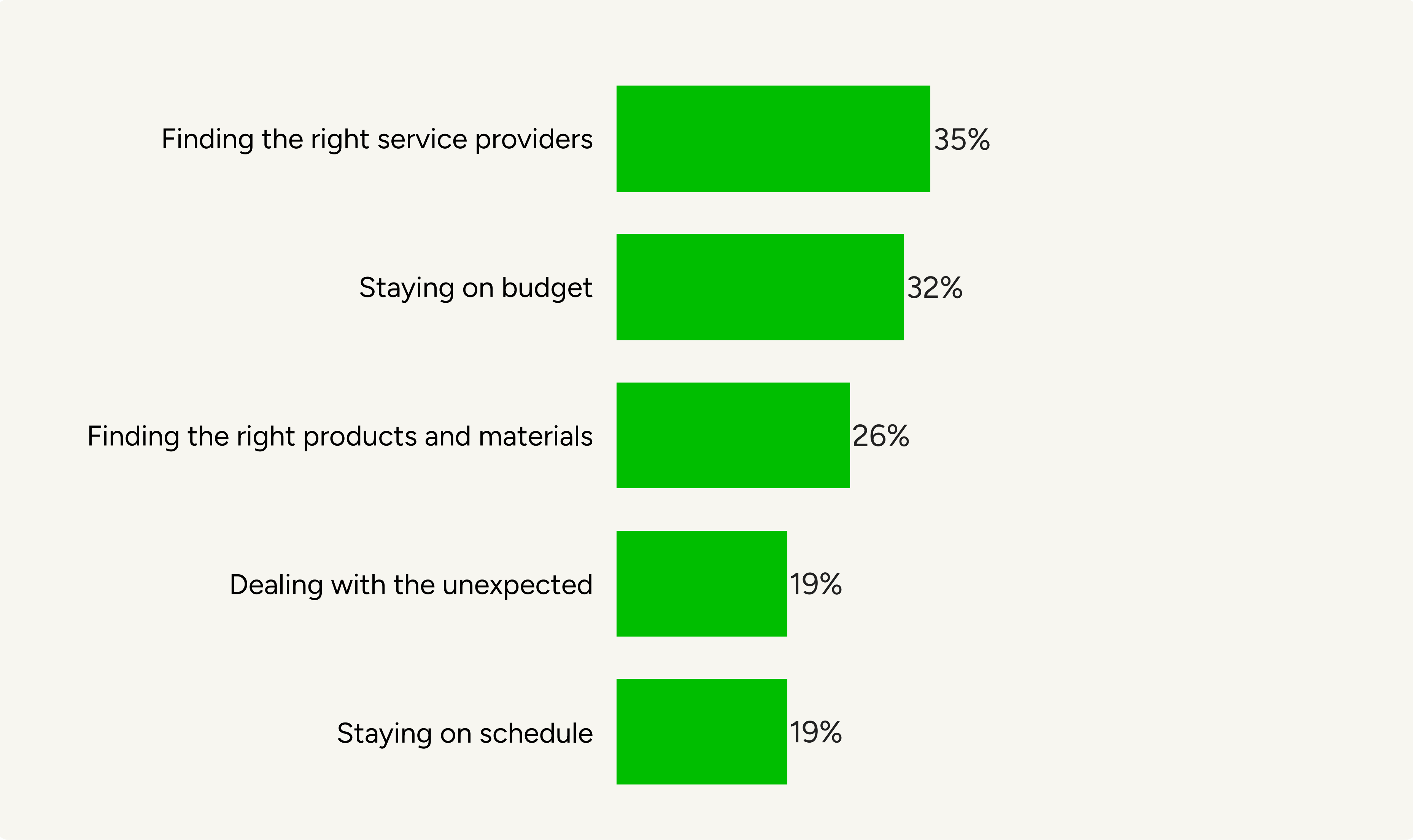
40-54	28%
55-74	36%



# What Renovation Challenges We Face

Chart and table show the frequency of challenges during home renovations, as reported by homeowners who renovated their primary homes in 2024.

