



RATED PEOPLE HOME IMPROVEMENT TRENDS REPORT

2023

CONTENTS

METHODOLOGY	5
FOREWORD FROM THE CEO	6
THE BIG PICTURE: A SUMMARY OF THIS YEAR’S TOP TRENDS	8
2023’S BIGGEST TRENDS IN HOME IMPROVEMENT AND INTERIOR DESIGN	12
THE HOME IMPROVEMENT SQUEEZE	32
RENOVATE TO BEAT THE MARKET	52
SUSTAINABLE HOME IMPROVEMENTS AND RENOVATIONS	70
BUILDING DREAM CAREERS	86



METHODOLOGY

Rated People undertook the following quantitative and qualitative research and proprietary data analysis to produce this report:

- 1 Analysis of 1,095,859 home improvement jobs posted on Rated People throughout 2020, 2021 and 2022 (between 1st September – 31st August in each yearly period) – a representative sample of home improvement jobs uninfluenced by any paid marketing activity.
- 2 A nationwide survey of 2,003 UK-based homeowners and residents.
- 3 A nationwide survey of 315 UK-based tradespeople.
- 4 Google search volume analysis for interior design trends – analysing annual average search volume for hundreds of trends between 1st September 2021 – 31st August 2022, and 1st September 2020 – 31st August 2021, to calculate the year-on-year % change in search volume.
- 5 Analysis of official Government data on the cost of construction and building materials.
- 6 Analysis of Rightmove’s data on the average asking price for different homes across the UK.
- 7 Analysis of PriceBuilder’s data on the rising cost of home improvement and renovation jobs.
- 8 Analysis of COAT’s data on the year-on-year percentage increase in sales of different paint colours.
- 9 Analysis of My Bespoke Room’s data on the materials that are seeing increases and decreases in popularity.
- 10 Analysis of Access Training’s data on the increase in 10 Trade Training Enrolments.

*Source for calculation of how many households would be affected by putting off boiler repairs and servicing: <https://www.ethnicity-facts-figures.service.gov.uk/housing/owning-and-renting/home-ownership/latest#main-facts-and-figures>



MESSAGE FROM THE CEO, ADRIENNE MINSTER

Welcome to this year's edition of the Rated People Home Improvement Trends Report.

The most interesting part of my job is discovering what shapes the choices we make about our homes and where opportunities are for trades businesses to grow in the UK. If you've followed our previous reports, you'll know that over the last two years, the pandemic led us to create more space, including better areas for socialising and multifunctional rooms. That's all changed. As we go into 2023, the pandemic effect is over, replaced by a strong and striking cost-of-living crisis. Both homeowners and tradespeople will have to be smarter about the investment decisions they make.

Only 1 in 3 UK homeowners say they will definitely be improving their homes this year, down on last year's 52%. Costs are continuing to rise everywhere, from energy bills to food and fuel, and the cost of home improvements is no exception. With prices set to go up by 17% on average this year, we're now seeing what we're calling the 'home improvement squeeze' - with many worried that they won't have enough money to complete projects, looking to do less work but budget more for it, to account for the expected rise in costs.

Worryingly, the cost-of-living is also affecting important maintenance jobs that could cause problems further down the road. 60% of homeowners will put off essential home maintenance this year and we estimate that around 1 million households won't be able to afford to get their boiler serviced, which could be fatal if an issue goes undiagnosed. Nearly 10% of homeowners would also need to cut back on food to free up money if they had a maintenance emergency that needed dealing with fast.

Despite these financial challenges, it's not all bad news going into 2023. Renovation is having its moment. Nearly half of homeowners doing work this year will be taking on a full renovation project, and 1 in 6 say they'll transform their homes because it's cheaper to do that rather than move. We're now creating our ideal homes rather than buying them, resulting in more work for tradespeople in the process.

It's a big year for green improvements, too. 9 in 10 homeowners doing work will make their homes more eco-friendly, with 4 of the top 5 eco home improvements all tied to helping reduce energy consumption and energy bills. This cost-saving mentality is driving 1 in 4 homeowners to make 'part updates', like replacing kitchen cupboard

doors instead of doing a complete rip out - saving money and cutting down on waste. At Rated People, we care about how home improvements are done and it's great to see how with every passing year, sustainability is becoming even more of an interior design consideration. Heading up our list of the 'Top 23 trends for 2023' is the desire to use natural materials in home décor like timber, stone and bamboo.

Whether you're looking for the latest home trends, ways to save money through improvements, or you want to know what 2023 could hold for your trades business and the industry at large, we've got it covered in these pages.

I hope you find reading the report as interesting as we did putting it together! As always, if there's something you'd like us to cover in our next report, or you just want to tell us what you found the most useful, you can reach us at yourfeedback@ratedpeople.com.

Here's to a new chapter of fantastic home projects and trades business growth.

Adrienne

Adrienne Minster, CEO Rated People



THE BIG PICTURE:

A SUMMARY OF THIS YEAR'S TOP TRENDS

#1 THE 'PANDEMIC EFFECT' IS OVER

With lockdowns and endless time spent at home, 'the race for space' was one of the biggest reasons for UK homeowners making improvements to their homes in 2021 and 2022. **But in 2023, homeowner priorities are shifting from maximising space to optimising design.**

Alongside staples like painting and decorating, new kitchens and en-suite bathrooms – **repurposing space will be a key trend for 2023.** Creating better storage, walk-in wardrobes, saunas, home bars, games rooms and playrooms all feature in the top 20 home improvements planned for 2023 and the top 20 home improvements that homeowners are spending the most money on. The world has opened back up again and homeowners aren't having to live, work, school their kids and also socialise at home, so **homeowners now want their homes to fulfil other needs and be fun again.**

This is also reflected in 2023's biggest interior design trends. **The reign of grey is well and truly over, and in its place are earthy colour palettes, curved lines, biophilic design and natural materials.** Green, beige and taupe will be everywhere, and broken plan has now firmly taken over open plan.

Driven by an unprecedented cost-of-living and energy crisis, homeowners are also increasingly interested in creating **sustainable, more energy-efficient homes,** with many installing solar panels and better insulation.



