

# The 2026 State of American Home Renovation

From growing momentum in home renovation to shifting aesthetic and functional priorities, this is what today's homeowners are prioritizing now and into the future.



*Brought to You By*



**Great Day**  
Improvements



# What's Driving Renovation in 2026? We Found Out.

Homeownership has long been one of the cornerstones of the American Dream. A place to live, to raise a family, and to find respite from the outside world. These ties to a home aren't just emotionally driven either—homeownership is an investment and a meaningful part of the average homeowner's overall wealth.

For all of these reasons, home renovation projects represent a significant economic indicator throughout the housing market. They are also, of course, a journey—from the initial excitement of a new vision to the stress of a chaotic construction zone, the anxiety of unexpected costs, and finally, the satisfaction of creating a space that reflects personal needs and taste.

So, where are homeowners making investments this year? [Great Day Improvements—one of the nation's largest home improvement companies](#)—wanted to find out, and thus, the first annual **State of American Home Renovation** trends

report was born. Our goal is to take the pulse of today's homeowners, measuring their desires, priorities, aesthetic preferences, and more, and track these trends over time to deliver keener insights on the state of home renovation in America.

In this report, you'll find the trends and motivators driving today's renovation market, including the ongoing evolution of consumer priorities, desires, and more. And on behalf of the entire team at Great Day Improvements, I'm excited to share them with you. [Let's get started.](#)



Drew Weinfurter – President and CEO, Great Day Improvements

## Survey Demographics

Great Day Improvements worked with a third party to take the pulse of today's American homeowner. Here are the numbers behind our survey:

