



AHFA Marketing + PR Conference | August 2026



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The Home is Changing

20,000+ homeowners reveal what's next

54%
Renovated



Source: 2026 US Houzz + Home Renovation Trends Study



67%

Focus on Interior

57%

Focus on Exterior

54%

Focus on Outdoor

2 in 5

Knowingly Go Over Budget

35%

Higher-End Materials

31%

Expand Projects



\$150,000

High-end Renovation Spend Up 7 percent.

Yet ...



Furniture Isn't Keeping Up.

Large furniture, down to 39% from a high of 50% in 2022

Small furniture, down to 39% from a high of 53% in 2022

66%

Of renovators furnish/decorate

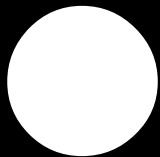
So...

What Are Consumers Telling us?

1

Shifting Priorities |

The Home is Working Harder





Function
Is Catching
Style

Make My
Home
Work For
ME.





Outdoor Is Another Living Room

83% have a lounge/
seating area

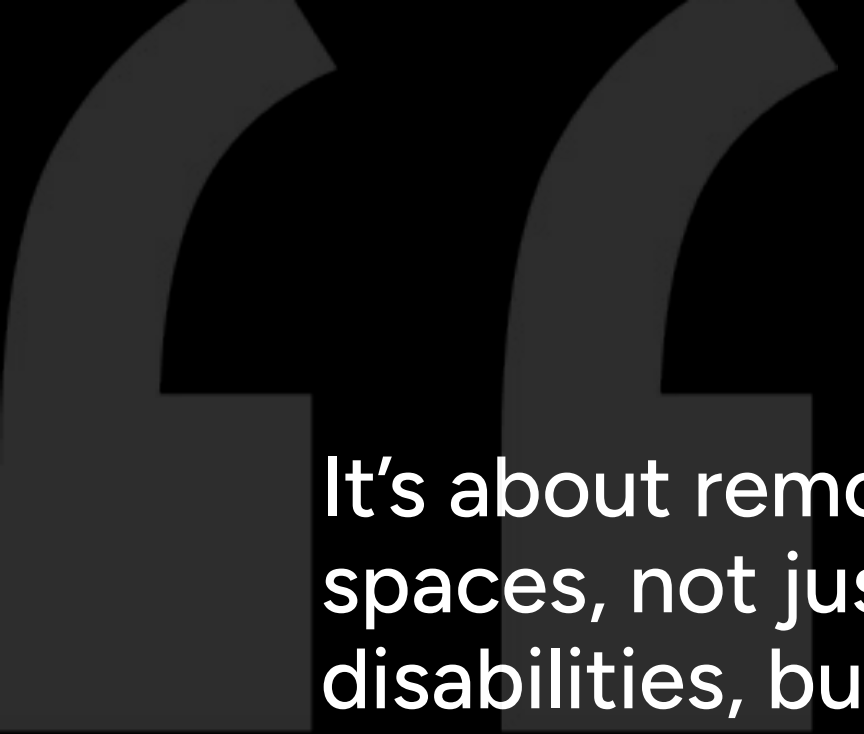
71% a sofa/lounge chairs

55% a coffee/side table

Aesthetics Still Matter... ALOT.

Accessibility Isn't A Niche





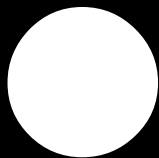
It's about removing barriers from spaces, not just for people with disabilities, but for everyone.