#2 THE HOME IMPROVEMENT SQUEEZE

The cost-of-living crisis will have a huge impact on home improvements and renovations in 2023. Almost half of UK homeowners who want to do home improvement work this year are **worried they won't have enough money to complete projects, and 51% say they will be doing less home improvement because the cost of work has increased.**

The rising cost of materials, along with increasing operational costs, has meant tradespeople have needed to pass these extra costs onto homeowners to stay in business. **86% of tradespeople say they'll need to put their prices up in 2023,** and this means many homeowners will unfortunately be putting off projects they'd wanted to do – **7 in 10 tradespeople are expecting to have work drop out in 2023 and almost 8 in 10 think homeowner demand will reduce.**

But worryingly, the cost-of-living crisis is also impacting essential and emergency home maintenance jobs. **60% of UK homeowners will put off essential home maintenance this year** and our research shows **around 1 million households won't be able to get their boiler serviced,** which could be fatal if a fault is undiagnosed. Shockingly, **1 in 11 say they would have to go without food if they needed to pay for a home maintenance emergency that couldn't be put off.**

#3 GENERATION RENOVATION

Property prices and interest rates have increased substantially over the past 2 years and so many people are now choosing to renovate to beat the market. 1 in 6 homeowners who are taking on renovation projects in 2023 say they're **renovating their own home because it's cheaper than moving to a new home**, and 1 in 7 say they have less money to buy a new home so they're choosing a renovation property instead.

The cost of work is increasing too though. In 2022, homeowners spent just over **£25k** on their renovation projects, but in 2023, they're budgeting almost **£30k** for the same work to account for the rising cost of renovations.



#5 BUILDING DREAM CAREERS

Autonomy, job satisfaction and flexible working are key reasons why tradespeople are satisfied at work – 8 in 10 UK tradespeople say 'being their own boss' is the best bit of their job.

Following the great resignation, and the rise of quiet quitting, more people are now looking to switch careers. **1 in 4 people in the UK say they'd now be interested in working as a tradesperson**, and interestingly, 62% of tradespeople who took that jump are now making **more money working as a tradesperson than in their previous career**.

87% of tradespeople also think more young people should consider a trade career, but 48% of UK adults say they didn't have a trade career offered to them in career advice when they were in school. Positively though, things could be starting to change for the younger generation, as there's been a 40% rise in Trade Training Enrolments in the last year.

Workforce shortages are being felt across the industry, so there's huge demand for new tradespeople, and the opportunities available are vast.

#4 THE RISE OF THE 'PART UPDATE'

Homeowners are increasingly opting for more sustainable ways to renovate and adapt their homes to minimise their impact on the planet

'Part updates', such as replacing kitchen doors instead of ripping the whole kitchen out, are becoming increasingly popular – 4 in 10 homeowners planning improvements in 2023 will be opting for some kind of 'part update' and 70% of tradespeople think demand for 'part updates' will increase in 2023 as they're also a great way to save money. On average, **homeowners expect to save more than £6,000 by just updating individual elements rather than a full rip out and replace**.

In 2022, 1 in 4 homeowners also installed eco home improvements to make their homes more environmentally friendly. In 2023, **almost double the amount will adapt their homes** to make them more energy efficient, and 70% of tradespeople expect demand for eco home improvements to increase.

Tradespeople are also building a more sustainable future, with well over half making eco changes to their businesses – from taking more local jobs and giving quotes remotely to cut down on driving time, to improving recycling and using second hand parts where possible.



2023's BIGGEST TRENDS

IN HOME IMPROVEMENT AND INTERIOR DESIGN

From colour-drenching to mindful interior design, these are the ways homeowners will be improving, upgrading and adapting their homes in 2023.

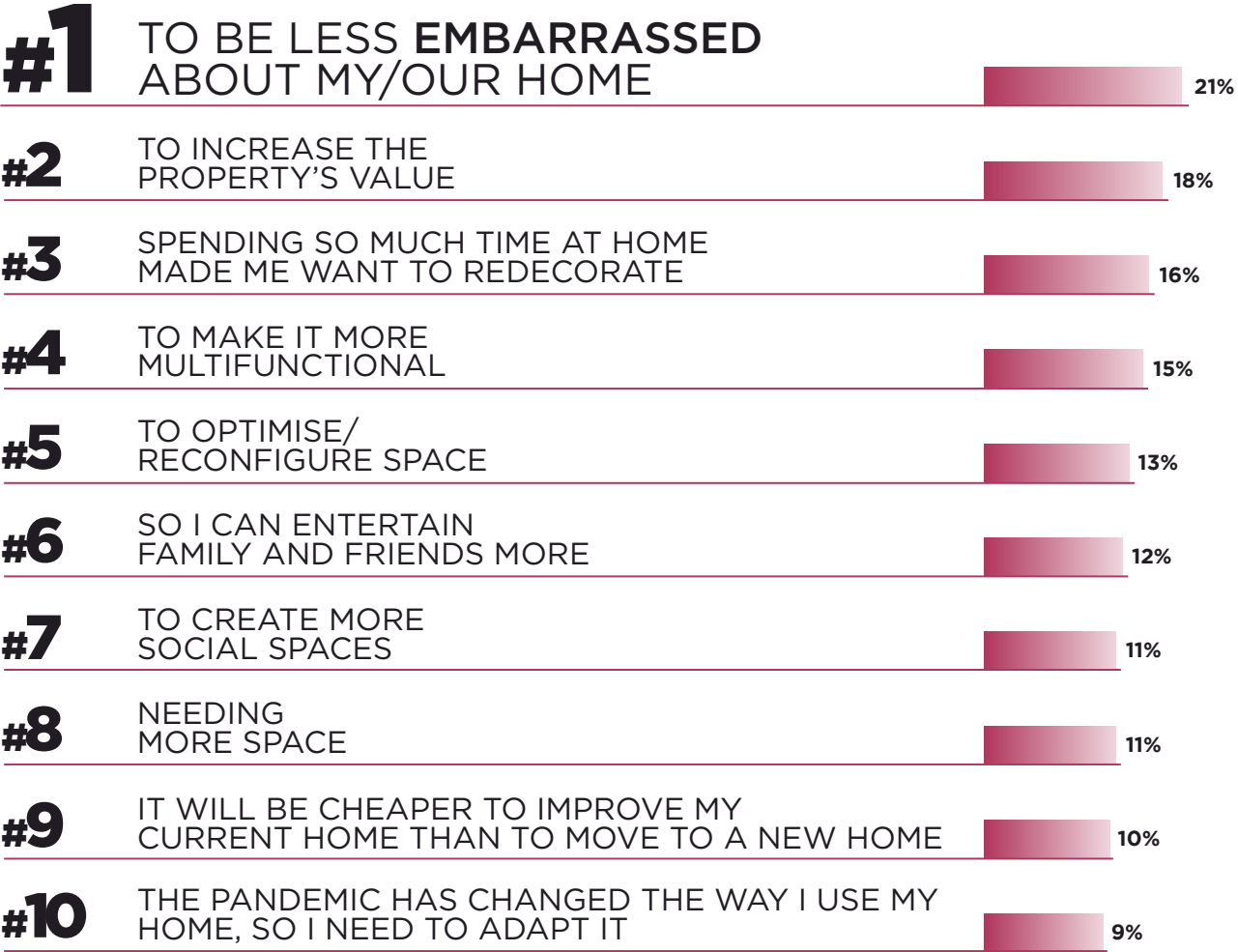
Demand for home improvement and tradespeople reached unprecedented levels in 2021. **In 2022, demand was still up by 23% compared to 2020.** But with holidays back on the cards and the world opening back up again, demand in 2022 fell slightly when compared to the lofty heights of 2021 - **reducing by around 15%.**

In 2023, with political and economic uncertainty across the country and around the world, just **35% of UK homeowners say they will definitely be improving their homes this year** (compared to 52% in 2022), and 26% say they're unsure.