Responses  
**3,070**

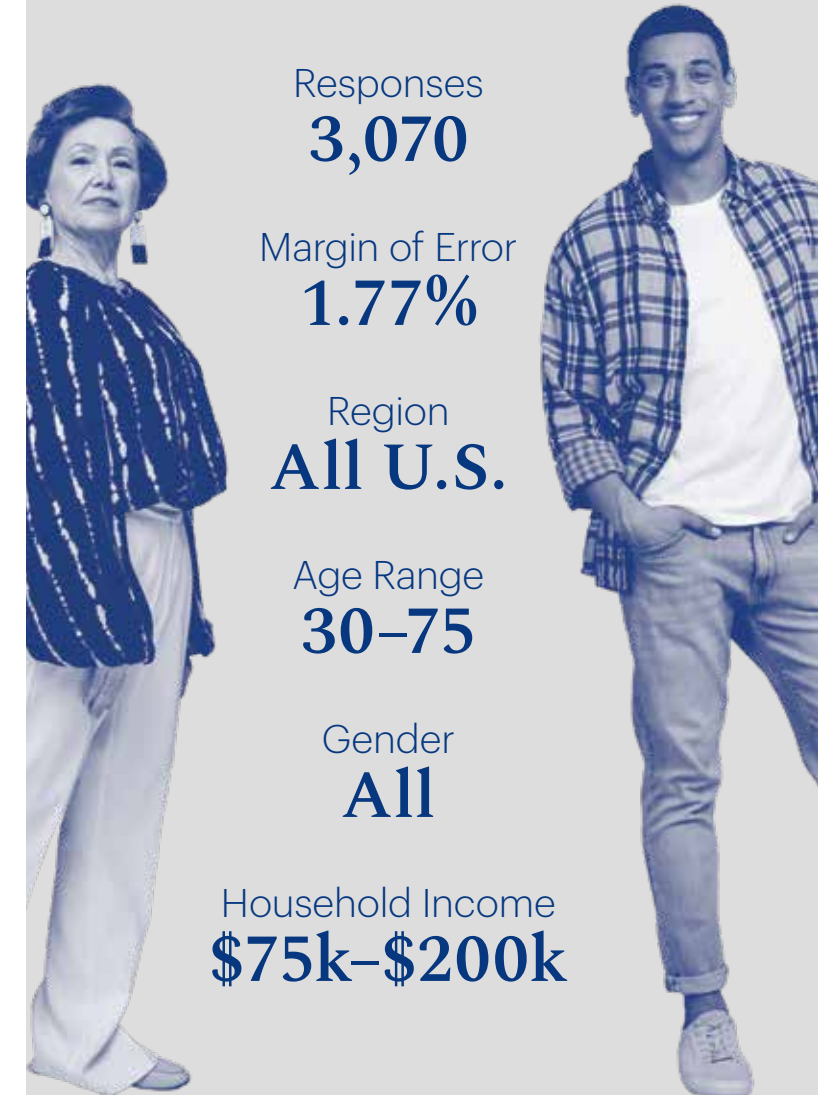
Margin of Error  
**1.77%**

Region  
**All U.S.**

Age Range  
**30–75**

Gender  
**All**

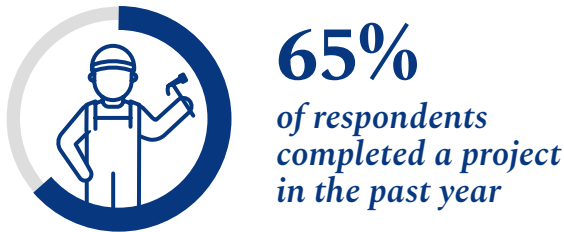
Household Income  
**\$75k–\$200k**



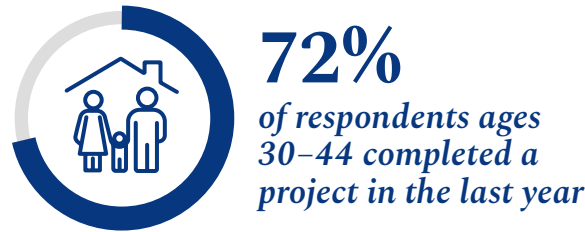
# The State of American Home Renovation at a Glance

Home renovation is an emotional, personal, financial, and sometimes time-consuming undertaking. It’s something that homeowners don’t take lightly, and it’s reflected in the trends that have emerged in the 2026 *State of American Home Renovation* Report. **Key highlights from our survey include:**


Home improvement enthusiasm remains strong.



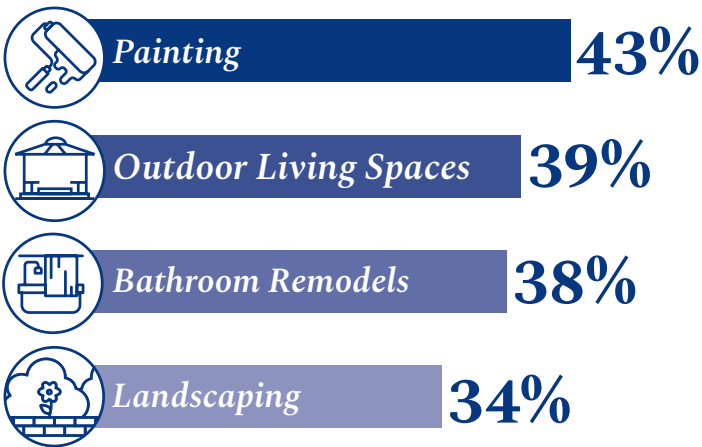
Who’s driving those numbers? Young homeowners.



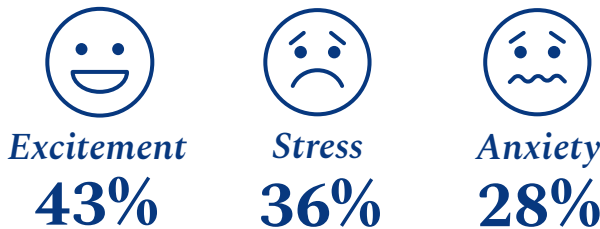
Renovations bring out emotions. Homeowners say these projects evoke:

 They could use support and reassurance.

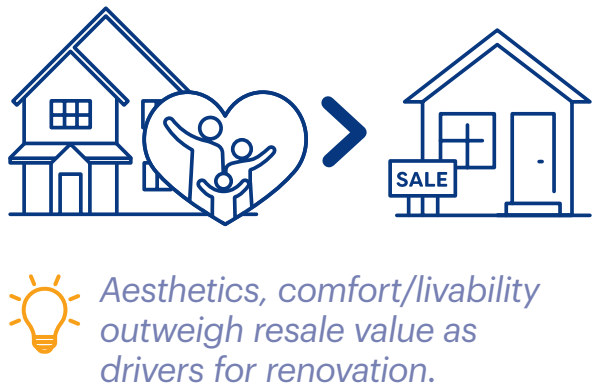
What projects are people doing most? High-impact renovations that enhance everyday living.



 These projects continue to remain top priority for consumers over the next 12 months.



Why are Americans renovating? They want to enjoy the results.




Some barriers make them hesitant. Respondents indicate these obstacles prevent renovations:



They want homes to be more “like them.”



 The desire for personalization is strong, and homeowners crave inspiration.



Ready for a deeper dive into these stats and more? Read on for more survey results and key insights from leading Great Day Improvements experts.

# American Home Renovation: Trending Priorities Among Homeowners Nationwide

The *State of American Home Renovation* uncovered several wide-ranging trends that remained constant regardless of age or geography, and they paint a picture of the headspace of today's average homeowner.

## Tracking Trends in Renovation

Home improvement projects, from modest to major, continue to be a top priority for homeowners seeking to improve their living spaces. One of the strongest signals from this year's survey is the enduring popularity of painting, which topped the list of both completed projects (43%) and planned projects (36%).

