

**2021 U.S.
Houzz Bathroom
Trends Study**



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Big Ideas



Homeowners Seek Spa Feel

Two in 5 homeowners report using their renovated bathroom for rest and relaxation (41%). Top features that help with relaxation include cleanliness, a lack of clutter, dimmable lighting and greenery (68%, 63%, 38% and 19%, respectively). In fact, nearly one-third of homeowners add greenery to their bathroom while renovating (32%), because they find that plants are aesthetically pleasing, create a calming environment and purify the air (88%, 64% and 34%, respectively).

Spend 3X Higher for “Major” Renovations

The median spend for bathroom projects was \$8,000. Those doing a major bathroom renovation, which includes a shower upgrade, spent three times more on their renovation than those undertaking a minor renovation (\$15,000 versus \$5,000, respectively). The median spend for a major remodel of both small and large bathrooms increased by 20% and 6%, respectively, from the previous year.

Premium Features in the Bathroom

More than three-quarters of homeowners incorporate premium features into their bathtubs and showers (79% and 74%, respectively). Top premium features for the bath include soaking tubs, space for two and silent whirlpool baths (68%, 19% and 9%, respectively), while premium shower upgrades include rainfall shower heads, dual showers, body sprayers and thermostatic mixers (55%, 23%, 16% and 13%, respectively).

Demand for General Contractors Jumps

Homeowners increasingly turned to professionals for help with projects this year (84%, up from 82% in 2020). Significantly more homeowners hired a general contractor this year than last year (49% versus 43%). Hiring also increased for bathroom remodelers, bathroom designers and interior designers (22%, 14% and 11%, respectively, in 2021, versus 20%, 12% and 9% percent, respectively, in 2020).

Scope & Spend



New Home Purchases Drive Personalization

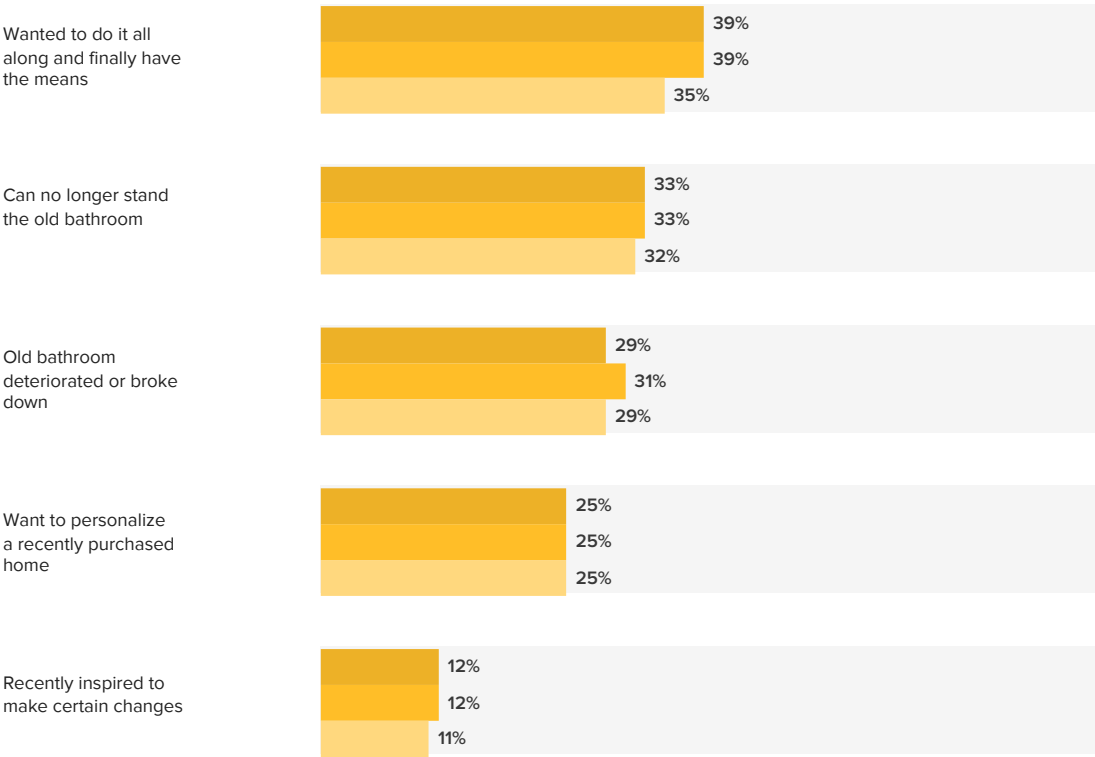
One in 4 homeowners renovates the bathroom because of a desire to personalize a recently purchased home. This motivator has remained stable among homeowners (25%) for the past three years, indicating that personalization is key for new homeowners.

Homeowners still are saving up for renovations, with “Wanted to do it all along and finally have the means” remaining the leading trigger (39%). That number stayed flat this year versus last year’s increase of 4 percentage points. The second-most-popular trigger remains “Can no longer stand the old bathroom” (33%), slightly ahead of “Old bathroom deteriorated or broke down” (29%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2018-19 (2019 study), 2019-20 (2020 study) and 2020-21.

Events Triggering Bathroom Renovations*

2019 2020 2021



Lighting Challenges Spur Changes

Lighting issues are increasingly among homeowners' pet peeves prior to renovation. Insufficient lighting (28%) and no natural light (11%) are the most common lighting complaints.

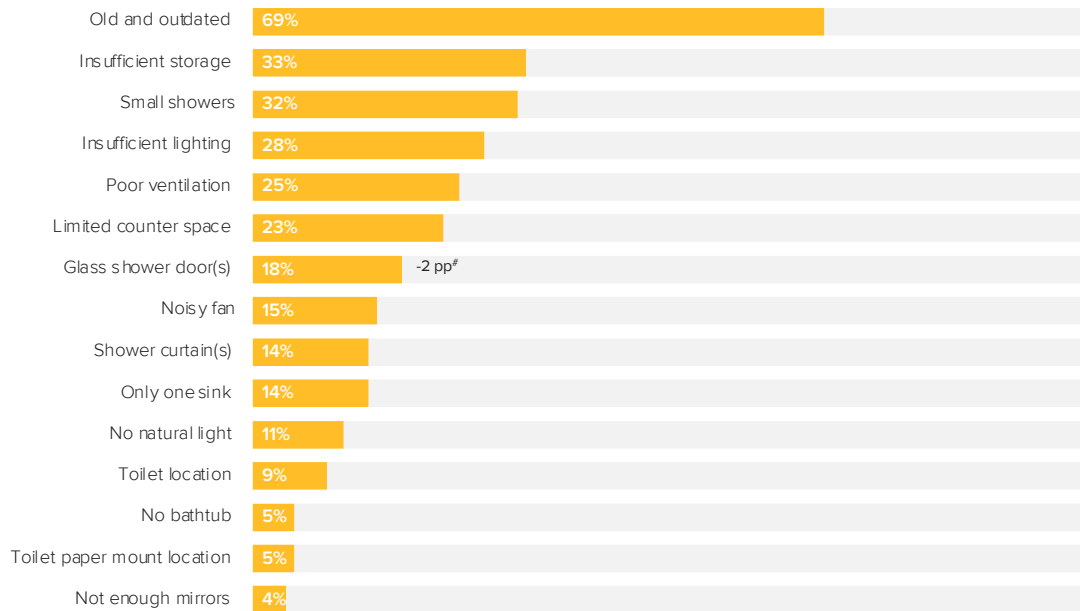
Functional limitations remain top issues, including insufficient storage (33%), a small shower (32%), only one sink (14%) and no bathtub (5%). Fewer homeowners are irked by their glass shower doors (18%), a decline of 2 percentage points from the previous year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom remodel, bathroom addition or bathroom decorating project during 2020-21.

