

2026

# Renovation Nation Report



**MyBuilder**



## Introduction

### **A new era of home improvement is taking shape in the UK as household priorities change.**

After a period of uncertainty in the property market, the MyBuilder Renovation Nation report brings together research that predicts homeowner trends for 2026. Based on a year's worth of data, the report paints a picture of what the British home improvement industry can expect in the year ahead.

The report encompasses plans for renovation, priorities for their properties, the impact of the cost-of-living crisis, and which features are gaining or losing popularity in British homes.

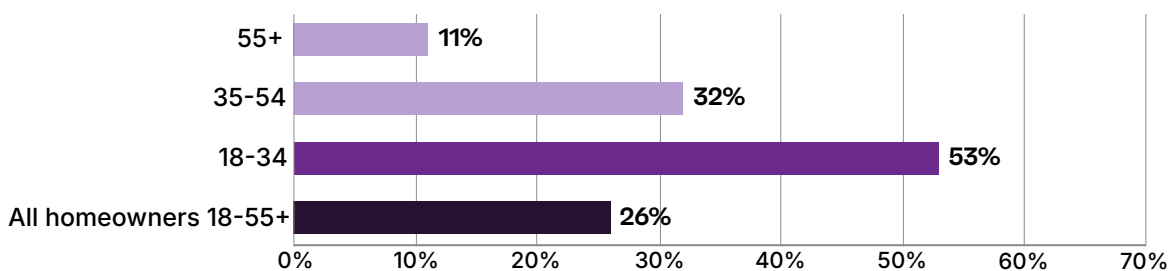
## Improve, not move

### Millions of homeowners would rather renovate than move, due to the economic climate.

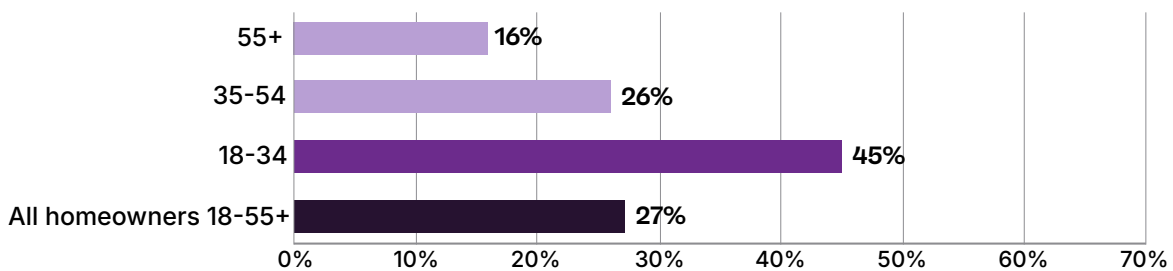
UK homeowners have been hit by several economic pressures over recent years, including the continuing rise of house prices and the ongoing cost-of-living crisis. MyBuilder's data reveals that millions of residents are choosing to renovate their current homes, instead of searching for a new property.

According to the research, **26% said the current financial climate and mortgage rates make them more likely to renovate their existing property rather than relocate. Among those aged 18-34, this rises to 53%.** In addition, 27% reported they were more likely to invest in home improvements in 2026.

**Prefer to Renovate Rather Than Relocate Due to Financial Climate**



**More Likely to Invest in Home Improvement in 2026**



While this shift could slow activity in the property market, it may also exacerbate the well-documented skilled trades shortages. Increased demand for tradespeople could place further pressure on an already depleted home-improvement workforce.

**Job Requests on MyBuilder Comparison 2024 vs 2025**

Kitchen Fitting 

↑ +19%

Bathroom Fitting 

↑ +8%

## Self-sufficiency

The rising cost of household bills is changing homeowners' long-term property priorities.

**33%**

have less than £1,000 saved for emergency home repairs

**14%**

put off getting their boiler serviced in the past 12 months due to finances

While inflation has slowed since 2022, prices remain significantly higher than before the cost-of-living spike and many UK homeowners are still worried about increasing household bills. MyBuilder's survey revealed that **79% of Brits are watching their use of electricity. Similarly, two-thirds (65%) admit to limiting their use of gas, and 64% are watching their water.** This concern correlates with an increased interest in sustainable systems.