The *State of American Home Renovation* found that 65% of respondents completed a project in the past year, with outdoor living (39%), bathroom remodels (38%), and landscaping (34%) being the most common projects outside of painting.

"These findings are aligned with conversations we've had with our customers across the country," said Calvin Harrington, regional sales manager, The Bath Authority. "In particular, 38% of respondents completing a bathroom remodel stood out—and it highlights how attainable such a project can be in today's remodel market."

Indeed, while bathroom remodels tend to be thought of as "big ticket" projects, even modest budgets and project goals can transform a space. For example, the bath and shower area is often the room's centerpiece—and likely the top priority for consumers thinking about remodeling this space.

Here, homeowners can consider some solid-surface materials like engineered stone as a more affordable, equally attractive alternative to a marble bath and shower surface. It can be a nice way to elevate the luxury factor without breaking the bank.

"A good renovation partner should be able to complete the wet space—including the removal of old materials and plumbing work, and installation of new items—in about a day," added Harrington. "Day two can then be devoted to the room's dry space. If you're happy with your bath's current layout, even a pretty comprehensive makeover can be completed in a shorter time frame than many might think."

Survey results also indicate steady demand ahead for bathroom remodels and other home improvement areas. Respondents said that landscaping (34%), outdoor living (31%), and bathroom remodels (29%) remain top priorities for consumers over the next 12 months.

"A high interest in both landscaping and outdoor living projects tracks with the broader trends we're witnessing as homeowners seek to engage the outdoors throughout their living spaces," said Tom Edger, regional manager, Patio Enclosures. "Refreshed landscapes, new plants and flowers, and other projects have the potential to be paired with blended living spaces, like patios or pool enclosures, to create a true retreat."

---

*“38% of respondents completed a bathroom remodel—which highlights how attainable such a project can be in today’s remodel market.”*

– Calvin Harrington, Regional Sales Manager

---



Homeowners also continue to show strong interest in upgrading the spaces that connect their indoor and outdoor lives. When looking specifically at porch coverings, deck coverings, and sunroom additions, these combined “outdoor living spaces” represent one of the most common completed projects this past year (39%).

That momentum extends into the year ahead as well, with 31% of homeowners planning these same outdoor living projects—ranking them just behind landscaping (34%) and ahead of bathroom remodels (29%). Together, these upgrades highlight a continued desire to expand, enclose, and modernize the transitional spaces that bridge inside and out.

### Motivations Beyond Resale

What’s motivating renovation in 2026 and beyond? The **State of American Home Renovation** found that creating ideal living spaces was the biggest driver for renovators.

Respondents reported aesthetics (19%) and comfort/livability (18%) as the most common motivators when taking on renovation projects, significantly outweighing resale value (8%).

“These responses track with other major American homeownership trends that we’ve been seeing, where consumers are looking to stay put versus purchasing a new home entirely,” said John Sivori, vice president,

---

“Americans are choosing to improve the homes they already own, opting for updates that make a home feel exciting and new again.”

—John Sivori, Vice President of Consumer Financing,  
Great Day Improvements

---

consumer financing, Great Day Improvements. “Against the backdrop of high mortgage rates, affordability challenges, and limited housing inventory, many Americans are choosing to improve the homes they already own. Prioritizing their current space can make an existing home feel exciting and new again.”

Homeowners also report a desire for lifestyle alignment and personalization, as 55% of respondents feel their home reflects who they are, while 40% say it only somewhat does, signaling a high interest in products and projects that reflect their personalities.

“When undertaking a renovation project, a homeowner’s choice of color, material, design, and layout all ultimately reflect a space where they can make a personal mark and call it their own,” said Mike Ritchie, installation manager, Patio Enclosures. “But this process can be stressful. Professionals need to provide guidance and even visualize the completed project before it even begins to help aid in decision-making.”







Recent rises in home energy costs are likely to be a concern for many homeowners. Some home upgrades, like window replacements, more efficient HVAC systems, spray foam insulation, and even simpler measures like weather seals can also enhance the performance and comfort of a home, while saving on energy bills.

“Installing replacement windows, which is also indicated as a strong interest from survey respondents, can make a big difference with today’s technology,” added Danielle Radic, senior product manager, Great Day Improvements. “New windows can not only boost the home’s energy efficiency, but they can also breathe new life into an older home with a fresh look and feel.”

### Generational Trends in Why Homeowners Renovate

Home renovation priorities also shift meaningfully across age groups, revealing how needs, lifestyles, and expectations evolve over time. While enthusiasm for home improvement is strong regardless of age, with almost half of all age groups reportedly feeling “excitement” about starting home improvement projects, the motivations—and the projects homeowners choose to pursue—tell a distinctly generational story.