**Percentages reflect the proportion of homeowners who have completed a bathroom remodel, bathroom addition or bathroom decorating project during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Pet Peeves in Bathroom Prior to Renovation*



Change in Time Spent in Bathroom After Upgrade**



Changes Increasingly Accommodate Special Needs

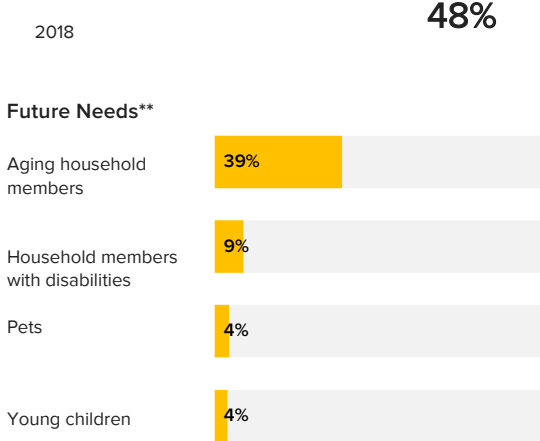
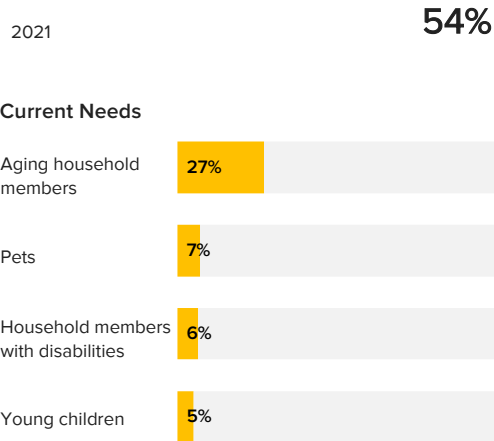
More than half of homeowners (54%) say the bathroom renovation is addressing household members' special needs, up from 48% in 2018. Aging household members are the top priority, for both current (27%) and future (39%) needs.

Nearly three-quarters of renovators (71%) report that those special needs had developed one to two years before the renovation. Nearly half are preparing for the near term, with 48% saying they expect special needs to arise for household members within the next five years.

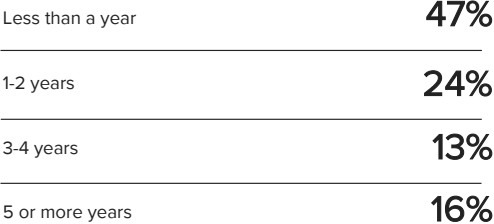
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

**Future needs are defined as needs expected to develop from within the next 12 months to five or more than years in the future.

Special Needs Addressed by Bathroom Renovations*



How Long Renovators Have Been Experiencing These Special Needs*



When Renovators Expect Future Needs to Arise**



Spend Grows Regardless of Bath Size

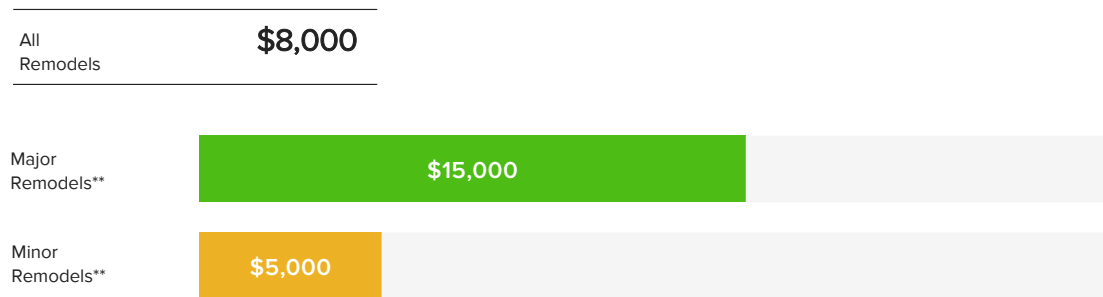
The median spend increased for both small and large bathrooms that underwent a major remodel, increasing by 20% and 6%, respectively, from the previous year. Shower upgrades are what make a remodel “major” and coincide with a threefold increase in the overall renovation cost (\$15,000) compared to \$5,000 for a minor remodel.

Major upgrades are, unsurprisingly, costlier for larger bathrooms than for smaller bathrooms. The median spend on remodels of bathrooms 100 square feet and up is \$6,000 higher than the median spend on bathrooms less than 100 square feet.

*Median spend on bathroom remodels is from [2021 Houzz & Home Study](#).

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

National Median Spend* on Major and Minor Bathroom Remodels in 2020**



Major Bathroom Remodel Median Spend 2018–2020**

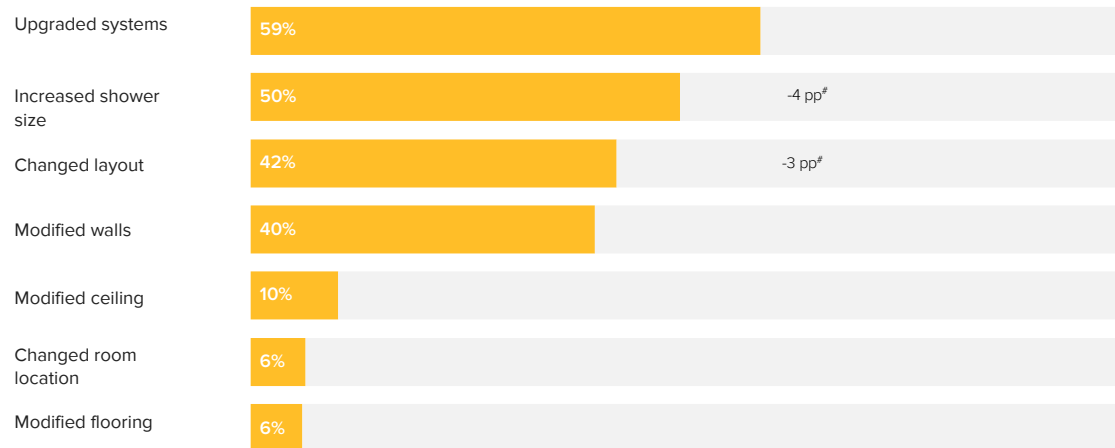
Larger bathroom (100+ square feet)		Smaller bathroom (<100 square feet)	
2020	\$18,000	2020	\$12,000
2019	\$17,000	2019	\$10,000
2018	\$17,000	2018	\$10,000

High Demand for Layout Change

Homeowners aren't shy about making major changes to their bathroom layout, systems and size. More than 2 in 5 bathroom renovators report that they changed the layout (42%) or walls (40%), and 1 in 10 modified the ceiling.

One in 5 homeowners (21%) increased the size of their bathroom either somewhat or significantly, and 6% changed their bathroom location altogether. Half of all renovating homeowners (50%) increased their shower size.