### Caution about utility use



Water  
**64%**



Gas  
**65%**



Electricity  
**79%**

The price of food also continues to increase, with the average UK household, as of February 2026, spending £119 per week on food, £22 more than two years previously. As a result, many Brits are searching for cheaper sources of food. According to MyBuilder.com, **35% of UK shoppers have considered growing their own fruit or vegetables, due to the increased price of food. Among those aged 18-34, this rises to 47%.**

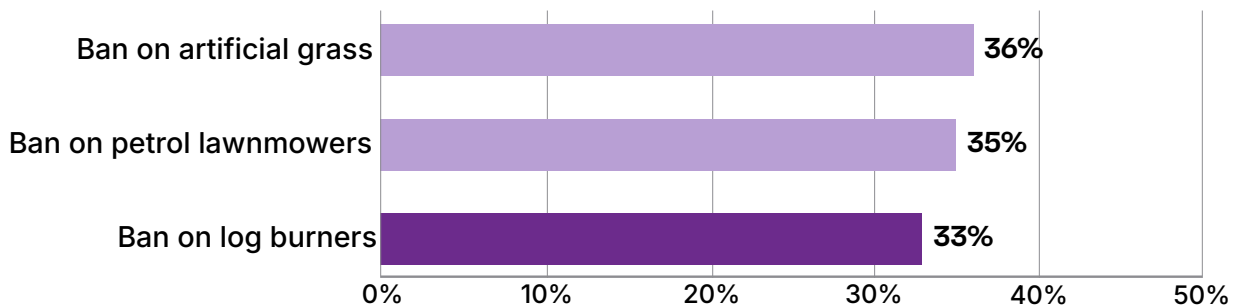
## Eco ethos

### Homeowners aim to reduce environmental impact through more sustainable homes.

As environmental sustainability continues to hit the headlines across the globe, it's clear that UK homeowners are becoming increasingly aware of positive changes they can make to their homes and gardens. A 2024 study revealed that 52% of Britons said that climate change is one of the most, if not the single most, important problems the UK faces (source here).

**MyBuilder data also shows that Brits are wary of environmental damage created within their homes**, with a total of 35% wanting to see a full ban on petrol lawnmowers, increasing to almost half (49%) among UK residents aged 18-34. This research came after previous findings revealed a third of Brits supported a ban on log burners, alongside 36% supporting a ban on artificial grass, both known to have a negative impact on the environment.

**Support for Banning Harmful Home Features**



**This shift is already translating into real-world behaviour, with demand for eco home improvements rising sharply while less sustainable features fall out of favour.** Google searches for "HVAC installation" have more than doubled, while demand for log burner installation has dropped significantly. MyBuilder has also seen a dramatic drop in demand for artificial grass installation requests on its platform over the last 3 years (39%), alongside a surge in Electric Vehicle charger installations (51% increase between 2024 and 2025).

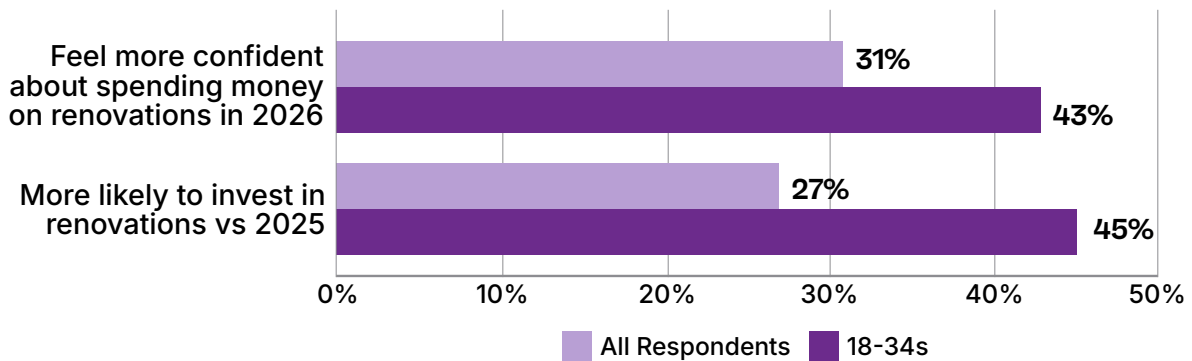
Demand for Services	
↑ +51%	EV charger installation requests 2024-2025
↑ +126%	HVAC Google searches YoY
↓ -39%	Artificial grass install requests over the last 3 years
↓ -11%	Log burner Google searches YoY