Younger homeowners (*ages 30–44*) stand out as being the most renovation-active, reporting the highest rates of completed projects (72%) and among the highest budgets allocated for 2026 home improvement projects, with 18%

reporting a budget between \$10,000 and \$20,000. Their focus leans toward aesthetics and personalization, often driven by a desire to reimagine older homes and create spaces that feel more expressive and modern.

“Younger homeowners are at a stage where they’re establishing routines and shaping spaces that reflect who they are,” said Rose Cooper, customer experience manager, Champion Windows. “For them, renovation is tied closely to identity and expression—something we see clearly in the data. 59% of homeowners ages 30–44 say their home ‘completely’ reflects their personality and lifestyle, compared with just 44% of those 60 and older.”

As homeowners get older, practical considerations take precedence. Respondents ages 60 and above show notably higher interest in bathroom remodels, with 16% saying this type of project would bring them the “most joy” after improvement—compared with 12% of homeowners ages 30–44 and 45–59. Their motivations increasingly center on improving day-to-day livability and tailoring spaces to support changing needs.

“Older homeowners tend to focus on comfort and livability,” said Jose Rodriguez, sales representative, Great Day Improvements. “Bathrooms in particular take on new importance because they’re high-impact spaces where better layouts, materials, and features can meaningfully improve quality of life.”

Budget considerations also play a defining role in how homeowners plan renovation projects, and clear differences emerge across age groups. Homeowners ages 30–44 show a wide range of intended spending—from small updates to substantial \$20,000–\$35,000 projects—reflecting both starter-home improvements and larger upgrades. Those ages 45–60 are the most likely to take on major renovations, with 15% planning to spend \$50,000 or more, the highest of any group. Meanwhile, respondents 60 and older cluster more heavily in the under-\$10,000 range, focusing on smaller updates that enhance comfort and maintenance.

“It’s really encouraging to see how willing younger and newer homeowners are to invest in their spaces,” said Emilee Morgan, central sales support manager, Champion Windows. “And for homeowners in their peak earning years, that willingness only grows—this group is clearly prepared to take on larger, high-impact projects that deliver long-term value.”

Together, these generational differences paint a nuanced picture of today’s renovation landscape. Younger

“A high interest in landscaping and outdoor living tracks with broader trends—homeowners want to engage the outdoors throughout their living spaces.”

–Tom Edger, Regional Manager, Patio Enclosures

homeowners are focused on personalizing and modernizing their spaces, while older homeowners prioritize comfort, functionality, and lasting value.

### Barriers to Action

Why not renovate? The **State of American Home Renovation** also found some key barriers to taking on projects big or small.

Perhaps unsurprisingly, high costs (54%) were reported as the top obstacle preventing homeowners from undertaking a new project.

“When you correlate this statistic with other findings in our report—for example, that 65% of respondents completed a project within the past year—it points to the value homeowners see in their homes, underscoring the essential role of home improvement projects for the average homeowner,” said Sivori. “High costs may be a barrier, but it’s one that many are seeking to break through. Many are using financing to make the timely improvements they desire.”

Budget considerations also play a major role in homeowners’ renovation decisions. Among those who reported having a planned renovation budget for next year, 59% expect to spend \$10,000 or more, and nearly 40% anticipate budgets of \$20,000 or more.







“Even in an uncertain economy, homeowners are still choosing to invest in the places that ground them,” said Brady Morris, factory representative, Champion Windows. “In the years since the pandemic, the home has taken on a deeper emotional and practical significance. These planned budgets show that people aren’t putting those priorities aside—they’re doubling down. They want spaces that support their well-being, their routines, and the way they live.”

Additionally, more than a quarter of respondents cited lack of time (25%) and finding trusted professionals (28%) as top obstacles preventing homeowners from starting renovations. The “trust gap” is significant too—nearly three out of 10 homeowners actually delay renovation projects because they struggle to find trusted professionals.

“This points to a significant credibility challenge within the home improvement industry at large,” said Amanda Opara, vice president, operations, Leafguard. “At a time when demand for renovations is high, but costs and risks are also elevated, consumers want greater transparency, accountability, and reassurance when hiring contractors.”

Emotional dynamics also play a real role in the decision to renovate. For our respondents, renovation evokes excitement (43%) but also stress (36%) and anxiety (28%).

“Excitement for a renewed and refreshed living space is natural,” said Justin Hennessey, vice president, operations, Great Day Improvements. “However, if homeowners don’t trust their contracted professionals to properly perform the work, stress and anxiety are also understandable, especially when factoring in the disruption inherent to some projects.