Major Changes During Bathroom Renovations*



Change in Size of Renovated Bathroom*

Smaller	1%
About the same	77%
Somewhat larger (up to 50%)	14%
Significantly larger (more than 50%)	7%

Final Size of Renovated Bathroom*

Less than 100 square feet	43%
100 to 199 square feet	36%
200 square feet or more	-2 pp# 21%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

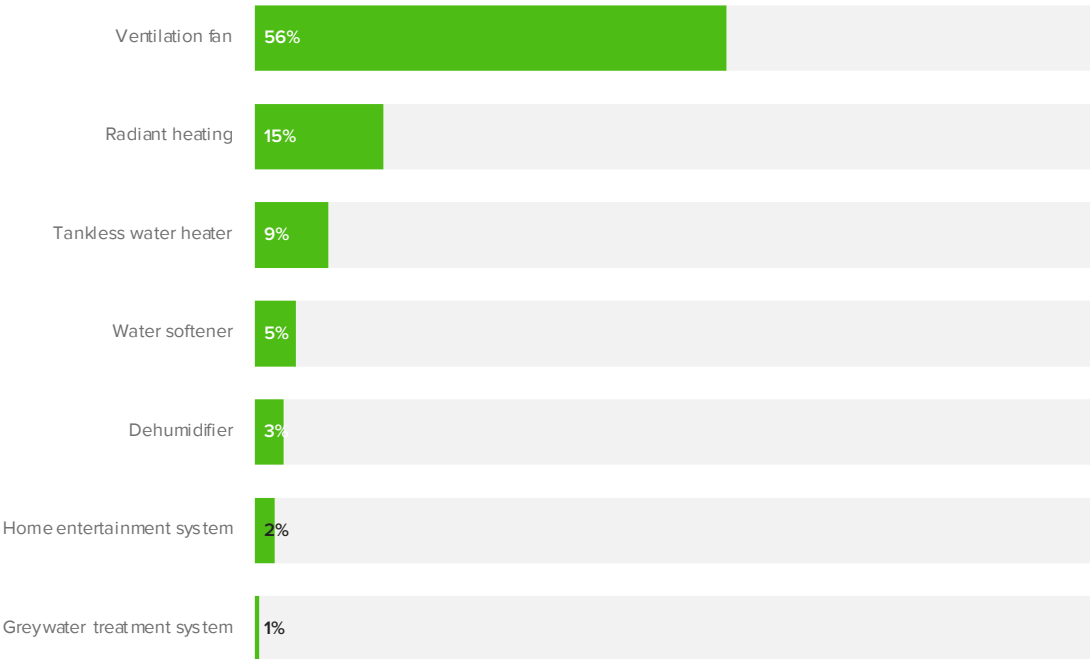
#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

System Updates Address Ventilation and Heating

When adding a new system during a bathroom renovation, most homeowners add a fan for ventilation (56%). This isn't surprising, given that 25% of renovating homeowners cite poor ventilation as a major pet peeve prior to renovation.

Radiant heating and a tankless water heater also are on the list of system additions, with 15% and 9% of renovators choosing them, respectively.

New Systems Added During Bathroom Renovations*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

Demand for General Contractors Jumps

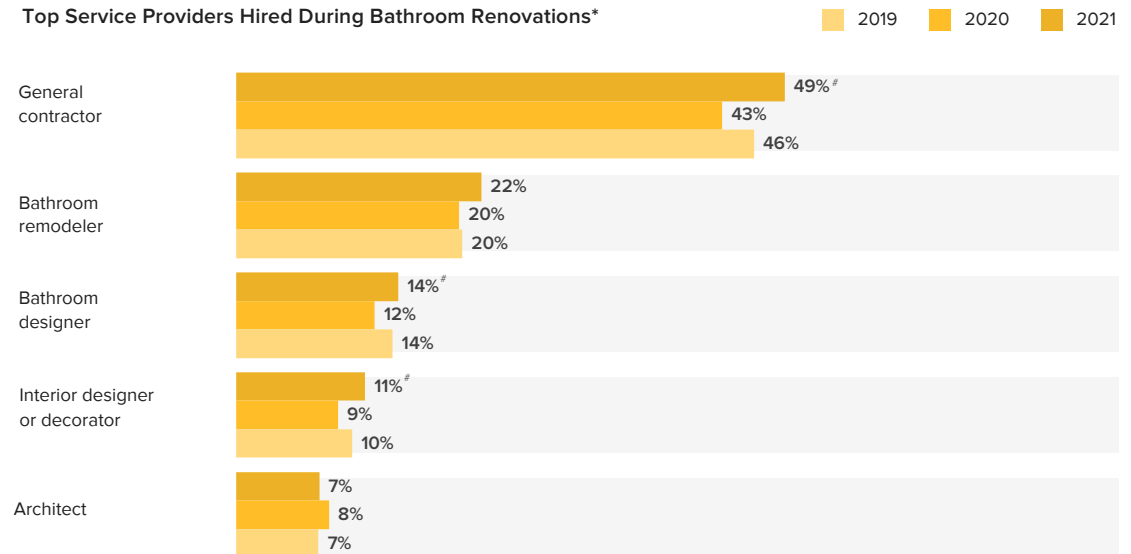
Homeowners increasingly turned to professionals for help this year (84%). Significantly more homeowners – almost half (49%) - hired a general contractor. That percentage is up 6 points from the previous year (43%). Hiring also increased for bathroom remodelers (22%), bathroom designers (14%) and interior designers (11%).

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2018-19, 2019-20 and 2020-21.

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

#Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.

Top Service Providers Hired During Bathroom Renovations*



Overall Pro Hiring*

2021	84%
2020	82%
2019	83%

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

2021	17%
2020	20%
2019	19%

Look & Feel



Most Renovators Change Style

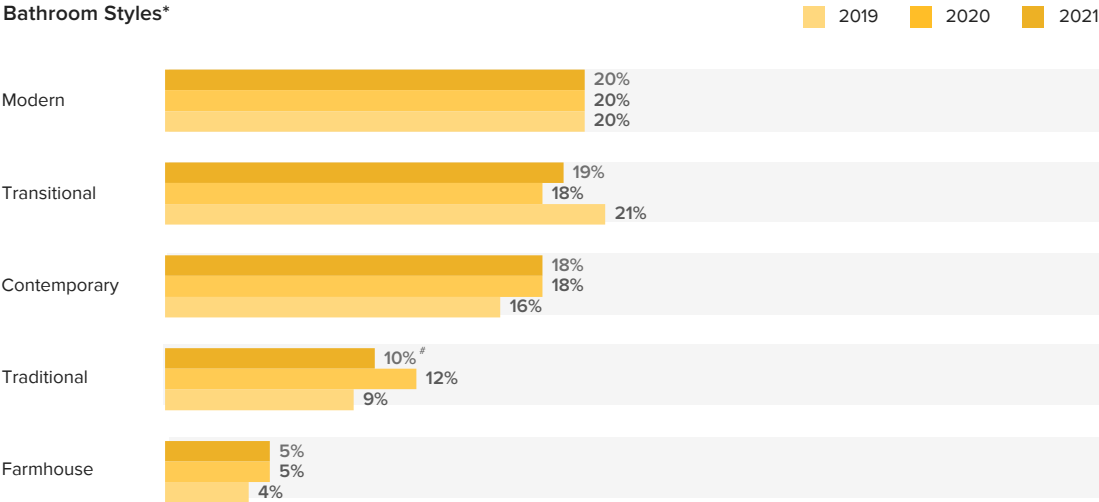
Among homeowners renovating their bathroom, nearly 9 in 10 opt for a style change (88%). Modern, transitional and contemporary styles continue to be neck and neck in popularity, with modern remaining the No. 1 renovation style (20%). Transitional has inched contemporary out of the No. 2 position this year (19% and 18%, respectively).

Farmhouse style is holding steady at 5%. (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 bathroom renovation in 2018-19, 2019-20 and 2020-21.

**Percentages reflect proportion of homeowners who are changing or have changed the style of the bathroom as part of a completed, current or planned bathroom renovation in 2020-21.

#Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.



Style Change During Renovation**

2021 **88%**

Soaking and Dimmers Gain Favor

Renovated bathrooms continue to draw homeowners for rest and relaxation (41%). The percentage of homeowners who relax in their renovated bathroom by soaking in the tub is up 6 points this year.

Other features gaining popularity for their spa-like qualities include dimmable lighting (38%) and greenery (19%), up 6 and 5 percentage points, respectively).

