



COLLECTIVE
MEASURES®

2026 Trend Predictions

Key industry-specific trends that will shape the marketing landscape next year

Home improvement

**Renovation is on the
rise as homeowners
focus on *upgrades*
over *moving***



64%

of homeowners are **making practical upgrades** (like energy efficiency and system improvements) **to existing homes** instead of buying new given current market conditions.

48%

of homeowners are **taking on projects themselves** or combining DIY with professional support, reflecting a **hands-on approach to home improvement**.

80%

of Gen Z DIYers use YouTube to research or learn about home improvement products, in addition to 61% of Gen X and 51% of Millennial DIYers; this reinforces **growing reliance on social media platforms for inspiration**.

2026 TRENDS

Home improvement

1

Practicality is becoming the
new premium

2

Homeowners are empowered
to DIY

3

Pros remain the authority amid
DIY surge

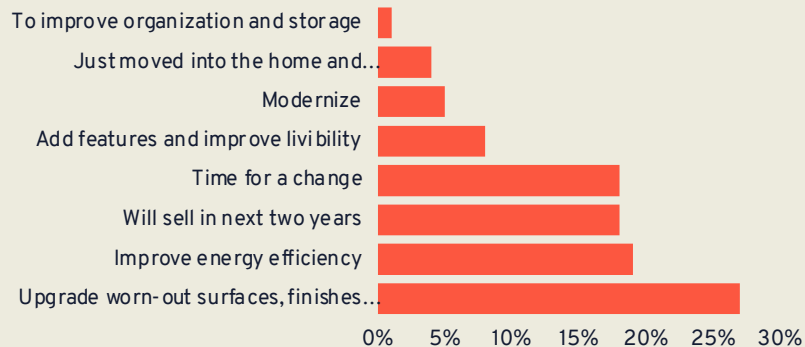
1

Practicality is becoming the *new premium*

27%

of consumers choose remodeling projects to *upgrade* their homes.

Primary reason for completing the remodeling project



Market is driven by practicality and modest growth; marketers must demonstrate real value to earn trust and fuel results

Remodeling is becoming more practical.

With remodeling activity projected to grow just 1.2% through mid-2026, homeowners are prioritizing value, efficiency, and longevity over luxury.

Homeowners want to improve home value.

As more households choose to improve rather than move, homeowners are focusing on upgrades like energy efficiency, replacing worn-out systems, and making resale-ready improvements. For brands to get on consumers' shopping lists, they must clearly demonstrate their value.

Top three reasons DIYers research online

70%

Price comparisons

57%

Availability checks

55%

Reading reviews

62% of Millennials

Do “a lot” or “a good amount” of research

56% of Gen X

Also research-driven, especially for major purchases

Strategies for success

Leverage audience intelligence to build credible connections

Connect with **practical-minded homeowners** by building an audience strategy grounded in datasets such as search and social listening. Use this information to understand who they are, where to reach them, and their motivations for buying.

These insights are essential for reaching the right audience with a perfectly timed and relevant message.

Reinforce value at every touchpoint

Whether in broad storytelling or product campaigns, **focus on value, not just features**. Demonstrate how your products help homeowners protect, improve, and take pride in their homes.

Tangible benefits like durability, longevity, and transparency, coupled with the emotional side of homeownership – the sense of security, pride, and accomplishment – can be an engagement multiplier, increasing brand impact and conversion.

Make every interaction frictionless and surface reviews and comparisons

Homeowners now expect **seamless, mobile-first experiences** that deliver pricing, availability, and financing instantly.

DIYers constantly compare options, and any friction in content, scheduling, or ecommerce can push them to competitors.

Mobile tools that provide utility for their users (like simplified scheduling and comparison and project planning tools) turn convenience into credibility, making practicality the new premium and keeping your brand top of mind.

2

Homeowners are
empowered *to DIY*



As DIY projects surge, marketing must deliver value, guidance, and trust

The DIY home improvement market is growing.