—Maegan Blau, Blue Copper Design

2

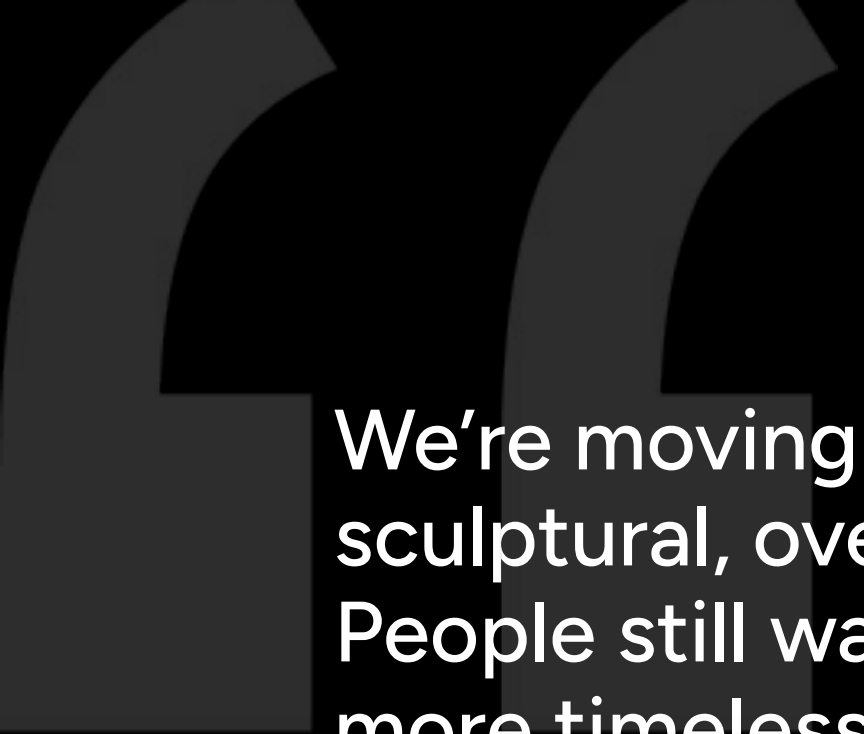
The Trends |

The Home is Getting More Human





Softening the Edges ...



We're moving away from the super sculptural, overly 'trendy' curves... People still want softness, just in a more timeless way.

—Kelsey Matyas, Kelsey Deirdre Designs



Warming It Up

+178% searches for the color “Rust”

+153% for “Chocolate Brown”

+69% for “Mushroom”

Getting Touchy, Feely

+257% searches for Sandstone

+104% for Linen Wallpaper

+94% for Venetian Plaster





Tactility isn't an afterthought
anymore. It's the heart of design in
2027 interiors.