*Percentages reflect the proportion of homeowners who have completed or are completing a bathroom remodel, bathroom addition or bathroom decorating project during 2020-21.

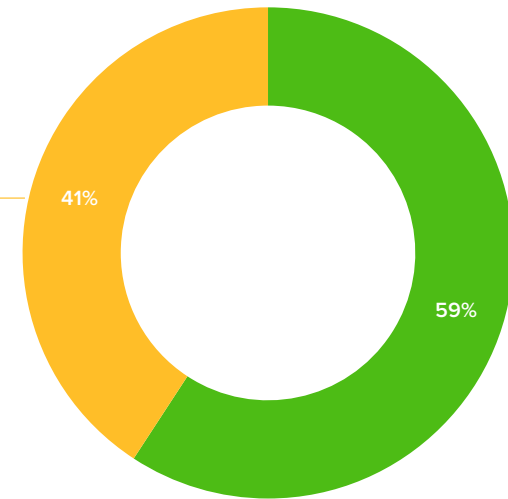
**Percentages reflect the proportion of homeowners who report that they use the bathroom to relax, among those who have completed or are completing a bathroom renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

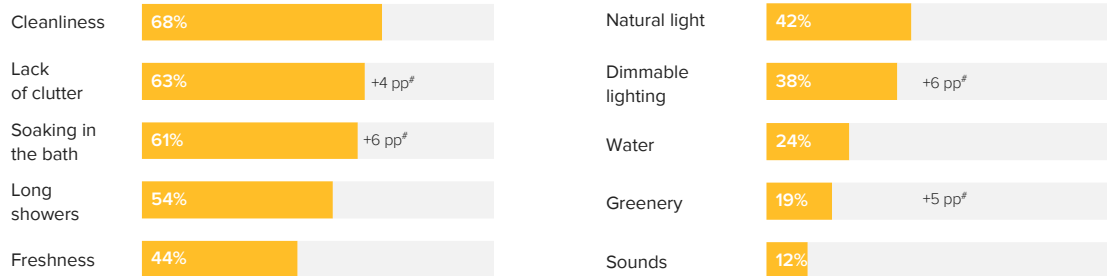
Use of Bathroom for Relaxation After Renovation*

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

41%
Use the bathroom to relax and rest



Bathroom Features That Help With Relaxation**



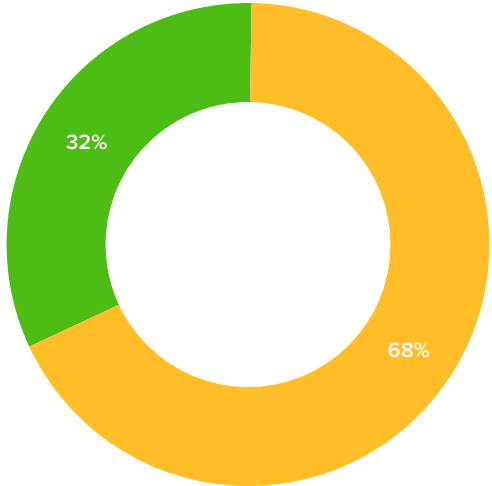
Plants Enhance Bathroom Sanctuaries

More than 3 in 10 homeowners include greenery in their bathroom after their renovation (32%). The top reasons: 88% of renovators find it aesthetically pleasing, while 64% say it creates a calming environment. Some renovating homeowners enjoy the functional benefits of greenery as well, with 34% saying plants improve air quality and others citing odor-fighting and antibacterial properties (7% each).

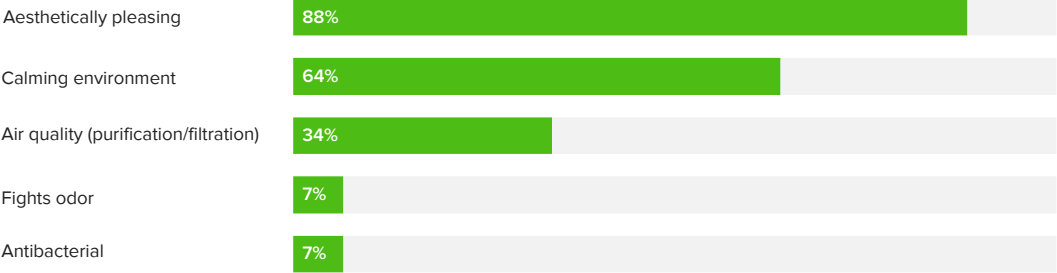
Greenery in Bathroom After Renovation*

- Have greenery in bathroom
- Do not have greenery in bathroom

32%
Include greenery in the bathroom



Reasons for Including Greenery in Renovated Bathrooms



*Percentages reflect the proportion of homeowners who have completed or are completing a bathroom remodel, bathroom addition or bathroom decorating project during 2020-21.

White Leads for All Finishes

White remains the key bathroom color across features, notably increasing in popularity for countertops by 7 percentage points. Most renovators also opt for white bathroom walls, although gray is a close competitor for walls outside the shower (27%).

Vanities have the most color variation, with 27% of renovators opting for wood, up 1 percentage point from last year, and 8% choosing blue, up 3 percentage points from last year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

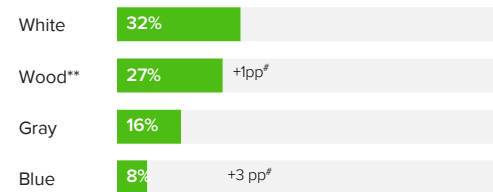
**Wood includes light, medium and dark tones.

***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 renovation during 2020-21.

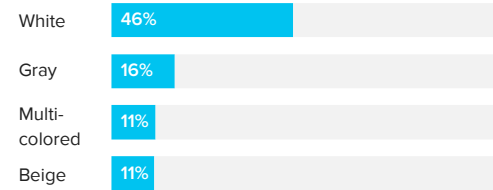
#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Top Colors*

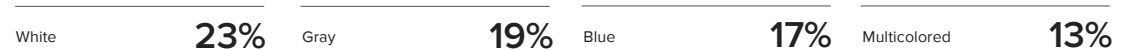
Vanity



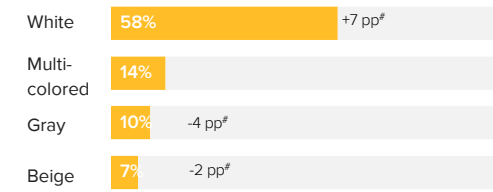
Walls (shower)



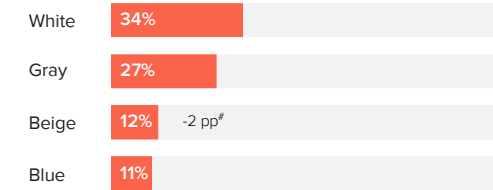
Top Colors for Accent Walls***



Countertops



Walls (nonshower)

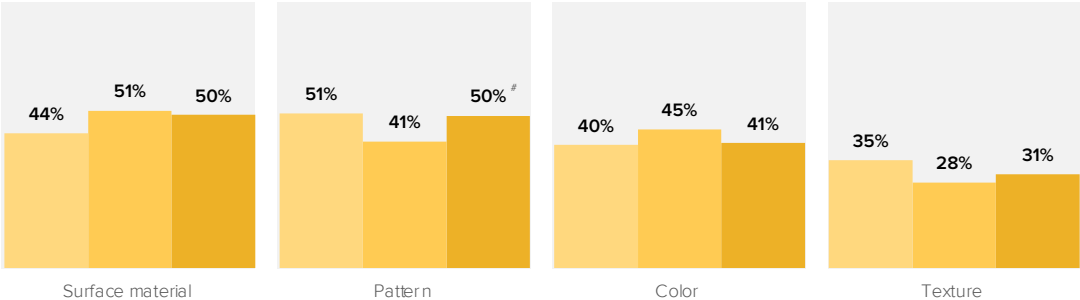


Pattern Jumps Up to Help Accent Walls Stand Out

Pattern and surface material are the top distinguishing features for renovated accent walls, with 50% of renovators opting for each. That's an increase of 8 percentage points from last year for pattern. Those two features are followed by color (41%) and texture (31%).