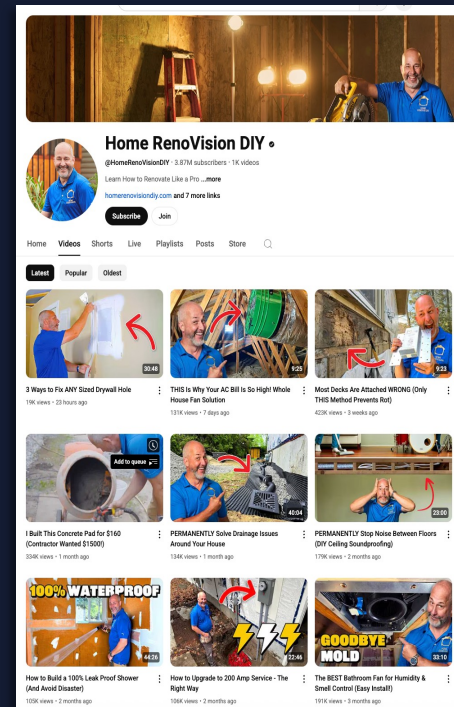
The global DIY home improvement market is projected to grow from \$805.8 billion in 2025 to \$837.2 billion in 2026, reflecting rising confidence and participation among homeowners in their own projects.

Platforms like TikTok and YouTube empower DIYers.

Homeowners are increasingly turning to platforms like TikTok and YouTube for inspiration and step-by-step guidance, empowering them to take on DIY projects with greater knowledge and confidence.

Mobile tools are essential to the remodeling journey.

Homeowners expect mobile tools to provide transparent pricing, simplified scheduling, and access to positive reviews to guide their remodeling decisions.



Strategies for success

Map, support, and influence homeowners across their DIY journey

Build a communications framework that maps the full DIY journey – **from inspiration to completion.**

Identify barriers at each stage and show how your brand adds value by sparking ideas, guiding projects, providing solutions, and celebrating results.

Create content that builds trust, drives sales, and turns DIYers into advocates.

Lead with video to own the DIY mindset

DIY homeowners are watching, learning, and making decisions on YouTube and **social platforms first.**

Brands that prioritize video content such as how-to instruction, tutorials, and inspirational guides capture attention and influence purchase behavior before competitors even appear in search results.

If you are not visible here, you risk being invisible to the next generation of self-directed remodelers.

Turn each purchase into a lasting relationship

Every purchase is an opportunity to **build advocacy.** Post-purchase support helps build loyalty and ensure your brand becomes your customers' go-to for their next DIY project. Guide DIYers post-purchase with personalized emails, how-to content, and other useful tips.

These post-purchase activities can boost chances of generating reviews and creating positive social sentiment, which in turn may inspire other DIYers to start their journey and leverage your brand.

3

Pros remain the
authority amid
DIY surge



DIY growth is rising, but pros drive purchase decisions that marketers cannot ignore

Retailers are prioritizing professional audiences.

Home improvement retailers are focusing on contractors, builders, and other pros (who represent a substantial portion of revenue and growth) to mitigate market volatility, leading to billion-dollar acquisitions by major players like Lowe's and The Home Depot.

Professionals lead the most valuable renovations.

The most valuable renovations are led by professionals, and 42% of pros saw rising demand over the past two years, demonstrating that homeowners rely on contractors and designers for large-scale, complex projects.

Who did the work



Strategies for success

Meet pros where they are — on and off the clock

Pros aren't only reachable in trade media. They scroll social feeds, stream sports, and watch how-to content just like any other consumer.

To reach them, extend media beyond traditional B2B environments to the everyday channels where they spend time. Use contextual relevance and personalized creative to ensure your brand shows up naturally in their world, not just their work.

Create tools and content that empower the expert

Pros pride themselves on mastery. Give them resources that **help them work smarter, impress clients, or grow their business**. Think calculators, installation guides, training modules, or comparison tools they can share with customers.

When brands make a pro's job easier, they earn loyalty and position themselves as indispensable partners in every purchase decision.

Elevate pro voices to build credibility and connection

Pros trust those who speak their language. Collaborate with credible industry voices, from niche experts to micro-influencers, to bring your brand story to life through authentic, experience-driven storytelling.

Leveraging real pros as storytellers and advocates builds credibility, fosters community, and inspires peer-driven influence that drives awareness and long-term loyalty.

Beyond the channels pros use today, create platforms (digital forums, social content, live events) for professionals to share insights, success stories, and techniques.

Let's chat

Collective Measures is a 100% employee-owned media agency specializing in full-funnel connections strategy and advanced analytics. With origins rooted in search and an expertise in understanding consumer intent, we are a collective of media strategists, brand engagement experts, and data scientists who make the complexities of modern marketing simple. With numerous accolades for our client work across paid media, content marketing, search engine optimization, and marketing analytics, we are simply accountable to driving results.

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