So, in an ever-changing landscape, transitioning from the challenges of Covid to the cost-of-living crisis, these are 2023's biggest trends in interior design and home improvement.

HOMEOWNER PRIORITIES ARE SHIFTING FROM MAXIMISING SPACE TO OPTIMISING DESIGN

TOP 10 REASONS WHY PEOPLE WANT TO IMPROVE THEIR HOMES IN 2023



Data sourced from homeowner survey – answers given by UK homeowners who will be doing home improvement work in 2023

When looking at why UK homeowners want to adapt their homes, the ‘race for space’ dominated 2021 and 2022. But in 2023, with more people going back into the office to work, and with many of us now spending less time in our homes, space optimisation and maximisation is less important than it has been over the past 2 years. **The ‘pandemic effect’ is over, and it’s no longer influencing how we’re adapting our homes.**

The top 3 reasons for homeowners wanting to make changes to their homes in 2023 are related to enhancing design. **21% say they’re making changes to be less embarrassed by their home,** and **18% say it’s to increase their home’s value.** ‘Creating multifunctional space’ and ‘reconfiguring space’ are now down in 4th and 5th place, and ‘needing more space’ is down in 8th position.

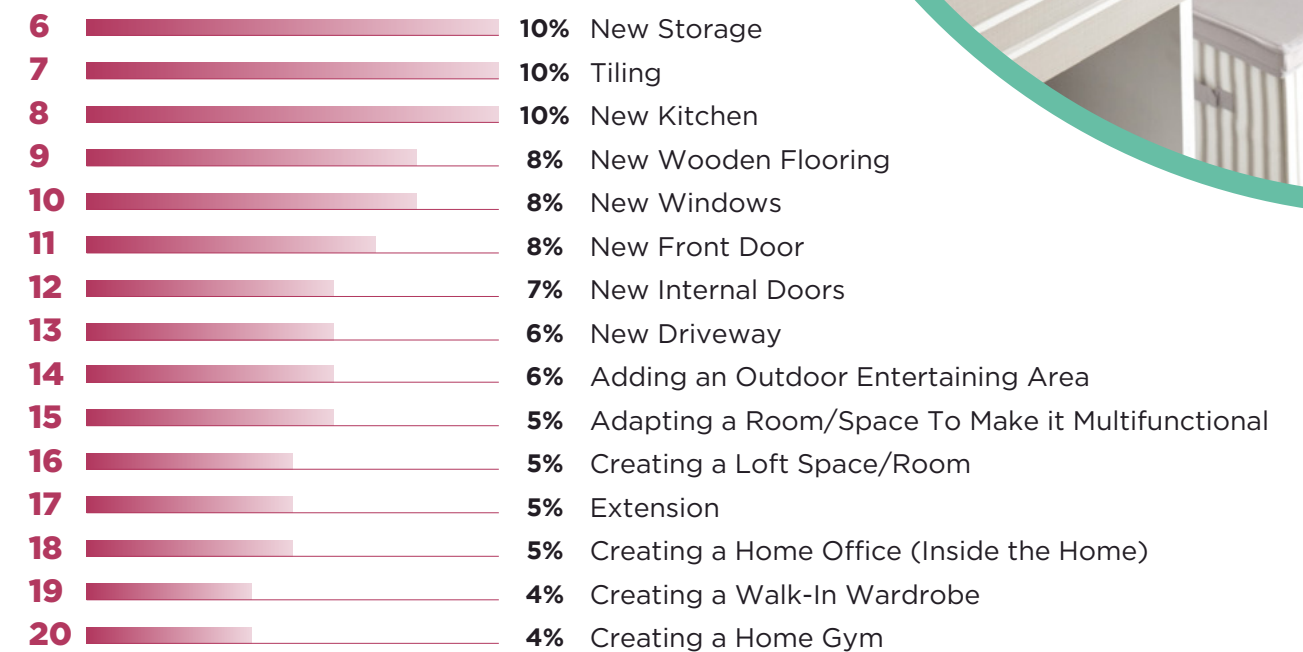
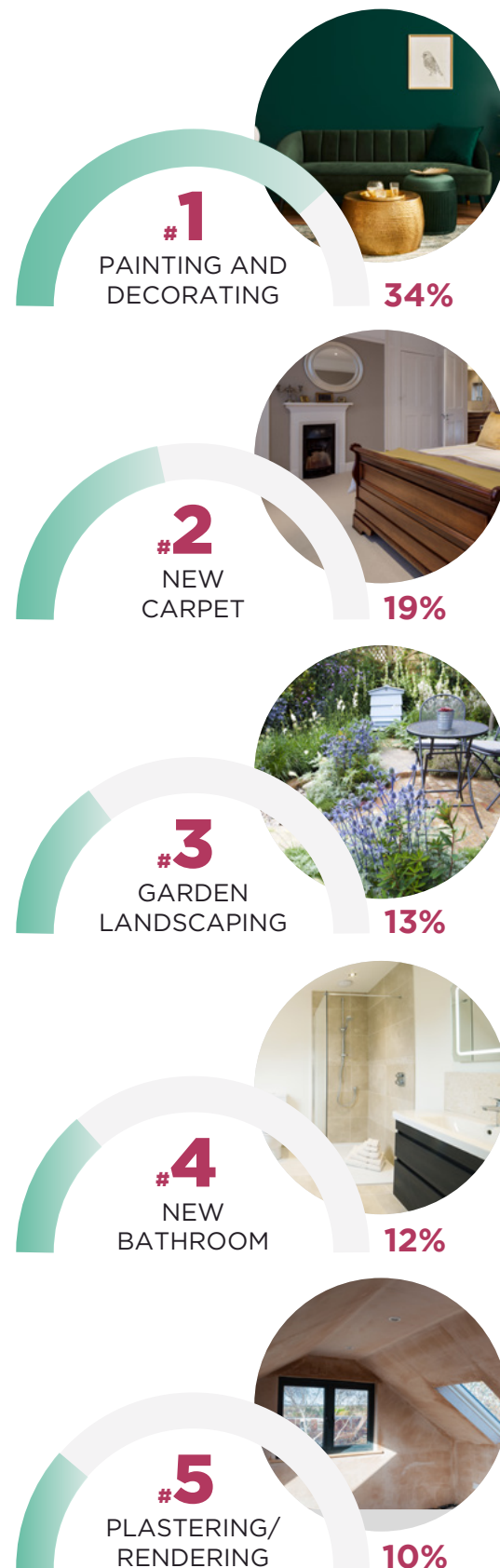