## DIY ditched

### Renovation intent is high for 2026 – but many are reluctant to do it themselves.

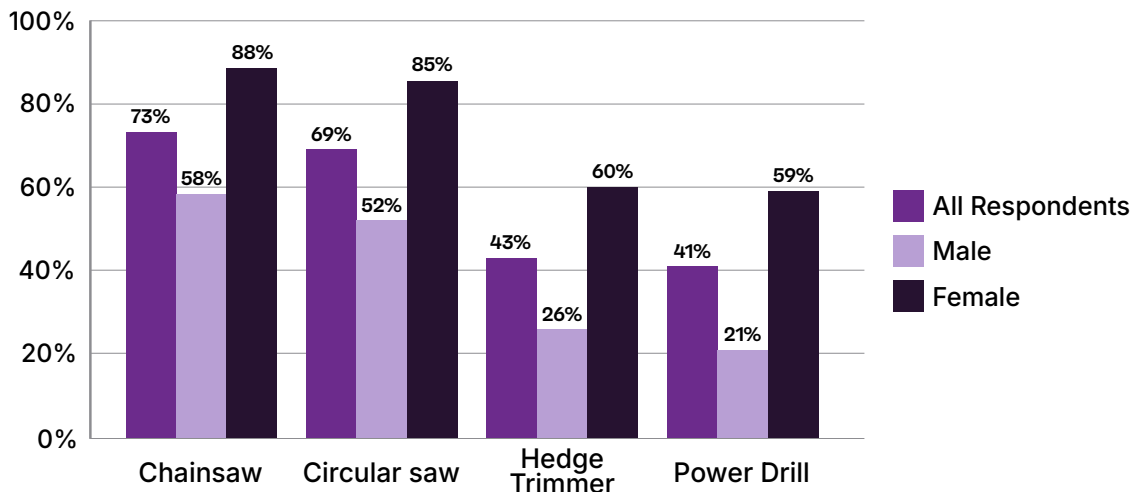
Despite cost-of-living concerns, MyBuilder data indicates that millions of Brits are not only more likely to renovate in 2026, they’re more confident about doing it too. The study showed that **over a fourth of British homeowners are more likely to spend money on renovation this year**. And nearly a third admitted that they feel more confident about this decision, despite external pressures.

Renovation Intent for 2026



Interestingly, the research also uncovered that homeowners are reluctant to take on certain home improvement projects themselves, indicating that the high demand for tradespeople will continue. The majority of people would not feel comfortable using electric saws themselves, and **almost half said they would leave any job that required a power tool to a professional**.