Top Distinguishing Feature of Added or Upgraded Accent Walls*

2019 2020 2021



*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 bathroom renovation during 2020-21.

**Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

[#]Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.

36%
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 **17%**

Accent wall inside the shower area **19%**

Products & Features

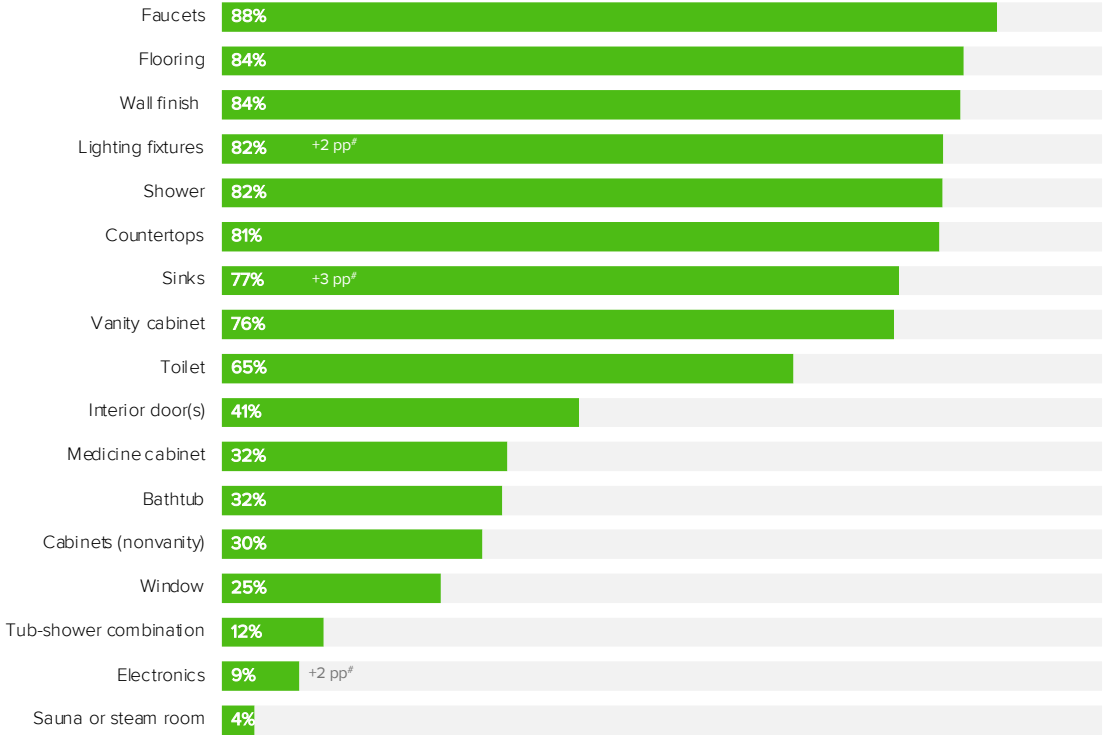


Sink Upgrades Increase

More homeowners also are upgrading their sinks (77%), an uptick of 3 percentage points, and nearly 1 in 10 is upgrading electronics in the bathroom, with the percentage up 2 points.

A significant majority of homeowners upgrade major features in their bathroom during a renovation. More homeowners are upgrading their lighting fixtures this year (82%), which coincides with their trends in pet peeves: More homeowners cite both insufficient lighting (28%) and no natural lighting (11%) as issues before renovation.

Feature Upgrades During Bathroom Renovations*



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Showers and Vanities Are Staying Put

Fewer renovating homeowners are choosing to relocate the vanity: just 7%, down 5 percentage points from last year.

Nearly 1 in 4 homeowners renovating the bath removes the tub (24%). When removing the bathtub, almost 1 in 5 renovators relocates the shower (18%, down 5 percentage points since last year) and more than 4 in 5 enlarge the shower (84%), a notable increase from last year (78%). When they upgrade a shower, 61% of renovators make it larger.

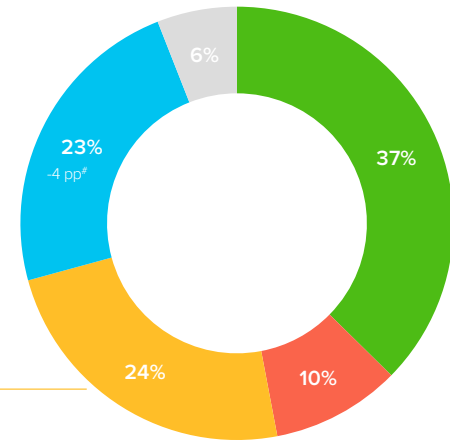
*Percentages reflect the proportion of homeowners who have added or updated, or are adding or updating, an accent wall inside or outside the shower area as part of a completed, current or planned bathroom renovation during 2020-21.

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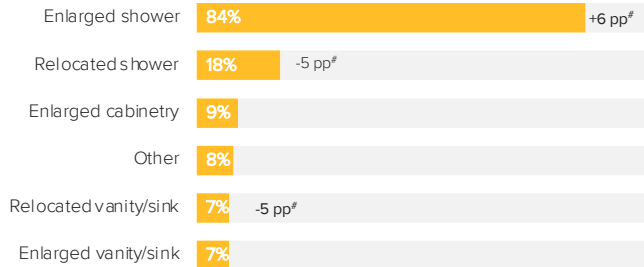
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Bathtub Status After Bathroom Renovations*

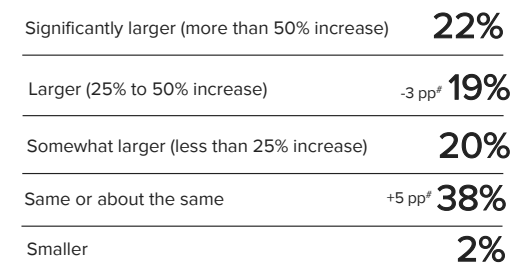
- Upgraded
- Kept unchanged
- Removed
- None (no tub prior to renovation)
- Other



Elements Added After Bathtub Removal**



Size of New or Upgraded Shower**



Demand for Alcove Tubs Rises

Alcove tubs are increasingly popular in renovated bathrooms, with more than 1 in 4 renovating homeowners choosing one (26%). It's the No. 2 style, right below freestanding flat-bottom tubs.