## TOP FIVE CHALLENGES DURING RENOVATION



## NO CHALLENGES

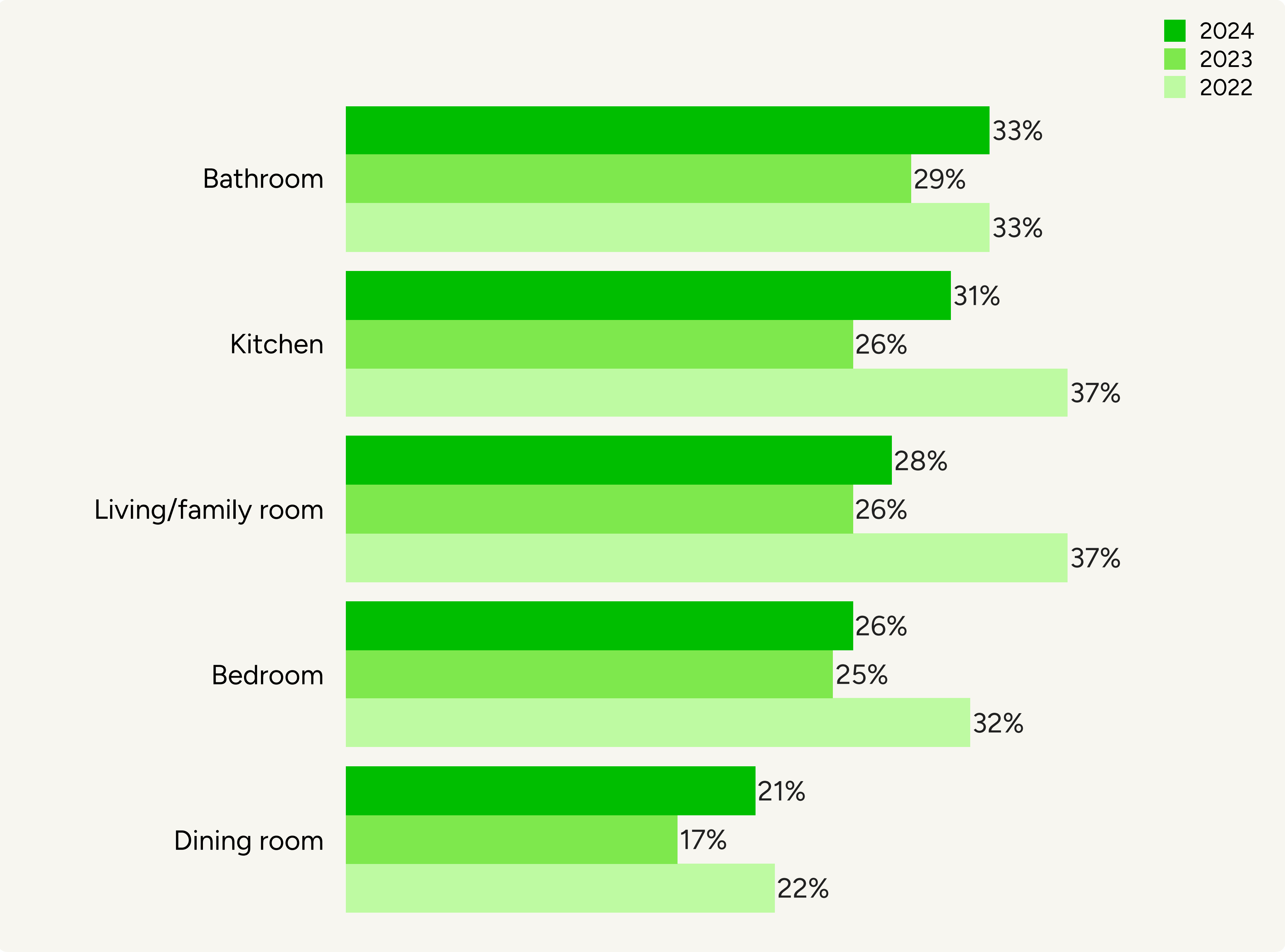
2024	9%
2022	6%



# Where We Focus Our Efforts

Chart and tables show the frequency of most popular interior room renovations in 2022, 2023 and 2024, as well as 2024 upgrades of home systems, exterior building features, and outdoor features, as reported by homeowners who renovated their primary homes.