“I think these statistics point to a desire for homeowners to work with established renovation partners with significant—and in some cases, specialized—experience in the areas they’re targeting for renovation,” Hennessey continued. “Sunrooms can provide another useful example. Compared with a general contractor, for example, specialized sunroom providers and their trained and certified installers may be able to eliminate some consumer doubt in a proper install.”

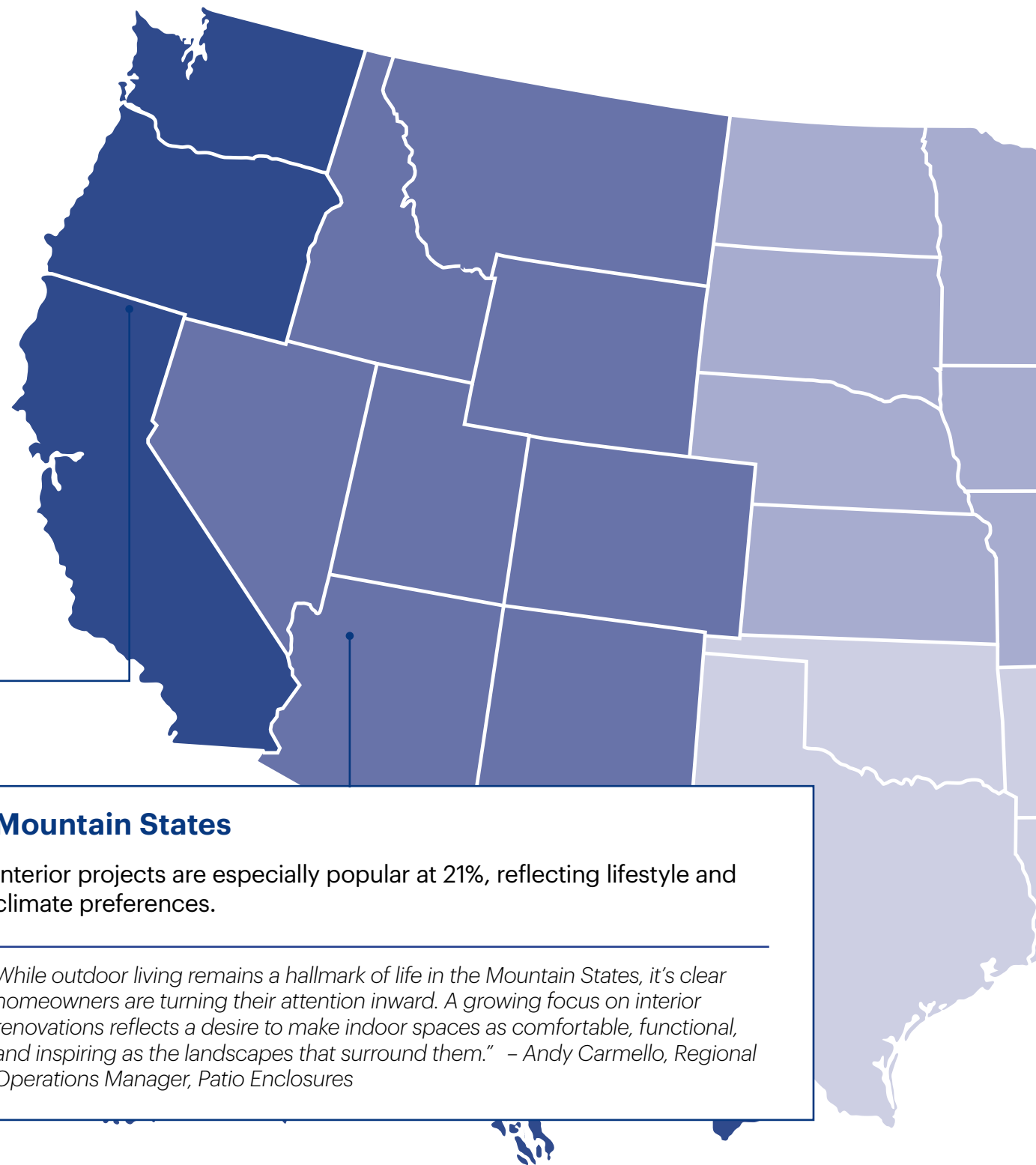


# A National Road Trip: Specific Priorities Across the Country

Beyond the universal desires shared by homeowners nationwide, the **State of American Home Renovation** asked participants to tell us what they believe are the most popular projects in their area—and their responses shed light on potential localized trends.

Interestingly, not all of these perceptions align with national renovation data, raising the question: Could these viewpoints be early indicators of what's next? Future surveys may tell us more.

*Let's travel across the U.S.*



## Pacific

Energy efficiency upgrades are a leading focus at 18%, alongside 12% noting window/siding replacements.