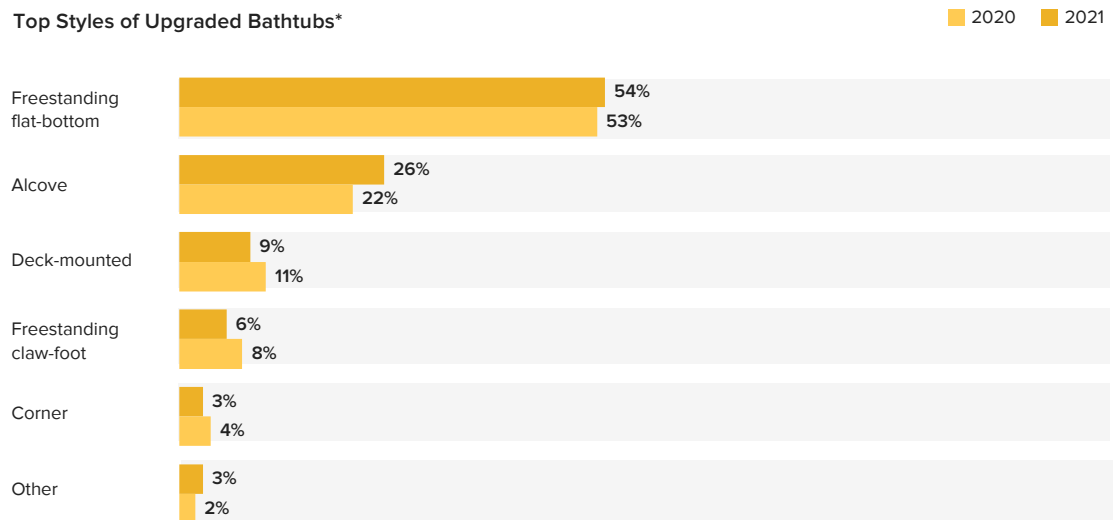
Soaking tubs are still the most popular type of upgraded bathtub — unsurprising, given that 61% of renovating homeowners say soaking in the tub helps them relax, up 6 percentage points from last year.

Acrylic is still the top choice for tub material among renovators (57%), the percentage of those choosing enameled cast iron dropped 4 points, to 10%.

*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 planned bathroom renovation during 2019-20 or 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Top Styles of Upgraded Bathtubs*



Top Materials of Upgraded Bathtubs*

Acrylic	57%
Fiberglass	16%
Enameled cast iron	-4 pp# 10%
Ceramic or porcelain	9%

Top Types of Upgraded Bathtubs*

Soaking	68%
Standard	+3 pp# 17%
Walk-in	3%

Shower Materials See a Shake-Up

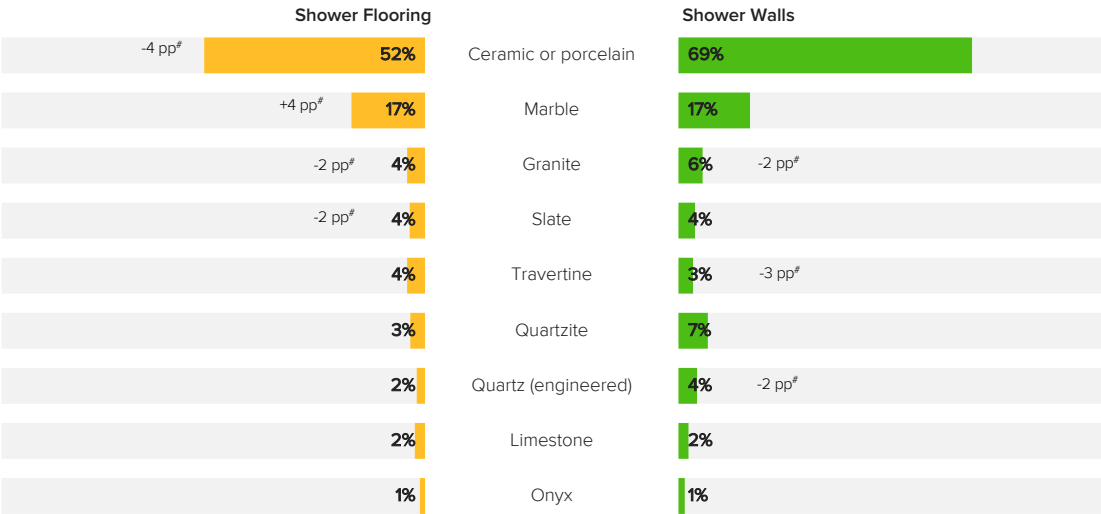
Ceramic or porcelain is still the favorite material for shower walls among homeowners renovating walls and floors inside the shower, though the percentage of people choosing it for flooring dropped 4 points (to 52%) versus a year ago, in favor of marble, which increased 4 percentage points, to 17%. Fewer people are choosing granite for shower flooring and walls (4% and 6%, respectively, down 2 percentage points each). Slate declined in popularity for flooring only, with 4% choosing it.

*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2020-21.

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

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Top Materials in Upgraded Showers*



Natural Stone** in Upgraded Showers*



Marble Makes Gains Outside the Shower

Similar to shower flooring trends, more homeowners renovating their bathrooms are turning to marble this year, increasing from 10% to 13% for flooring outside the shower and from 4% to 6% for nonshower walls.

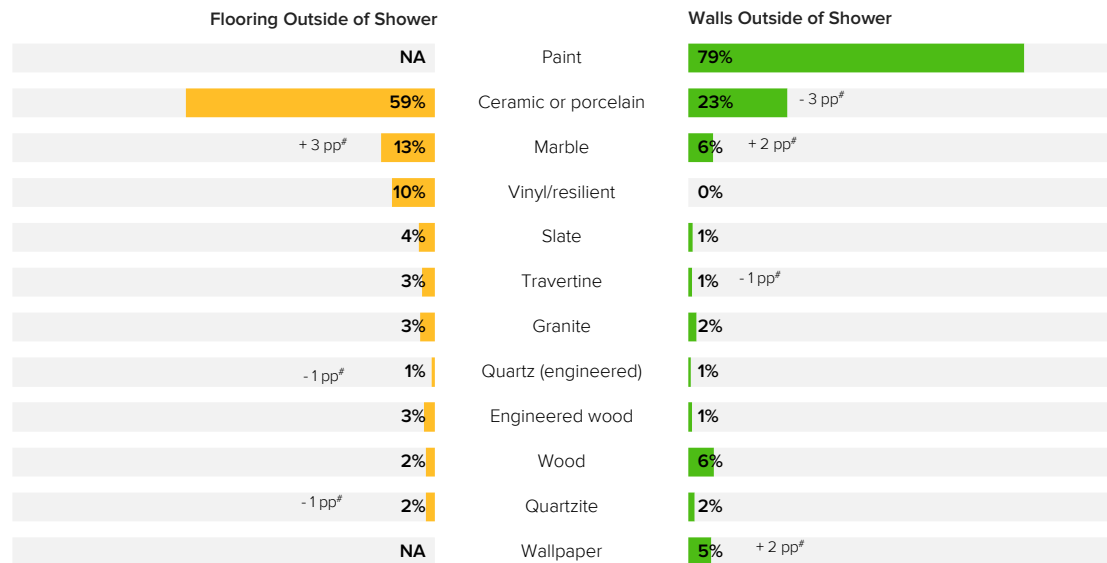
Natural stone remains in third position, with 25% and 11% choosing it for flooring and walls outside the shower area, respectively.

*Percentages reflect the proportion of homeowners who have updated or are updating showers as part of their completed, current or planned bathroom renovation during 2020-21.

***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*

Flooring

25%

Walls

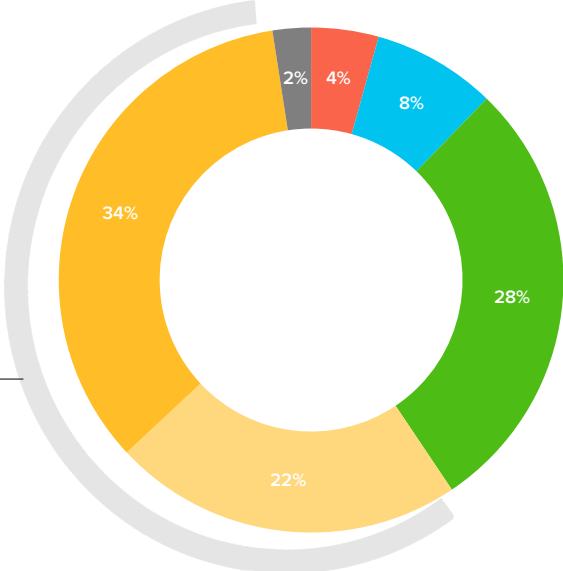
11%

Custom Vanities Likely to Be Built In

The majority of homeowners choose a custom vanity (34%) or a semicustom one (22%) for their renovated bathroom. This preference for customization explains why vanity cabinets are twice as likely to be built in (56%) as they are to be freestanding (30%). The percentage choosing a floating vanity this year (14%) is in line with last year's number (15%).