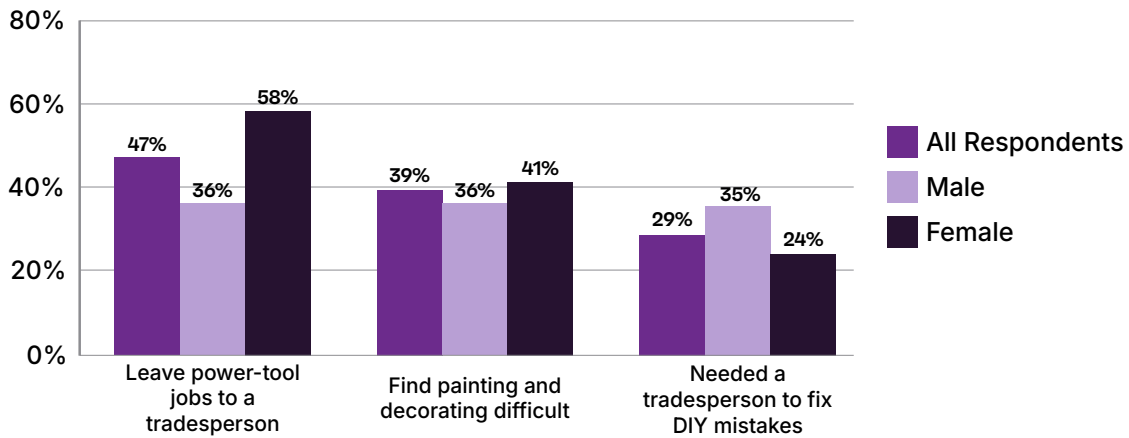
% Not Comfortable Using Power Tools (by Gender)



**42% increase in handyman requests on MyBuilder year over year 2024-2025**

Women were significantly less comfortable with using power tools than men, and were 62% more likely to hire a professional for a job that required them than men. **However, 45% more men than women reported having to hire a professional to fix an issue caused by a job they had attempted themselves.**

**DIY Confidence and Reliance on Tradespeople**



## Skill shortage

Finding tradespeople is becoming a major challenge for British homeowners.

65%

acknowledge a shortage of skilled tradespeople

33%

have struggled to find an available tradesperson

36%

have had to delay or cancel a project due to not finding an available tradesperson

52%

feel society discourages careers in the trades

Another issue British homeowners are facing is the lack of available skilled tradespeople. In fact, as of mid-2025, it's predicted by The Construction Industry Training Board (CITB) that the UK is heading towards a shortfall of 251,500 tradespeople by 2028.

MyBuilder's data shows that most Brits are aware of the skills shortage, with 65% acknowledging the scarcity of skilled tradespeople. Awareness rises with age, reaching nearly three quarters among those over 55.

Worryingly, the research also revealed that millions of homeowners are struggling to find a tradesperson to complete their desired task - **with 36% having to delay or even cancel projects altogether over the past two years due to a lack of availability.**

One potential contributing factor to the dwindling workforce in the sector found in MyBuilder's research could be that over half of Brits feel that society discourages people from considering the trades as a career route.



## Hot vs not

### The home trends rising and falling in British homes.

#### HOT



##### Homeowners invest in exteriors

**+14%** Gardening requests on MyBuilder vs 2024

##### Investment in big home jobs

**+19%** Kitchen fitting requests on MyBuilder vs 2024

**+8%** Bathroom fitting requests on MyBuilder vs 2024



##### Car fuel switch over

**+51%** EV charger installations 2024-2025



##### HVAC is heating up

**+126%** HVAC/heat pump Google search YoY

#### NOT



##### Bathtubs are being abandoned

**34%** haven't used theirs in past 12 months



##### Log burners are causing concern

**33%** support a ban on log burners



##### Artificial grass popularity is falling

**36%** support a ban on artificial grass

**-39%** Artificial grass install requests over 3 years on MyBuilder



##### Hot tubs are less in demand

**9%** have a hot tub but can't afford to heat it

The MyBuilder study illustrates a clear change in what UK homeowners are investing in and also abandoning. While **some luxury or non-essential items such as hot tubs, bath tubs, log burners and artificial grass appear to be declining in popularity**, practical home improvements, energy-efficient upgrades, and maintenance are seeing notable growth - indicating a shift in focus towards resilience, sustainability and self-reliance.

And although the government has ditched plans to ban installs of gas boilers by 2035, the demand for heat pump alternatives is clearly heating up regardless. **Searches for HVAC installation have more than doubled in a year.**

From kitchen and bathroom updates, to gardens and EV installations, these "hot" trends reflect homeowners' priorities around practicality, sustainability, and value for money, while "not" trends show which features are becoming less relevant or affordable in 2026.



## Methodology

The Renovation Nation report is based on a comprehensive analysis of surveys conducted via Opinium, behavioral data from the MyBuilder platform, and Google search data.