FREQUENCY OF INTERIOR ROOM RENOVATIONS AMONG RENOVATING HOMEOWNERS



TOP HOME SYSTEM UPGRADES IN 2024		TOP EXTERIOR FEATURE UPGRADES IN 2024		TOP OUTDOOR FEATURE UPGRADES IN 2024	
Heating	43%	Windows or skylights	39%	Beds & borders	29%
Plumbing	42%	Gutters/downpipes	31%	Patio or terrace	26%
Electrical	39%	Exterior doors	29%	Planters or planter boxes	22%

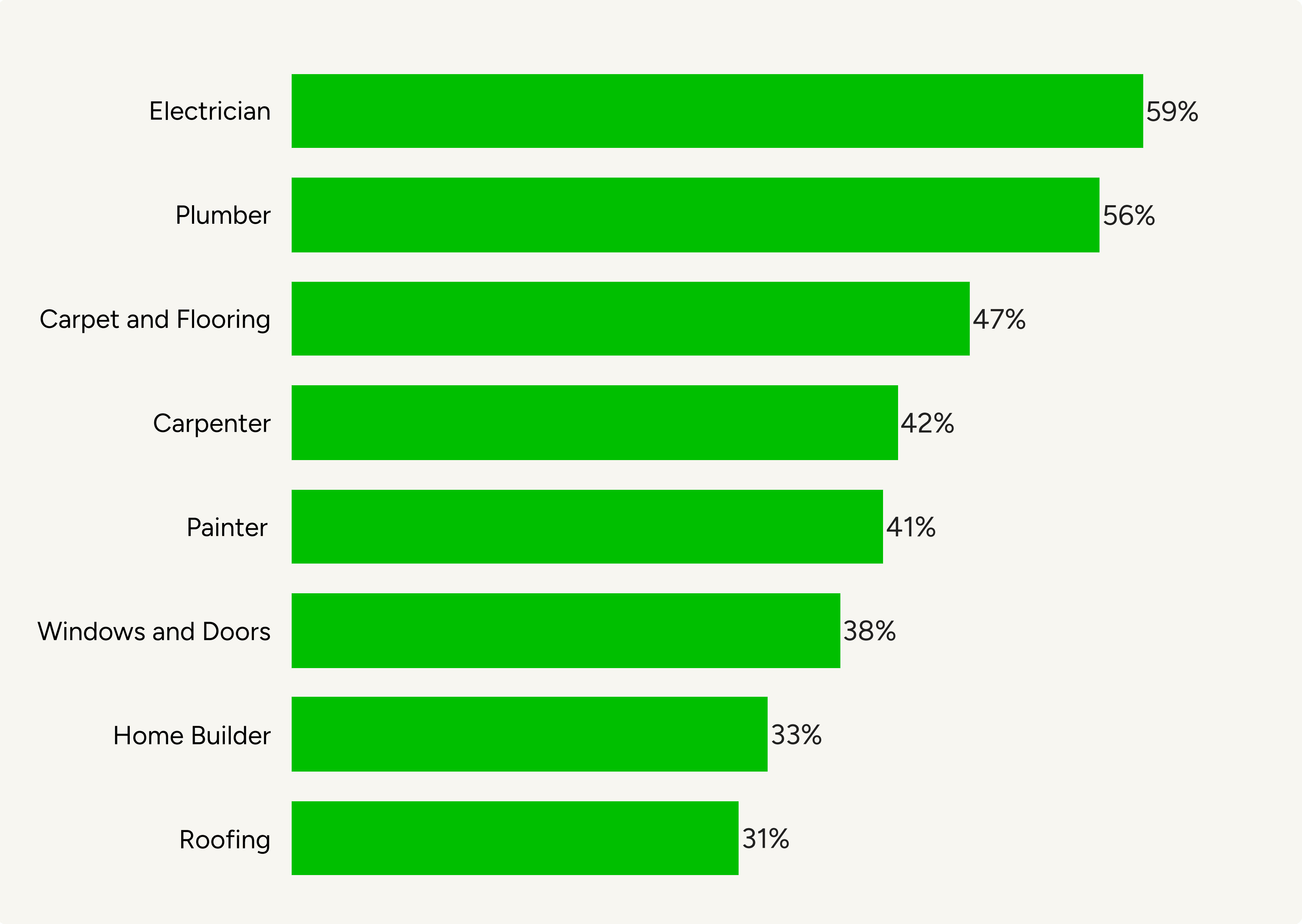




# How We Plan Our Home Renovations

Chart and tables show the frequency of professional hiring in 2024 by type, as well as professional hiring in 2022, 2023 and 2024, overall and by age, as reported by homeowners who renovated their primary homes on Houzz UK.

## PRO HIRING IN 2024



## OVERALL PRO HIRING

2024	94%
2023	93%