Style of Upgraded Vanities*

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



56%
Choose a custom or semicustom vanity

Top Door Styles for Upgraded Vanities*

Shaker	44%
Flat-panel	+3 pp# 31%
Raised-panel	-3 pp# 18%

Top Mounting Styles for Upgraded Vanities*

Built-in	56%
Freestanding	30%
Floating	14%

*Percentages reflect proportion of homeowners who have updated or are updating vanities as part of their completed, current or planned bathroom renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Undermount Sinks Are a Popular Choice

Undermount sinks continue to be the most popular (67%) sink choice, while drop-ins declined in popularity by 3 percentage points, to 14%.

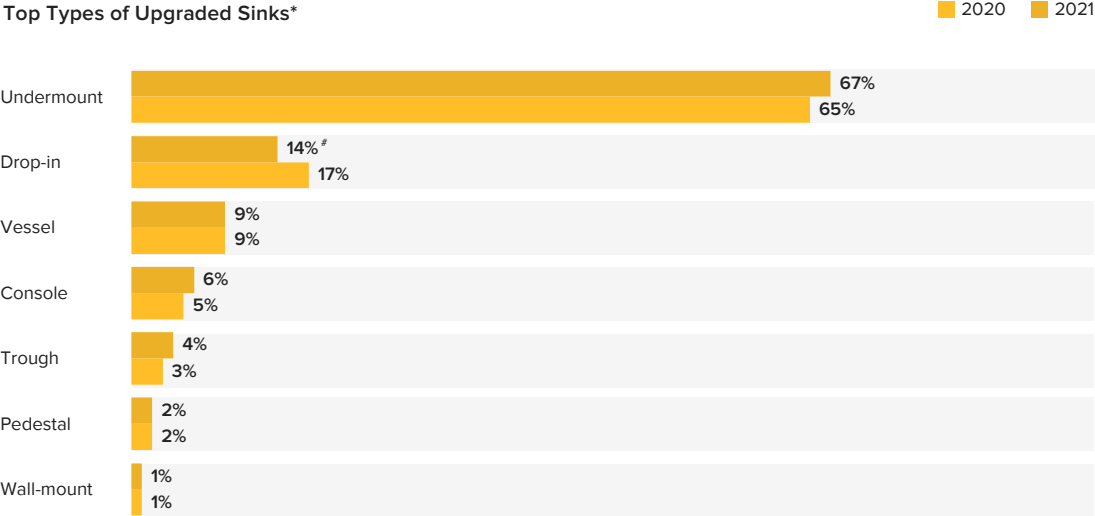
While the majority of homeowners install double sinks (63%), the popularity of this setup is waning, down 5 percentage points from 2019.

*Percentages reflect the proportion of homeowners who have updated or are updating sinks as part of their completed, current or planned bathroom renovation during 2019-20 and 2020-21.

**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 bathroom renovation during 2018-19, 2019-20 and 2020-21.

#Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.

Top Types of Upgraded Sinks*



Double Sinks**



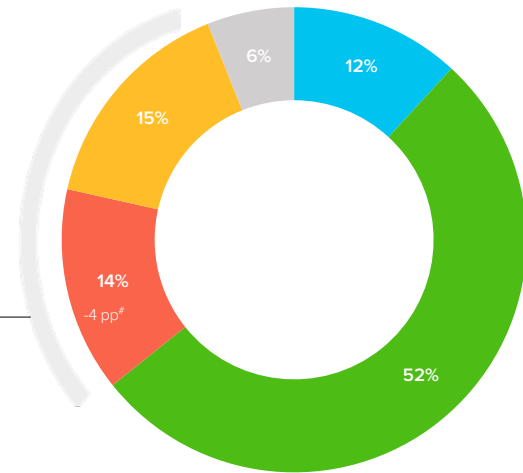
Hidden Plugs Enhance Design and Safety

Many medicine cabinets include features such as mirrors and lighting on both the outside and inside. Among renovators, 18% choose lighting inside the cabinet and 20% choose lighting on the outside. Renovators are increasingly adding hidden plugs, which is still the top built-in feature (24%).

Style of Upgraded Medicine Cabinets*

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

30% -3 pp#
Choose custom or semicustom medicine cabinet



Mirrors in Upgraded Medicine Cabinets*

On the outside	67%
On the inside	36%

Lighting in Upgraded Medicine Cabinets*

On the outside	20%
On the inside	18%

Top Features of Upgraded Medicine Cabinets*

Hidden plugs	24%
Anti-fog system	16%

Mounting Style of Upgraded Medicine Cabinets

Recessed**	67%
Surface	30%

*Percentages reflect proportion of homeowners who have updated or are updating medicine cabinets as part of their completed, current or planned bathroom renovation during 2020-21.

** *Recessed* refers to the medicine cabinet's being recessed into the wall (flush or nonflush) or semirecessed into the wall.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Mirrors See the Light

Three-quarters of renovating homeowners install mirrors in their renovated bathroom (78%), with more than half installing more than one mirror (59%).

Some upgraded mirrors have advanced features. Twenty percent of bathroom renovators equip mirrors with LED lighting, and 18% opt for an anti-fog system; the latter percentage is up 4 points from last year.

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

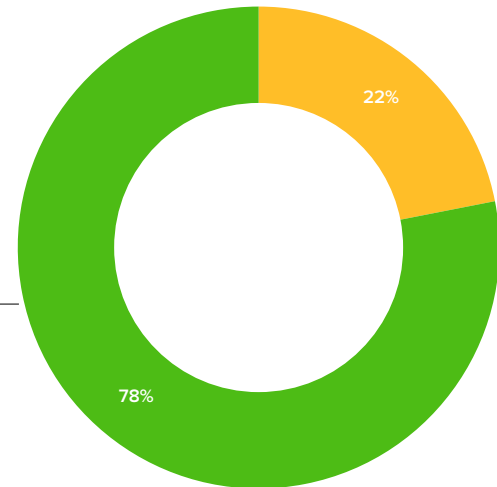
**Percentages reflect the proportion of homeowners who have installed or are installing mirrors as part of their planned, completed or current bathroom renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Mirror Upgrades During Bathroom Renovations*

- Not installing mirrors
- Installing mirrors

78%
Install mirrors



Number of Mirrors Installed**

One	41%	Two	51%	Three or more	-2 pp# 8%
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Top Features of Upgraded Mirrors**