REPURPOSING SPACE FOR BETTER STORAGE WILL BE KEY

Painting and decorating is one of the quickest, easiest and most cost-effective ways to update a space with maximum impact, and it's the top home improvement planned by homeowners for 2023. Further down the top 20, storage (which is also a cost-effective way to transform a space by decluttering a design) is just as much of a priority as a new kitchen for homeowners, with 1 in 10 homeowners (10%) who are planning improvements for 2023 **creating better storage, and 4% creating walk-in wardrobes.**

TOP 20

MOST POPULAR HOME IMPROVEMENT JOBS IN 2023



Data sourced from homeowner survey - answers given by UK homeowners who will be doing home improvement work in 2023



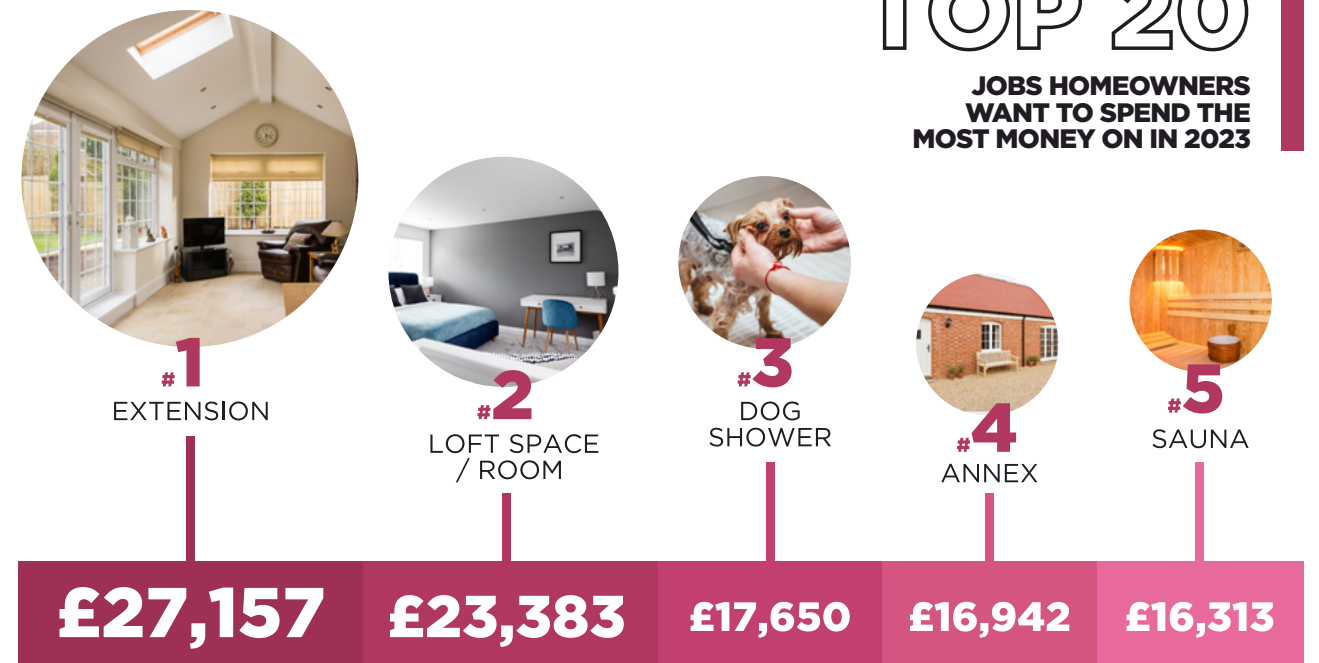
HOMEOWNERS WANT THEIR HOMES TO BE FUN AGAIN, NOT JUST WHERE THE HOME OFFICE IS

When it comes to the amount of money homeowners are setting aside for home improvements in 2023, standard big budget jobs like extensions, loft rooms and annexes are still high on the priority list. But interestingly, **saunas, dog showers, home bars, playrooms, walk-in wardrobes and games rooms** also make the top 20, suggesting 2023 could be the year for fun, as well as function.

For many of the home improvements, **homeowners are planning to spend more in 2023 than they did in 2022.** Average planned spend for extensions for example, has increased by **£8,577**. This is most likely because homeowners have seen prices increasing over the last two years, and are preparing to invest more in the things they choose to do, rather than simply having more cash available.

TOP 20

JOBS HOMEOWNERS WANT TO SPEND THE MOST MONEY ON IN 2023



6	New Patio Doors (Including Bifold)	£15,880
7	Outdoor Entertaining Area	£15,365
8	Home Massage Room	£15,278
9	Home Bar	£14,310
10	New Roof	£14,308
11	Installing Air Conditioning	£13,283
12	Downstairs Toilet	£12,566
13	Garden Room (i.e. Garden Office)	£12,500
14	New Driveway	£12,291
15	Walk-In Wardrobe	£12,224
16	Playroom	£11,667
17	Home Gym	£11,179
18	New Kitchen	£11,114
19	Games Room	£10,392
20	Outdoor Kitchen	£10,112

Data sourced from homeowner survey – answers given by UK homeowners who will be doing home improvement work in 2023