2022	93%

## OVERALL PRO HIRING BY AGE

40-54	88%
55-74	94%





# 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 12th March, 2025 and 14th April, 2025. 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 2024, 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 2025.

## Sampling and Weighting

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 1,060 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=1,025) and UK homeowners on Houzz who renovated their primary residence in 2024 (n=508).

## Completeness and Qualifications

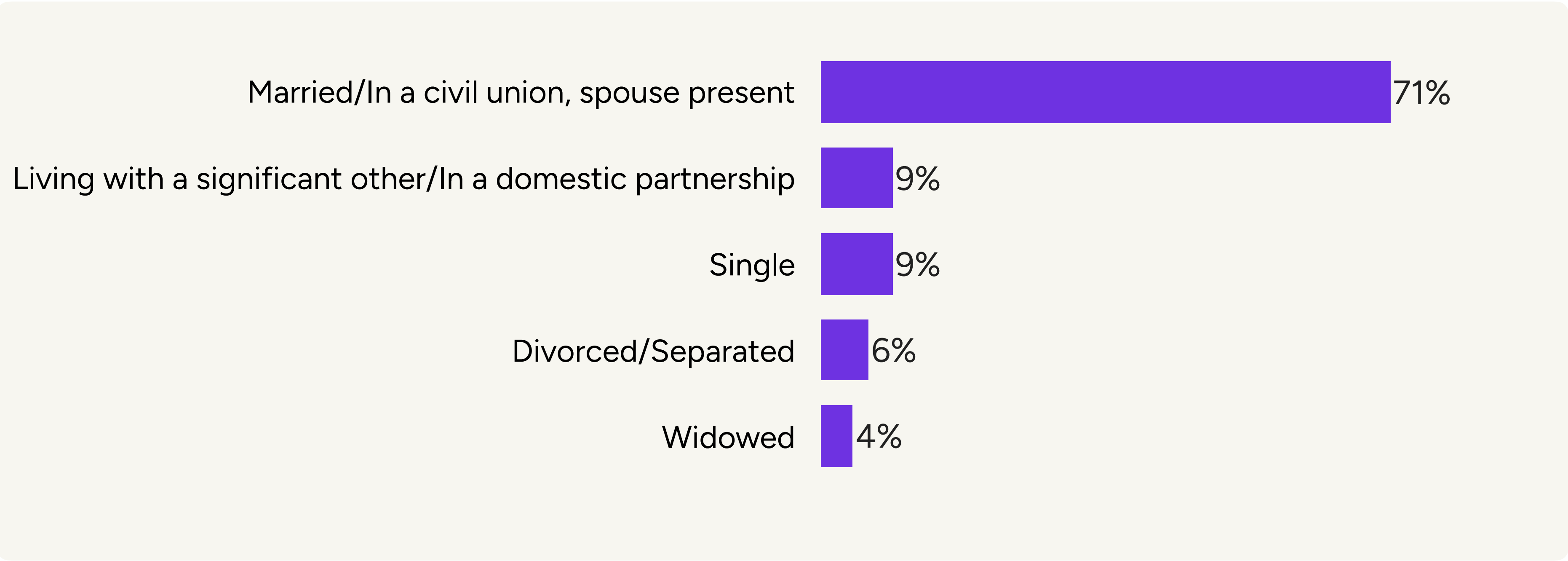
Data was gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data was reviewed to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



