

2021

Home Design Trends



Project: Chris Foley Architect | Photo: Emanuelis Stasaitis



2021 HOUZZ TRENDS

Outdoor entertainment spaces will reign

Unsurprisingly, given the restrictions in place over the summer, there's been huge interest in outdoor spaces on Houzz. Our [COVID survey](#) showed that, hands-down, the garden was the area most of us wanted to improve, with 30% of those surveyed wanting to make upgrades.

On Houzz, homeowners have increasingly been searching for 'summerhouses', 'firepits', 'hot tubs' and 'outdoor kitchens, which have all risen in popularity as search terms this year. We expect to see more of these features in gardens next year.

And it's not just for the summer months, professionals on Houzz report an increase in demand for designs that will extend the garden's use later into the evening and year. Particularly dining outdoors, with pizza ovens a popular request for 2021.

2021 HOUZZ TRENDS

The return of the all-white kitchen

It seems this neutral, light-enhancing choice for the hardest-working room in the house is growing in popularity, with searches on Houzz for 'white kitchen' rising significantly this year compared to 2019. We're also seeing many popular photos on Houzz that have white worktops and we expect to see more in 2021, perhaps reflecting a pandemic-fuelled desire for clean-looking cook spaces.





2021 HOUZZ TRENDS

Nature-inspired palettes

The incorporation of nature into our interiors looks set to continue, with colour experts on Houzz predicting that warm earth tones, such as burnt umber, terracotta and clay and contrasting forest colours like sage, pine and turquoise will be strong choices for 2021. These colours are perfectly complemented by natural materials such as rattan, jute, wood and concrete which have all featured heavily in the most-saved photos on Houzz lately.

2021 HOUZZ TRENDS

Healthy at home

On Houzz, we're seeing homeowners search for 'home gym' and 'garden gym' ideas, which have both risen dramatically in popularity this year. In 2021, we expect to see more exercise equipment that fits seamlessly into interiors or furniture that doubles up. We may even see pieces that have stain-resistant, waterproof, warming or anti-odour properties coming to the market.





2021 HOUZZ TRENDS

Colourful bathrooms

While white kitchens grow in popularity, we're seeing our community starting to go in the opposite direction in their bathrooms, with homeowners instead filling their ideabooks with designs bursting with colour. Standing out in that most-saved list were a variety of examples, noticeably designs featuring pink cabinetry, gold grouting, pastel sanitaryware and rich zellige tiles. Meanwhile, 'pink bathroom', 'navy bathroom' and 'gold bathroom' were brand-new additions to the most popular search terms on Houzz in the latter half of 2020, with designers predicting further growth for these trends in 2021.

2021 HOUZZ TRENDS

Luxury vintage

Sustainability, climate change and the impact we have on our planet continue to be a big theme for next year. Professionals on Houzz are reporting a growing interest in high-end, second-hand furniture, which aligns with the interest in sustainability we've seen on the platform.





2021 HOUZZ TRENDS

Multi-functional spaces

This year changed how many use their homes, with households having to live, work and play in one space during lockdown. As a result, we're starting to see professionals incorporate more hybrid designs, detachable units, and convertible pieces to create a home suited to the 'new normal'. One example, which saw a surprising rise in popularity as a search term this year, is 'murphy bed' (a pull-down design), suggesting a need for homeowners to hide away large pieces of furniture in bedrooms or spare rooms during the day, so they can double as offices while many of us work from home for the foreseeable future.

Interesting bathroom fixtures

In the most popular bathroom photos on Houzz, we're seeing homeowners stray from standard chrome tapware, leaning towards brass, matt black and rose gold instead. Professionals on Houzz predict this deviation will only continue, suggesting that matt white as a finish for fittings will gain popularity in the coming year.

Antimicrobial tap materials are also gaining traction, as homeowners look to increase hygiene amidst the pandemic. Professionals report a rise in requests for copper-based fixtures, which benefit from these properties.



2021 HOUZZ TRENDS

Smarter homes

The search term 'smart home' has seen a dramatic rise in popularity on Houzz this year and has been growing as a priority for homeowners in recent years, according to [Houzz research](#). As technology continues to innovate and more household items can be controlled remotely, we expect to see voice recognition tech used more commonly in the home, avoiding the need to touch switches, household appliances and remote controls, all common germ hotspots.

No-touch technology is likely to become more sought-after for the bathroom, too, with professionals on Houzz reporting sensor-controlled taps and lights rising in popularity.



Growing your own

Another new addition to the most-searched terms on Houzz this year, 'vegetable garden' speaks to a rising interest in all things horticultural, with many dabbling in growing their own vegetables for the first time.

We expect to see this trend continue into next year, as those with even the smallest amounts of outdoor space, make use of window sills, balconies and planters to enjoy the benefits of home-grown produce.



Our Approach & Resources

[Houzz](#) is the leading platform for home renovation and design, providing people with everything they need to improve their homes from start to finish. On Houzz, people can find design inspiration, research and hire home professionals, and discover products and materials to complete their projects. For home professionals, Houzz provides an all-in-one solution that empowers them to stand out, win more clients and manage their projects efficiently and profitably.

With a community of millions of homeowners and home design and renovation professionals, Houzz has unique insights into how people are renovating their homes and we are able to provide insights on the latest home design trends. We searched through Houzz data, browsed hundreds of home design photos, reread past articles and talked to the Houzz Pro community to create this collection of materials, colours and other home design ideas that you can expect to a lot more of in 2021.

RESOURCES

Download all images [here](#)

[Outdoor Entertainment](#) - Project: [Kate Eyre Garden Design](#)

[White Kitchen](#) - Photo: Mia Mortensen © Houzz

[Nature-inspired](#) - Photo: Nadja Endler © Houzz

[Healthy](#) - Photo: Mia Mortensen © Houzz

[Colourful Bathrooms](#) - Project: [MODEL Projects Ltd](#) | Photo: [Chris Snook](#)

[Luxury Vintage](#) - Photo: Sofie Barfoed © Houzz

[Multi-functional](#) - Project: [Chris Foley Architect](#) | Photo: Emanuelis Stasaitis

[Bathroom Fixtures](#) - Photo: Rachel Loewen © Houzz

[Smart Homes](#) - Project: [Wave Controls](#)

[Growing your Own](#) - Project: [Jenny Bloom Garden Design](#)