+£10,392
GAMES ROOM

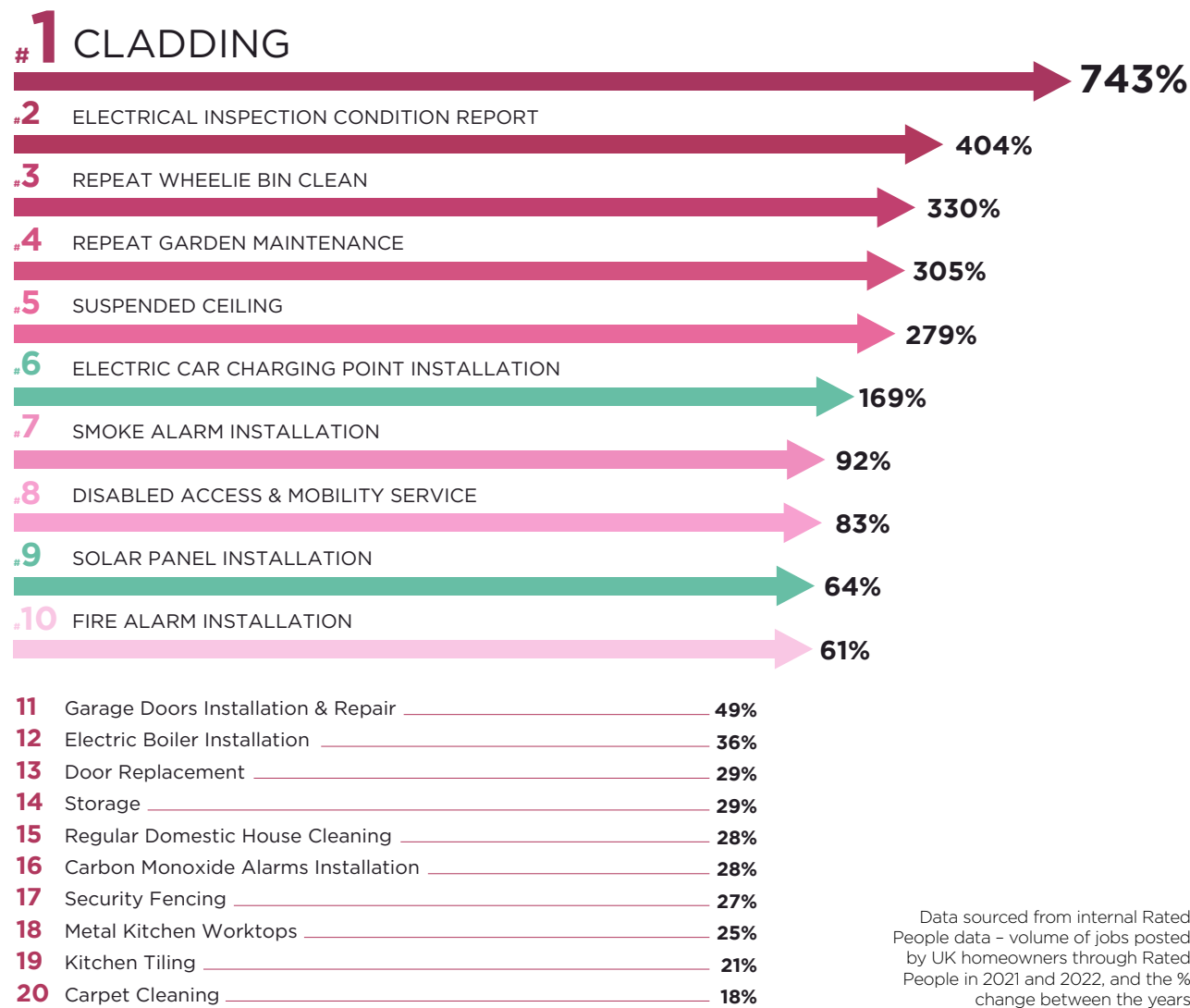


ELECTRIC CAR CHARGING POINTS AND SOLAR PANELS HAVE SEEN HUGE SPIKES IN DEMAND

Of the top 20 home improvement jobs that have seen demand increase the most on Rated People, 7 of the top 20 are related to safety, security and accessibility, 3 are cleaning jobs and 2 are eco jobs.

Cladding, the top job, has seen demand skyrocket by 743% over the past year. Electric car charging point installation has seen demand increase by 169% and solar panel installation has increased by 64%. Storage has also seen a 29% rise in demand in the last year.

TOP 20 HOME IMPROVEMENTS THAT SAW DEMAND INCREASE THE MOST IN 2022



Data sourced from internal Rated People data – volume of jobs posted by UK homeowners through Rated People in 2021 and 2022, and the % change between the years



SOLAR PANELS AND INSULATION NOW IN TOP 20 HOME IMPROVEMENTS THAT BUYERS ARE LOOKING FOR

Escalating property prices, high inflation and soaring interest rates have all helped to take the steam out of the property market. So, if you are still looking to sell, **it's more important than ever to maximise your home's full potential to secure the best sales price** – and these are the top 20 home improvements that buyers are now looking for the most.

Having multiple facilities across different floors appears to be high on people's wish lists – **1 in 4 homebuyers (26%) now say a downstairs toilet is the top thing that would make them more likely to buy a home**, and an ensuite is just behind in 2nd place.

Alongside staples like a new kitchen, a landscaped garden and new windows, **solar panels are now high in the ranking**, in 5th position. Open plan space is now nowhere to be seen, and broken plan makes the list in 12th.

With the turmoil around energy prices, it's also easy to understand why insulation now makes the top 20, ahead of a new conservatory, kitchen pantry, new driveway and a new front door.