*"Local building codes throughout California, Oregon, and Washington are typically far more stringent, leading to the adoption of high-performing energy products. Coupled with traditionally more environmentally sympathetic mindsets throughout these states, a prioritization of energy efficiency is a natural result." – Jared Devillier, Regional Sales Manager, Champion Windows*

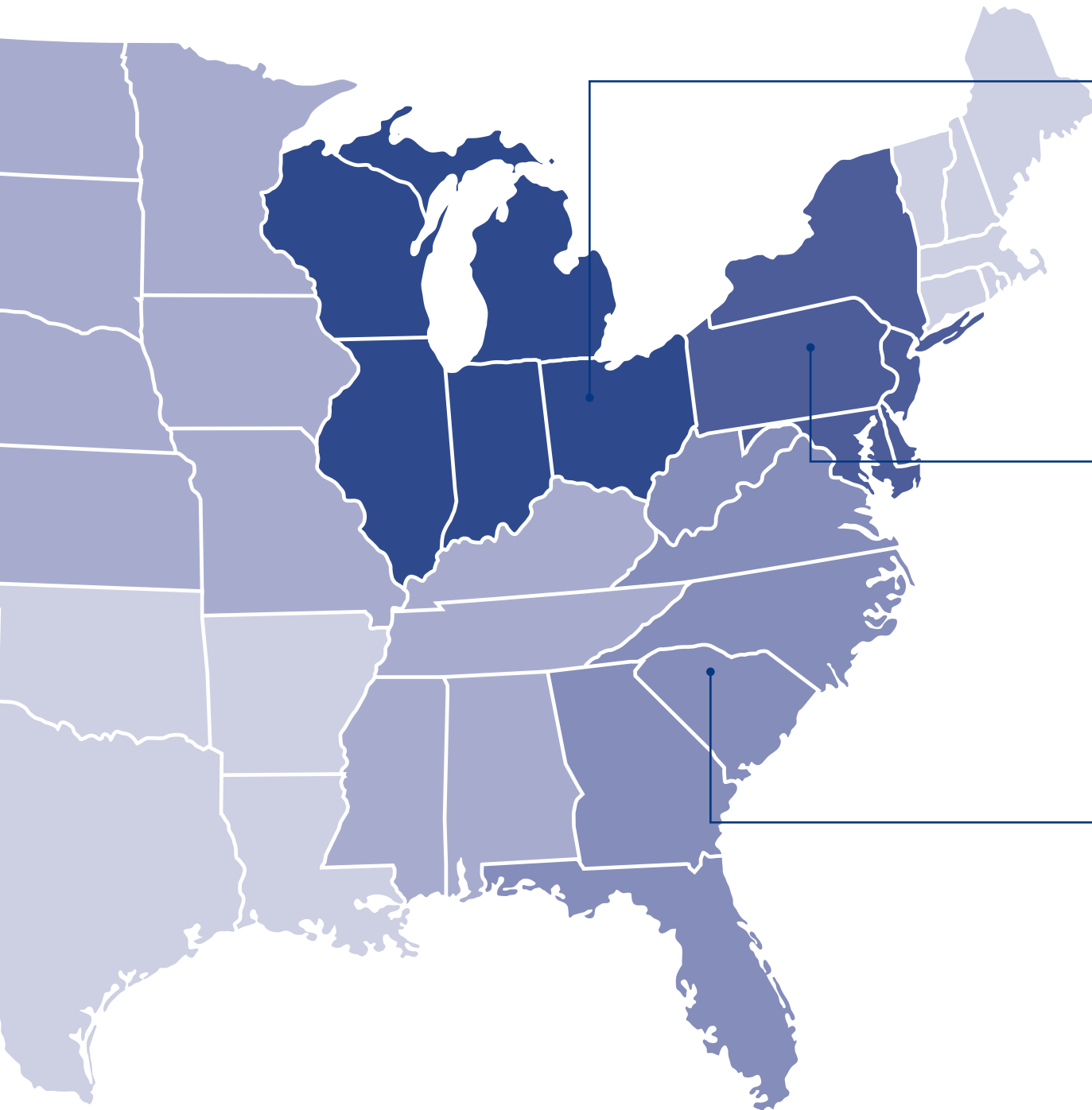
*"Metal roofs are an option worth exploring for homeowners who are interested in building greater resilience into their homes. Compared to traditional asphalt shingles, metal roofs can deliver extended service lives, typically ranging 40–70 years." – James Hazen, Director, Roofing Sales, Englert*

## Mountain States

Interior projects are especially popular at 21%, reflecting lifestyle and climate preferences.