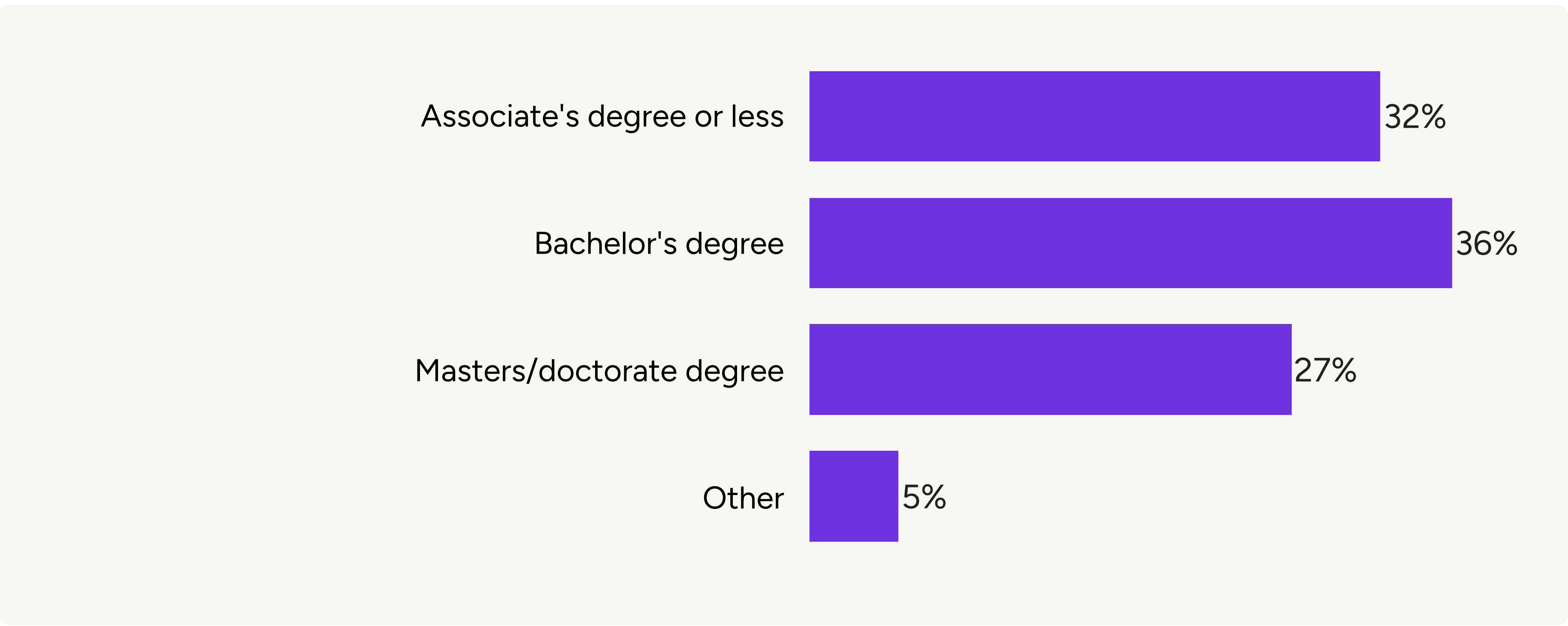


# 2024 Renovating Homeowner Demographics

## MARITAL STATUS



## EDUCATION



## ANNUAL HOUSEHOLD INCOME

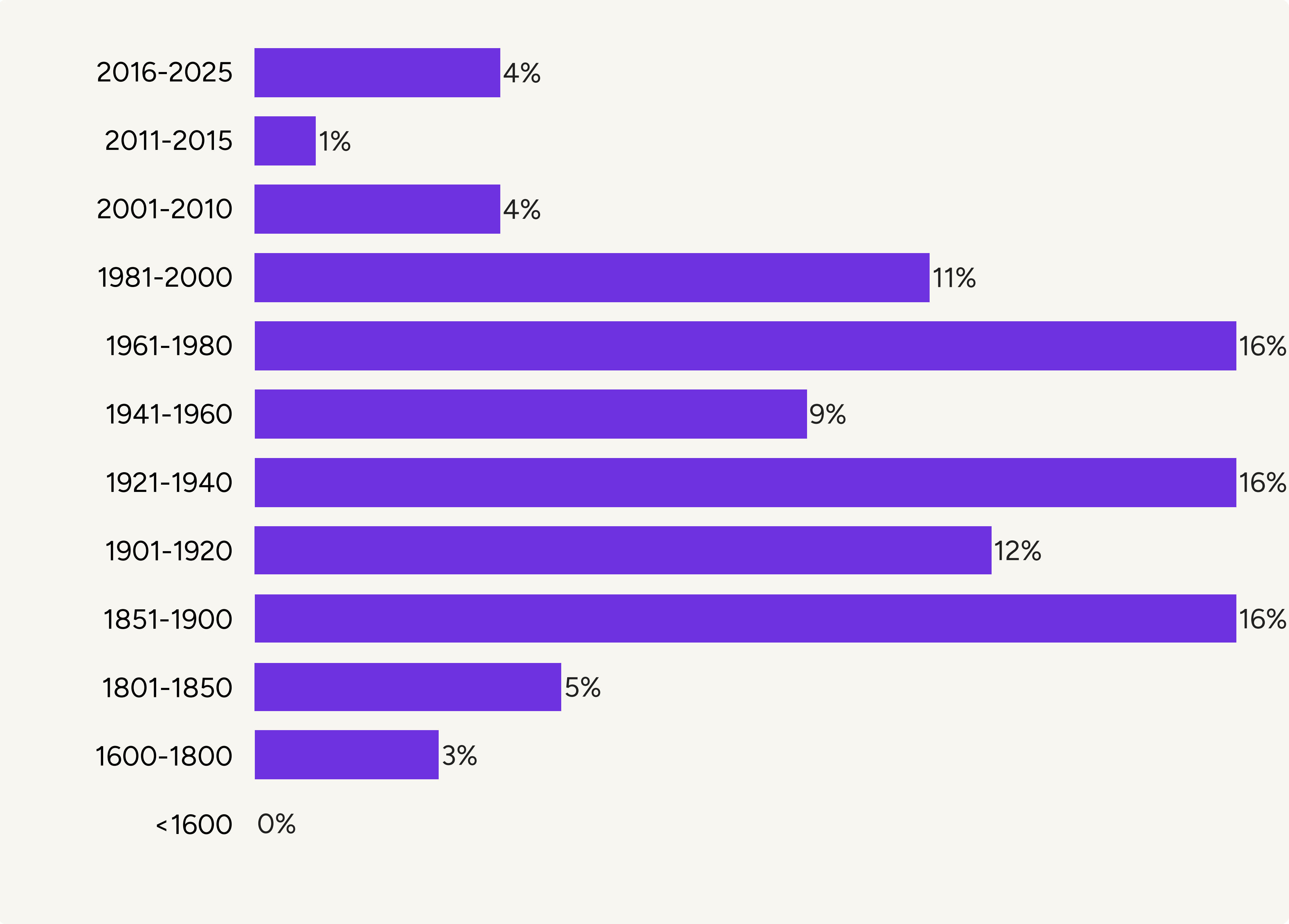
Under £50,000	27%
£50,000 to £99,999	40%
£100,000 or higher	33%





# Characteristics of Homes Renovated in 2024

YEAR BUILT



HOME TYPE

Detached house	47%
Semi-detached house	30%
Terraced house	16%
Other	8%

OWNER-REPORTED HOME VALUE

Under £300,000	13%
£300,000 to £499,999	28%
£500,000 or higher	59%