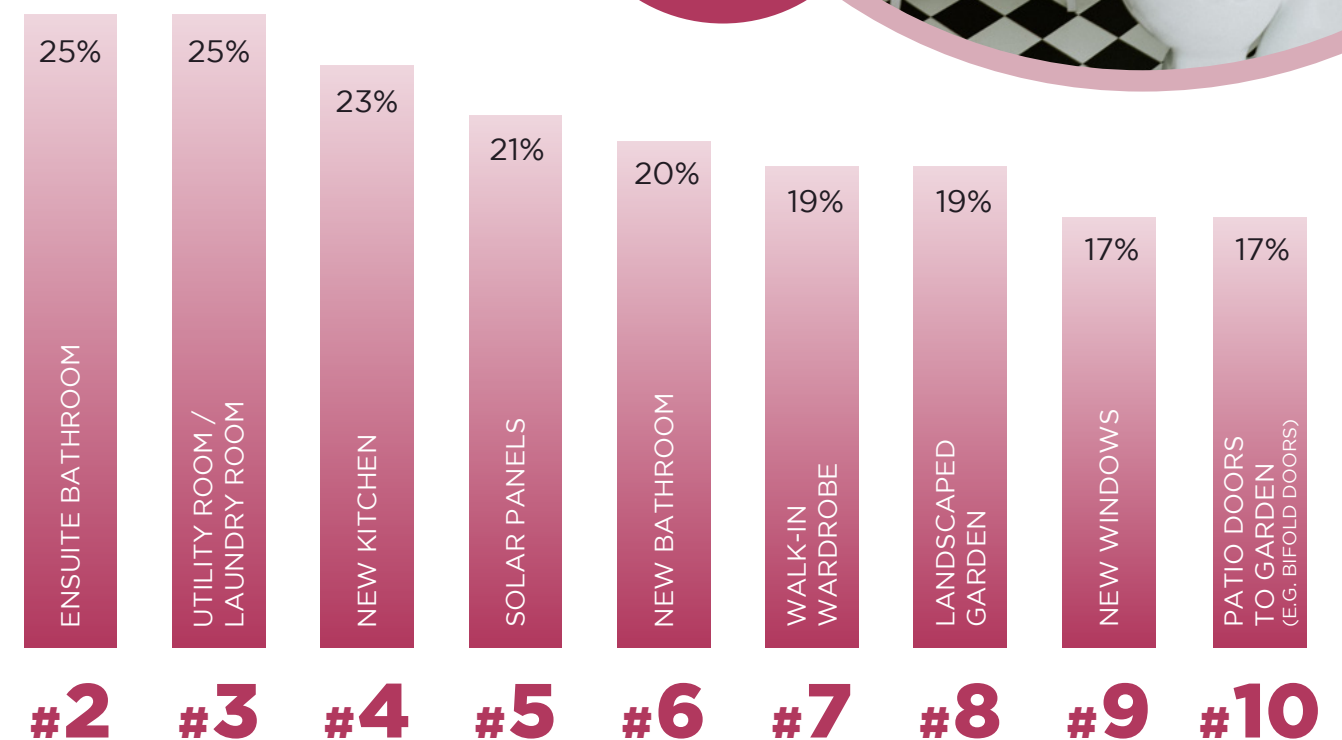


TOP 20

HOME IMPROVEMENTS THAT WOULD MAKE POTENTIAL HOMEBUYERS MORE LIKELY TO BUY A PROPERTY IN 2023

#1 DOWNSTAIRS TOILET

26%



11	Outdoor Entertaining Area	17%
12	Broken Plan Space	15%
13	New Carpet	14%
14	Loft Conversion	14%
15	Kitchen Extension	14%
16	Extra/New Insulation	14%
17	New Conservatory	13%
18	Kitchen Pantry	12%
19	New Driveway	11%
20	New Front Door	11%

Data sourced from homeowner survey – answers given by UK residents

TOP 23 TRENDS THAT ARE IN FOR 2023

To reveal the interior design and home improvement trends that are increasing in popularity and the ones that are now falling out of favour, we analysed Google search volume data for hundreds of the biggest décor and renovation trends in the UK over the past two years.

Earthy colour palettes, curved lines, nature-inspired décor, natural materials, creative paint techniques and innovative uses of space are key trends for 2023. And our research shows 41% of UK homeowners will be implementing at least 1 of the top 23 trends in their homes this year.

Green, from sage green to forest green, will be everywhere. Lavender and beige are also key colours, and chintz is making a surprising resurgence. **Broken plan has firmly overtaken open plan**, and boot rooms and home massage rooms are also key trends for 2023.

The 3 trends to see the biggest increase in popularity are **natural materials décor**, up by 450%, **colour drenching** (where you paint everything in a room the same colour as the walls – so skirting, picture rails, doors, radiators and window frames) has increased by 172%, and **bougie interior design** saw popularity spike by 100% in the run up to 2023.

#1 NATURAL MATERIALS INTERIOR

+450
%

#2 COLOUR DRENCHING

+172%

#3 BOUGIE INTERIOR DESIGN

+100%

#4 LAVENDER KITCHEN

+82%

5	Neutral Kitchen	81%
6	Blue Kitchen	70%
7	Mushroom Wallpaper	64%
8	Forest Green Living Room	48%
9	Cottagecore Decor	41%
10	Sage Green Interior Design	36%
11	Marble Interior	36%
12	Boot Room	34%
13	Home Massage Room	33%
14	Wood Panels Living Room	32%
15	Forest Green Kitchen	30%
16	Terracotta Living Room	25%
17	Beige Kitchen	22%
18	Chintz Living Room	14%
19	Broken Plan	10%
20	Painted Arches	9%
21	Curved Walls Interior Design	9%
22	Mindful Interior Design	8%
23	Sustainable Decor	8%

Data sourced from Google Ads (analysing search volume on Google – comparing data from 01/09/2020 – 31/08/2021 with 01/09/2021 – 31/08/2022)

“

Jen Gardner from Jennifer Gardner Interiors (@jenthedecorator) says

“One of the biggest trends of the last year has been wood panelling and lots of it. People want that classy look. It adds value to the property too. In 2023, I think more acoustic wood panelling in neutral wood tones and a more Scandinavian look will be popular. It adds a sleek and cosy finish to modern homes, especially if paired with dark paint tones behind it.”

Lucy Henderson, Head of Design at:



“We’ve seen a dramatic shift towards biophilic design and incorporating natural materials in recent years. From our client briefs, we’ve noticed a clear trend for materials like wood and marble to be incorporated in their designs and far less requests for concrete, resin and glass.

We saw this trend thrive after lockdown as we wanted to bring the great outdoors into our homes. Sustainability in interior design has also become a hot topic, which has helped it gather momentum.

Natural materials like timber, stone and bamboo can add so much warmth and texture to a neutral scheme. Their organic forms also really help to soften a space. We love that when using natural materials, no two pieces are alike, which makes a space truly unique.”

”



TOP 23 TRENDS THAT ARE OUT FOR 2023

When it comes to the trends that are now on their way out - some of the biggest trends from the last year or two make the top 23 list.

Hanging chairs, rattan furniture, velvet sofas, dried flowers, dark blues and greys, subway tiles and open plan are all trends that have had their day and are now making way for new trends to take their place.

#1
-52%



HANGING CHAIRS

#2
-49%



RATTAN FURNITURE

#3
-45%



HOME GYM

4	Navy Interior Design	-43%	14	White Wood Floors	-33%
5	Berber Rugs	-42%	15	Granite	-32%
6	Japandi Interior	-40%	16	Wallpaper Murals	-31%
7	Velvet Sofas	-38%	17	Home Bar	-31%
8	Macrame Wall Hangings	-37%	18	Subway Tiles	-31%
9	Grey Decor	-37%	19	Industrial Interior	-30%
10	Luxury Interior Design	-35%	20	Open Plan	-26%
11	Grey Kitchen	-35%	21	Two Tone Kitchen	-26%
12	Statement Lighting	-35%	22	Dark Grey Interior Design	-26%
13	Dried Flowers	-34%	23	Gold Decor	-25%

Data sourced from Google Ads (analysing search volume on Google - comparing data from 01/09 2020 - 31/8 2021 with 01/09 2021 - 31/08/2022)

50 SHADES OF BEIGE

Partnering with **COAT**, we can reveal the biggest paint colour trends for 2023.

In the top 15 hues that have seen the biggest increase in demand, **shades of green, beige and taupe dominate the ranking**, proving beige is anything but bland.