*"While outdoor living remains a hallmark of life in the Mountain States, it's clear homeowners are turning their attention inward. A growing focus on interior renovations reflects a desire to make indoor spaces as comfortable, functional, and inspiring as the landscapes that surround them." – Andy Carmello, Regional Operations Manager, Patio Enclosures*

## REGIONAL TRENDS



### Midwest

Interior remodels are strongest in this region, with 21% of respondents citing kitchens and bathrooms as leading projects.

*"These states are known for harsher, longer winters, where homeowners may spend a larger chunk of the year inside their homes. The data we found reflects this, with greater prioritization of interior remodel projects that can be enjoyed no matter the season."* – Andre Branch, Director of Operations, The Bath Authority



### Middle Atlantic

Interior remodels account for 17% of responses, closely followed by energy efficiency upgrades, showing a balance between modernization and functional improvements.

*"Harsher climates collide with increased desire for efficiency and modern amenities throughout this region."* – William Shannon, Regional Manager, Champion Windows



### South Atlantic

Similarly, this region favors indoor projects, with 18% of participants focused on kitchen and bathroom remodels. Outdoor projects are a close second, with 15% focusing their efforts on patios, decks, and landscaping.

*"Interior projects often provide the greatest everyday enjoyment for homeowners, whether it's too hot or too cold to be outside—it's not surprising to see this perceived trend across the Southern region."* –Michael Schember, Senior Regional Sales Manager, Patio Enclosures



# Nationwide Trends

Aside from regional preferences, what's uniting homeowners throughout the country? The answer: "A focus on high-impact projects with lasting value," said Brian Rainey, vice president of operations, Great Day Improvements. "When it comes to interior renovations, kitchens have increasingly become a primary gathering place in the home, and consumer desire for open concepts that link living and cooking spaces continues to drive renovation. Bathrooms, meanwhile, can become true sanctuaries, especially as part of a primary bedroom suite."

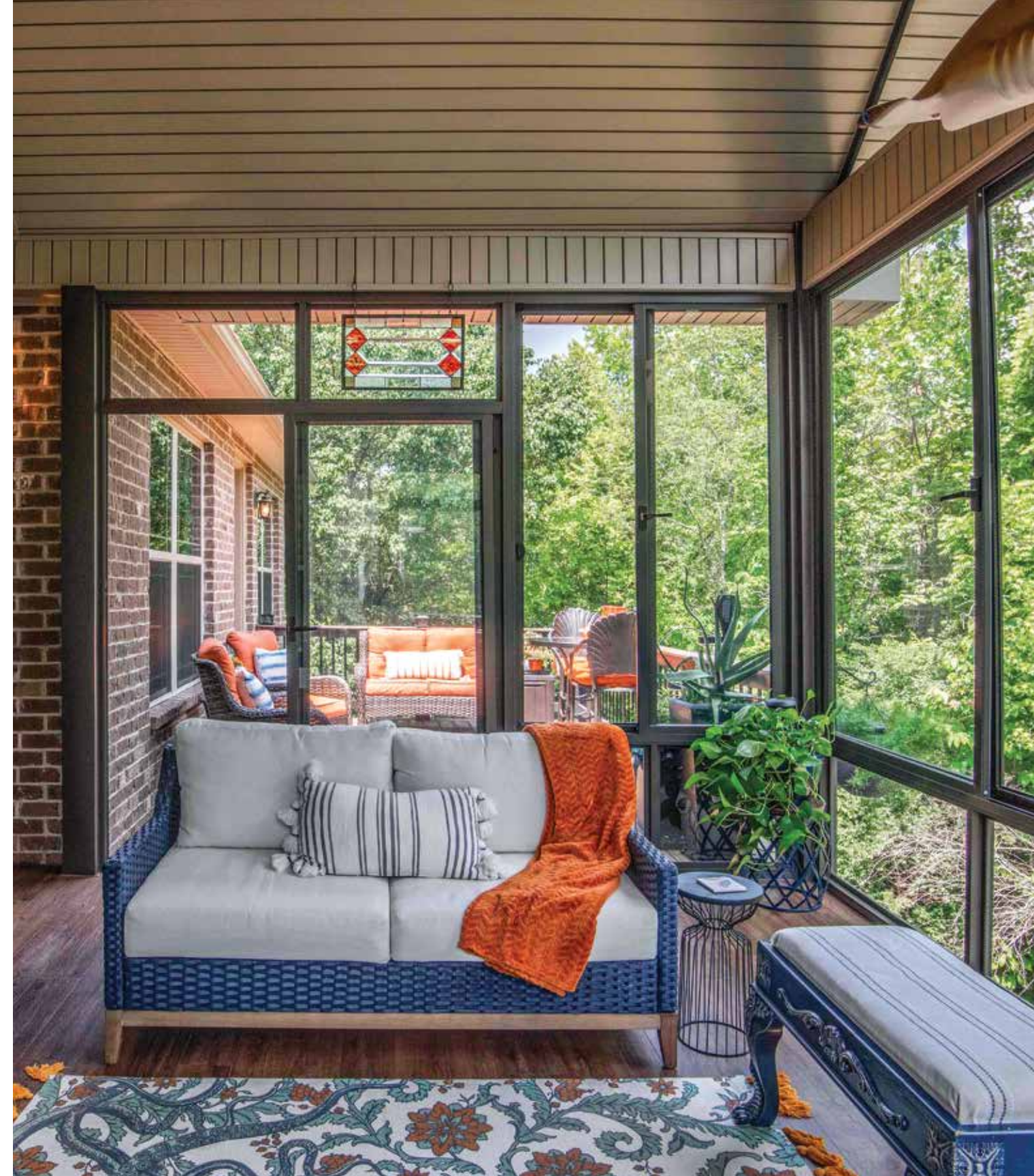
The growing emphasis on outdoor remodels reflects an evolving view of whole-home living.