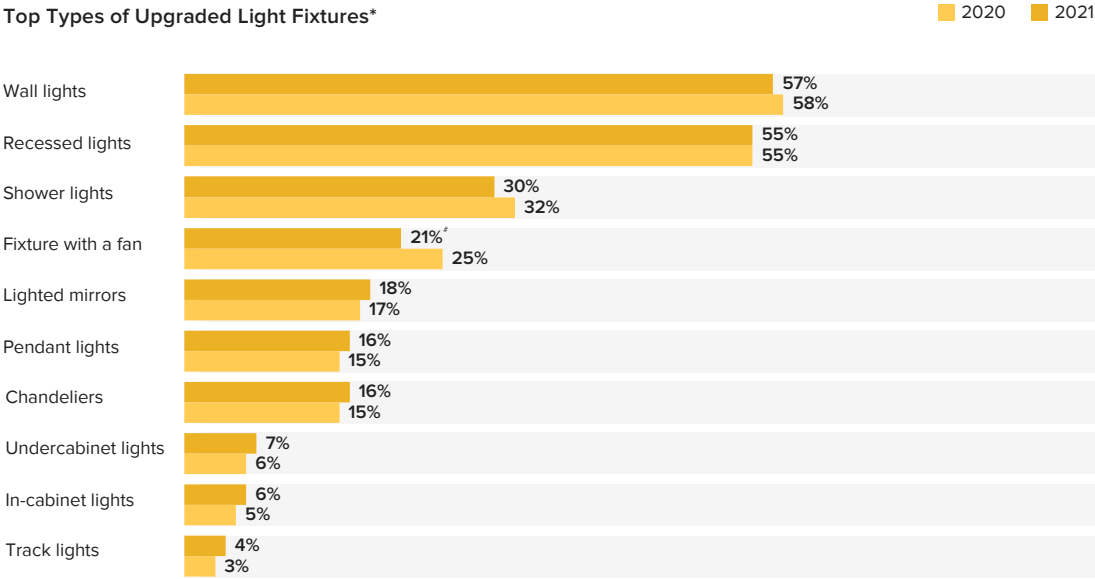
LED lighting	20%	Anti-fog system	+4 pp# 18%	Hidden plugs	7%
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Renovators Upgrade Lighting

Wall lights and recessed lights remain the top two choices for homeowners in upgraded lighting (57% and 55%, respectively). Lighted mirrors, pendant lights and chandeliers all inched up in popularity from last year.

For materials, light fixtures that mix metal and glass are still the No. 1 choice (66%), although 1 in 5 renovators opts for an all-metal fixture (21%).

Top Types of Upgraded Light Fixtures*



Top Materials for Upgraded Light Fixtures*



*Percentages reflect the proportion of homeowners who have updated or are updating light fixtures as part of their completed, current or planned bathroom renovation during 2019-20 and 2020-21.

[#]Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.

Bathrooms Get Premium Treatment

Renovating homeowners still enjoy premium features in bathtubs (79%), showers (74%) and toilets (45%). Specialty lighting in showers saw an uptick, with 8% of renovators installing mood lighting in their shower, up from 7% last year, while the number of renovators installing built-in lighting in their bathtub remains steady at 8%.

Premium Features in Upgraded Toilets, Showers and Bathtubs*

In Toilets		In Showers		In Bathtubs	
45%		74%		79% -4 pp#	
Premium Features		Premium Features		Premium Features	
One-piece toilet	28%	Rainfall shower head	55%	Soaking tub	68%
Double-flush toilet	19%	Dual shower	23%	Space for two	19%
Wall-mount toilet	4%	Body sprayer	16%	Silent whirlpool	9%
		Thermostatic mixer	13%	Standard whirlpool	8%
		Mood lighting	8%	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 bathroom renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

Toilets Offer Many Opportunities for Tech

High-tech faucets are neck and neck with high-tech toilets, with 37% and 36%, respectively, of those elements chosen by renovators featuring at least one high-tech feature. The most common high-tech feature in the bathroom is a water-efficient faucet; 28% of renovating homeowners choose to install one.

For toilets, bidets remain popular: 1 in 5 renovators adds a toilet seat with a bidet. Self-cleaning systems and heated seats are common features too, with 15% and 13%, respectively, of renovating homeowners opting for these features. Overflow protection also remains in demand: 1 in 10 renovating homeowners selects it.

*Percentages reflect the proportion of homeowners who have updated or are updating their showers, faucets and 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 bathroom renovation during 2020-21.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

High-Tech Features in Bathrooms*

In Toilets		In Showers		In Bathtubs	
36%		7% -5 pp [#]		5% -6 pp [#]	
High-Tech Features		High-Tech Features		High-Tech Features	
Seat with bidet	20%	Mood lighting	8%	Built-in lighting	8%
Self-cleaning	15%	Digital controls	5%	Built-in heated backrest	6%
Seat with heating	13%	Shower head with LED	1%	Built-in scented mist dispenser	1%
Overflow protection	10%	Built-in sound	1%	Built-in sound and vibration	1%
Built-in night light	10%	Shower head with speakers	1%		
Motion-activated seat	9%				
Self-deodorizer	8%				
		In Faucets		In Mirrors	
		37%		19%	
		High-Tech Features		High-Tech Features	
		Water-efficient	28%	LED lighting	20%
		No fingerprints	14%	Anti-fog system	+4 pp [#] 18%
		Touch/touch-free activation	4%	Shadow elimination system	2%

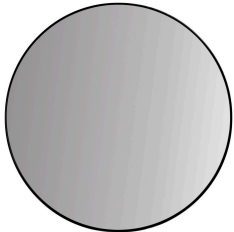
Bathroom Bestsellers

Here are the top five bathroom categories in the Houzz Shop in 2021, including a bestseller in each.

Bathroom Vanities



Bathroom Mirrors



Bathtubs



Bathroom Sink Faucets



Bathroom Vanity Lighting



Bathroom Sinks



From top left: [Solid Wood Sink Vanity With Marble Top, 36",](#) [Cheyenne Framed Round Mirror,](#) [OVE Decors Riley 60" White Freestanding Bathtub,](#) [VIGO Davidson Single Hole Bathroom Faucet, Vanity Fixture, Matte Black, 3-Light,](#) [Pyramid Solid Surface Countertop Basin Sink, White, 30"](#)

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 July 21 and July 27, 2021.

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 2,891 users, who reported being 18 years old or older, being homeowners, and having completed a primary en suite bathroom or full guest/family en suite 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

Bathroom Styles After Renovation*

	2017	2018	2019	2020	2021
Modern	15%	15%	20%	20%	20%
Transitional	17%	16%	21%	18%	19%
Contemporary	23%	20%	16%	18%	18%
Traditional	13%	14%	9%	12%	10%#
Farmhouse	6%	7%	4%	5%	5%
Beach	3%	3%	4%	4%	4%
Eclectic	4%	4%	3%	3%	3%
Craftsman	3%	3%	3%	3%	3%
Midcentury	1%	1%	2%	2%	3%
Rustic	2%	1%	3%	2%	2%
Mediterranean	2%	2%	2%	1%	1%
Other	8%	7%	9%	9%	7%
No particular style	2%	5%	5%	5%	4%#

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2016-17 (2017 study), 2017-18 (2018 study), 2018-19 (2019 study), 2019-20 (2020 study) and 2020-21.

#Shows statistically significant difference between 2021 and 2020 study findings at 90% confidence levels.

Appendix B

Bathroom Colors After Renovation*

	Walls – Shower	Walls – Nonshower	Walls – Accent	Flooring – Nonshower	Countertop	Vanity
White	46%	34%	23%	21% ^{+3 pp[#]}	58% ^{+7 pp[#]}	32%
Gray	16%	27%	21%	30%	10% ^{-4 pp[#]}	16%
Beige	11%	12% ^{-2 pp[#]}	7%	11% ^{-2 pp[#]}	7% ^{-2 pp[#]}	4%
Multicolored	11%	3%	12%	14%	14%	0%
Blue	4% ^{+1 pp[#]}	11%	19%	2%	1% ^{+1 pp[#]}	8% ^{+3 pp[#]}
Brown	1%	1%	2%	4%	1%	5%
Green	2%	5%	5%	0%	1%	2%
Wood**	0%	1%	4%	9% ^{-2 pp[#]}	1%	28% ^{+1 pp[#]}
Black	2%	1%	1%	4%	4% ^{-1 pp[#]}	4%
Other	5%	6%	5%	3%	3%	2%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a bathroom renovation during 2020-21.

**Wood includes light, medium and dark tones.

#Percentage point difference between 2021 and 2020 study findings; shows only statistically significant differences at 90% confidence levels.

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