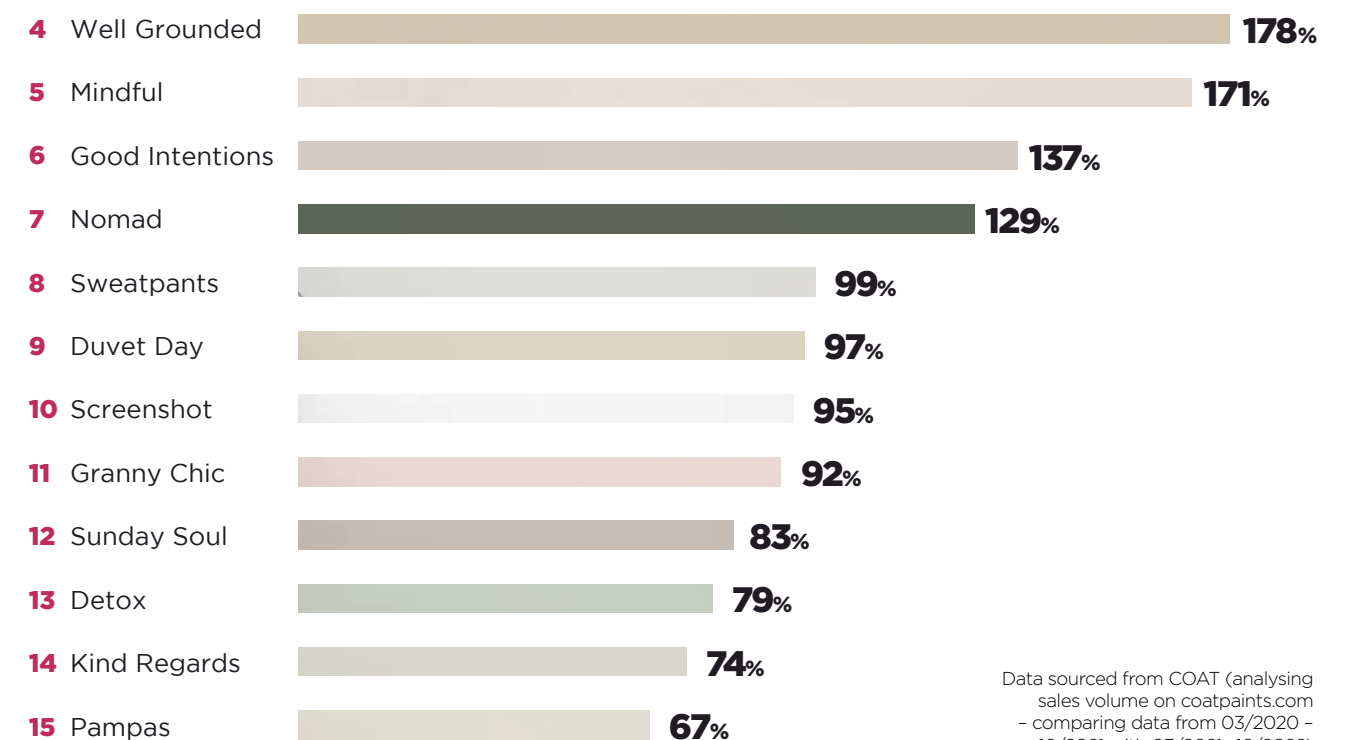
The paint colour that's seen the biggest rise in demand is Darlington – shooting up by more than 1000% in the run up to 2023 – it's a deep green with yellow and grey undertones. The perfect darker neutral for any home to make your plants pop.

In 2nd place, is The Record Store, a soft, warm black that's seen demand increase by more than 200%, and 5th place Mindful is a bright yet earthy taupe, which has seen popularity increase by 171%.



TOP 20

PAINT COLOURS THAT HAVE INCREASED IN DEMAND THE MOST IN THE RUN UP TO 2023



Data sourced from COAT (analysing sales volume on coatpaints.com – comparing data from 03/2020 – 10/2021 with 03/2021 – 10/2022)

MARBLE AND BRASS SET TO BE BIG TRENDS IN 2023

Partnering with My Bespoke Room, the materials that are seeing increases in popularity are **brass** (up by 7%), **light wood** (up by 6%) and **marble** (up by 3%). Resin, chrome and copper finishes have all seen decreases in demand.



THE MATERIALS THAT ARE **INCREASING** IN POPULARITY

- #1 BRASS +7%
- #2 LIGHT WOOD +6%
- #3 MARBLE +3%

THE MATERIALS THAT ARE **DECREASING** IN POPULARITY

- #1 RESIN -7%
- #2 CHROME -5%
- #3 COPPER -4%

Data sourced from My Bespoke Room (analysing demand for material finishes within customer design briefs – comparing data from 01/03/2021 – 31/10/2021 with 01/03/2022 – 31/10/2022)

A woman with her hair in a bun, wearing a brown cardigan over a grey top, is looking down at some papers in a workshop setting. The background is slightly blurred, showing shelves with various items.

THE HOME IMPROVEMENT SQUEEZE

Following the home improvement boom in 2021 and 2022, this is how the cost-of-living crisis is now impacting both homeowners and tradespeople in 2023.



Inflation has hit record highs, the price of energy has dramatically increased, and the cost-of-living crisis is making everything more expensive – from home improvements and renovations, to life’s essentials like food and heating.

81% of UK tradespeople put their prices up in 2022, and in **2023, 86% of tradespeople will need to increase their prices to stay in business**. So here we look into what’s causing the price rises and what effect they could have on home improvement projects and the wider industry in 2023.

PRICES TO RISE BY 17% ON AVERAGE IN 2023

Adding to the price rises seen in 2020 and in 2021, tradespeople increased their prices by **16% on average** in 2022, with 3% of tradespeople putting their prices up by 50% or more.

In 2023, because of the rising cost of materials, labour shortages and the wider cost-of-living crisis, prices will increase further - by **17% on average**. But, in some good news, **1 in 4 (24%) tradespeople will reduce their prices** if they can to make home improvement work more affordable for homeowners.

“

I've tried not to put my prices up. I pride myself on being very aware that my work should be priced at a level that is affordable for everyone. I have however changed how I quote - my quotes used to be valid for up to 30 days, however with the rise in costs, it's now only 10 days that a quote is valid.

Emily Kitchin
Bee Carpentry

”



BATHROOM FITTERS, ELECTRICIANS AND PLUMBERS ARE THE TOP THREE TRADES THAT WILL BE INCREASING PRICES IN 2023

Price rises for homeowners will be felt across all trades in 2023, but if you're looking to hire a bathroom fitter, electrician, plumber, roofer or carpenter, get in there as early as possible to secure the best price.

TOP 12

TRADES THAT WILL BE INCREASING PRICES IN 2023



Data sourced from tradespeople survey - % of each trade that said they would be increasing their prices in 2023

WHAT'S BEHIND THE PRICE RISES?