"Recent years have seen homeowners wanting to bring more of the outside in, and the inside out, in an attempt to harmonize indoor and outdoor spaces—a trend also known as biophilic living," said Rachel Sugalski, regional operations

manager, Patio Enclosures. "There are more ways than ever to do it. Screening in a room can make a space more useful year-round. Pool and spa enclosures and solariums also represent intriguing and attractive options for homeowners who embrace a biophilic mindset."

While energy efficiency upgrades are more popular in some regions than others, they remain constant everywhere, despite varying code requirements in different regions.

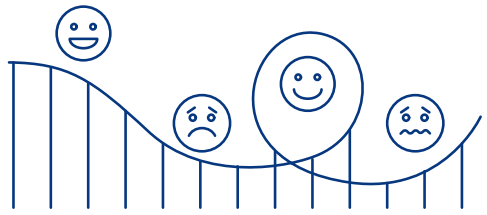
"Upgrading your home is one of the best ways to boost comfort while keeping energy costs in check—it's a win-win for your wallet and your well-being," said Kimberly Kinsella, regional sales manager, Universal Windows Direct. "With the right improvements, you can enjoy a cozier space year-round and see real savings on your bills. It's comfort and efficiency working hand in hand."





# The American Home: Looking Back, Looking Ahead

Survey respondents of this year's *State of American Home Renovation* paint a picture of homeownership in 2026 and have implications for the future.



## The Emotional Roller Coaster of Renovation

A duality of excitement versus stress is inherent to the renovation process and will continue to remain important as more homeowners opt for staying put versus finding a new home.



## Don't Move, Improve

Homeowners are prioritizing personalization, comfort, and livability—not resale value. It further reflects homeowner desire to invest in where they are instead of moving. Upgrading their space for function and aesthetics can help homeowners fall in love with their homes all over again. As economic headwinds, high interest rates, and other factors continue apace, expect this trend to continue in 2026 and beyond.



## The Trust Gap in Home Improvement

Homeowners report difficulty finding reliable professionals, contributing to an ongoing credibility challenge in the home renovation market. Transparency, reliability, and specialized areas of expertise will be key for contractors to succeed.



## Regional Trends

While several nationwide trends emerged, homeowner preferences show significant divergences based on climate, local laws and codes, consumer preferences, and lifestyle trends. Expect these preferences to sharpen if the current state of the housing market remains largely unchanged.



## Into the Future

Across regions, respondents continue to prioritize energy-efficient upgrades, reflecting broader sustainability and climate concerns—an interest likely to grow alongside smart-home features like self-adjusting thermostats. Renovation momentum is also expected to carry into 2026, with projects planned over the next 12 months focused on landscaping, outdoor living spaces, and bathrooms.



# Thanks for reading the inaugural *State of American Home Renovation*.

We look forward to future reports and insights direct from homeowners on home renovation.

We encourage you to reference the report throughout the year as it aligns with ongoing trends throughout the American housing market. Additionally, please feel free to reach out to our experts for commentary, perspective, and insights.

## For Media Inquiries:

Please contact Cheryl Boncek at [Cheryl.Boncek@akhia.com](mailto:Cheryl.Boncek@akhia.com)



## About Great Day Improvements

Great Day Improvements is one of the largest national home remodeling companies, bringing together well-known brands like [Champion Windows & Home Exteriors](#), [Leafguard](#), and [Patio Enclosures](#). We focus on making the remodeling process clear and manageable for homeowners, with experienced local teams that handle each project from start to finish. Our products are made in the U.S., and many come with lifetime warranties and financing options. By overseeing the entire remodeling process, Great Day Improvements provides consistent, reliable service that helps reduce the stress often associated with home improvement projects.