—The House of Melaaura



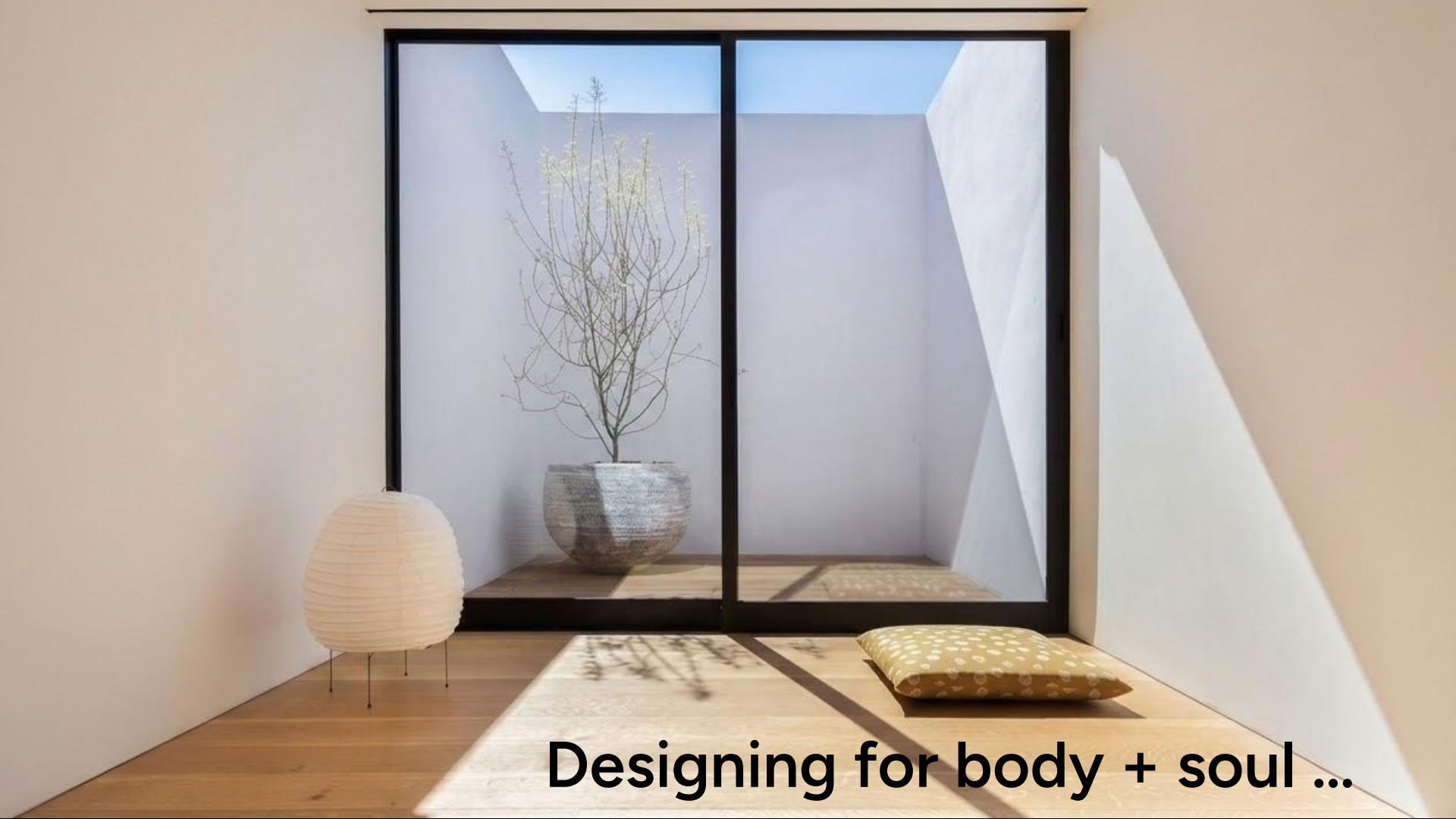
Going Analog

Searches for Mahjong rooms
skyrocketed nearly 20x

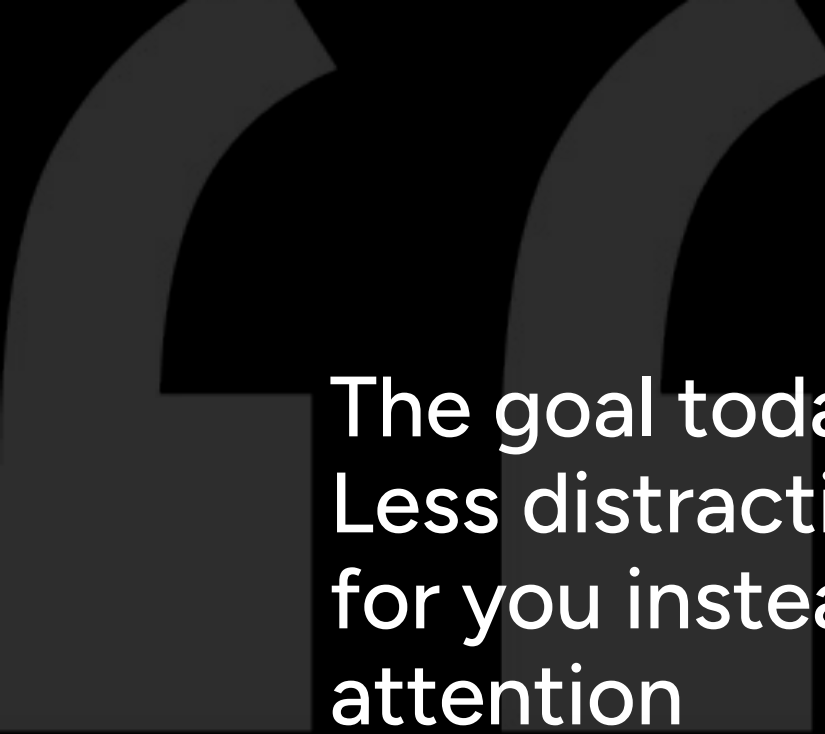
+191% for "Bibliothèque Room"

+129% for "Card Room"

+45% for "Board Game Room"



Designing for body + soul ...



The goal today is calm. Less clutter.
Less distraction. Spaces that work
for you instead of demanding your
attention

—George Markoutsas, Ablaze Design Group

Opting for Character

+181% Searches for China Cabinets/Hutches

+104% for Vintage Living Rooms



3.

Evolving Lifestyles |

The Customer You Think You Know



Who Leads Median Renovation Spend?

- Gen Z (~18-29)
- Millennials - Gen Y (~30-45)
- Gen X (~46-61)
- Boomers (~62 - 80)



Gen X Is Having A Moment

\$24k median renovation spend

34% of renovating homeowners

67% lived in their homes +6 years

37% never plan to move



Gen Z

\$8.5k

(0.5%)



Make it mine

Millennials

\$15k

(10%)



**Make room for
what's next**

Gen X

\$24K

(34%)



**Invest in the home
I'm staying in**

Boomers

\$22k

(54%)



**Make it work for me
now**

So...

How are they finding their next sofa,
table or chair?



The Influencers

- TikTok
- Instagram
- Pinterest
- Google
- Houzz
- Designer
- AI
- Store/Showroom

41%

AI Influenced Design Style/Direction

37%

AI Influenced Product/Material Selection



The principles haven't changed, but
the evaluator has.

—Neil Barrie, 21st Century Brand



The way we
live at
home is
CHANGING.

The way we
connect in
our homes is
CHANGING.





The way we
find what
goes into our
homes is
CHANGING

Yes...

The future of home is changing.

Are you ready for what's next?

QUESTIONS?



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