Almost all tradespeople (97%) think prices for general home improvements and renovations have increased for homeowners in the last year. **The cost of materials has substantially increased over the past 2 years**, as have operational costs, and this has meant tradespeople have needed to pass these costs on to homeowners to keep up with inflation and stay in business.

Global economic instability and the pandemic have definitely played a part in the rising cost of materials and operational costs. But **Brexit, political instability in the UK and inflationary economic policies in the UK have compounded the problem** and worsened the effects for both tradespeople and homeowners in the UK.



THE RISING COST OF RENOVATIONS

The increasing cost of materials is impacting home improvement and renovation projects across the country, and by teaming up with PriceBuilder, we can reveal just how much different jobs have increased in price for homeowners over the past year.

In 2021, a loft conversion would have cost around £50,000 on average, **but this has now shot up by more than 20% to around £60,000**. Prices for installing a garden room, for example a garden office, have increased by 11%, from around £10,500 to just over £11,500, and prices have also risen for jobs like extensions, plastering and installing a new kitchen.



THE REASONS BEHIND INCREASING PRICES FOR HOME IMPROVEMENTS IN THE UK, ACCORDING TO TRADESPEOPLE



#1
88%
INCREASING COST
OF MATERIALS



#2
70%
INCREASING OPERATIONAL
COSTS, LIKE PETROL
AND INSURANCE



#3
28%
INCREASING
STAFFING COSTS



#4
18%
WORKFORCE
SHORTAGES

Data sourced from tradespeople survey - % of all trades that said each reason was behind the increasing price of home improvement for homeowners

TOP 10 HOME IMPROVEMENT JOBS THAT HAVE INCREASED IN PRICE THE MOST

		Average price in 2021	Average price in 2022	Price increase
1	DORMER LOFT CONVERSION	£49,695	£59,695	+20%
2	GARDEN ROOM (EXCL. COST OF GARDEN ROOM)	£10,423	£11,582	+11%
3	SINGLE-STOREY EXTENSION	£47,942	£53,270	+11%
4	SLATE & TILED ROOF	£12,673	£14,081	+11%
5	BUILDING A PARTITION WALL IN A ROOM TO CREATE TWO SEPARATE SPACES	£780	£847	+9%
6	INSTALLING NEW FLOORING	£585	£617	+5%
7	INSTALLING A NEW FITTED KITCHEN	£5,043	£5,308	+5%
8	REMOVE WALL BETWEEN TWO WALLS, CREATING OPEN PLAN SPACE	£2,033	£2,140	+5%
9	PLASTERING A ROOM	£720	£757	+5%
10	KITCHEN WALL TILING	£440	£450	+2%

Data sourced from PriceBuilder (comparing average prices for home improvement and renovation jobs in 2021 with 2022)

MORE THAN HALF OF UK HOMEOWNERS WILL DO LESS HOME IMPROVEMENT IN 2023 BECAUSE OF HOW EXPENSIVE IT NOW IS

For homeowners wanting to complete work on their homes in 2023, the rising cost of renovations is unsurprisingly having a negative impact on projects.



47%

ARE WORRIED THEY WON'T HAVE ENOUGH MONEY TO COMPLETE HOME IMPROVEMENT PROJECTS THEY WANT TO DO IN 2023



51%

WILL DO LESS HOME IMPROVEMENT WORK IN 2023 BECAUSE THE COST OF WORK HAS INCREASED



24%

HAD TO STOP A HOME IMPROVEMENT PROJECT MIDWAY THROUGH BECAUSE THEY RAN OUT OF MONEY TO COMPLETE THE PROJECT IN 2022



44%

CAN'T AFFORD TO DO ANY HOME IMPROVEMENT WORK IN 2023 BECAUSE OF THE RISING COST OF LIVING



GETTING A NEW CARPET IS THE TOP JOB HOMEOWNERS WILL PUT OFF IN 2023

The top five jobs that homeowners will put off this year are: **getting a new carpet, painting and decorating, getting a new bathroom, garden landscaping, and getting a new kitchen.** Larger jobs like extensions and loft conversions also feature in the top 20 as homeowners rein in spending for the year ahead.



6	New Windows	12%
7	New Storage	9%
8	New Driveway	8%
9	New Front Door	8%
10	New Wooden Flooring	8%
11	Plastering/Rendering	8%
12	Tiling	7%
13	New Roof	7%
14	New Internal Doors	7%
15	Extension	7%
16	Adding an Outdoor Entertaining Area	7%
17	Games Room	6%
18	New Porch	5%
19	Loft Conversion	5%
20	Creating a Home Gym	5%

Data sourced from homeowner survey - answers given by UK homeowners who said they will be putting plans on hold in 2023



1 IN 5 HOMEOWNERS CAN'T AFFORD TO GET THEIR BOILER SERVICED IN 2023

Essential home maintenance jobs like gas safety checks, electrical repairs and fixing mould and damp in the home are also being affected, with homeowners across the country saying they won't be able to afford to get them done in 2023 because of the cost-of-living crisis. In fact, **60% of UK homeowners will put off essential home maintenance jobs this year.** Of the 36% of homeowners who identified at least 1 essential home maintenance job that they won't be able to do in 2023, **1 in 5 (21%) will be putting off fixing broken appliances.** 20% say they'll be unable to fix poorly insulated areas and **1 in 5 (19%), which is the equivalent of around 1 million households, won't be able to repair or service their boiler, which could be fatal if a fault goes undiagnosed.**

TOP 10

ESSENTIAL HOME
MAINTENANCE JOBS
HOMEOWNERS WILL
PUT OFF IN 2023

#1 FIXING
BROKEN
APPLIANCES 21%

#2 FIXING POORLY
INSULATED AREAS 20%

#3 FIXING MOULD
AND/OR DAMP 20%

#4 BOILER SERVICING
AND REPAIRS 19%

#5 ROOF REPAIRS 19%

#6 PLUMBING MAINTENANCE AND REPAIRS,
FOR EXAMPLE LEAKING PIPES 18%

#7 FIXING BROKEN WINDOWS 17%

#8 GAS SAFETY CHECK 16%

#9 ELECTRICAL MAINTENANCE,
UPGRADE OR REPAIRS 16%

#10 FIXING BROKEN/ DAMAGED
DOORS TO YOUR HOME 15%



Data sourced from homeowner survey - answers given by homeowners who identified at least 1 home maintenance job they would be putting off in 2023.

1 IN 11 WOULD NEED TO BUY LESS FOOD IF THEY NEEDED TO FORK OUT FOR A HOME MAINTENANCE EMERGENCY

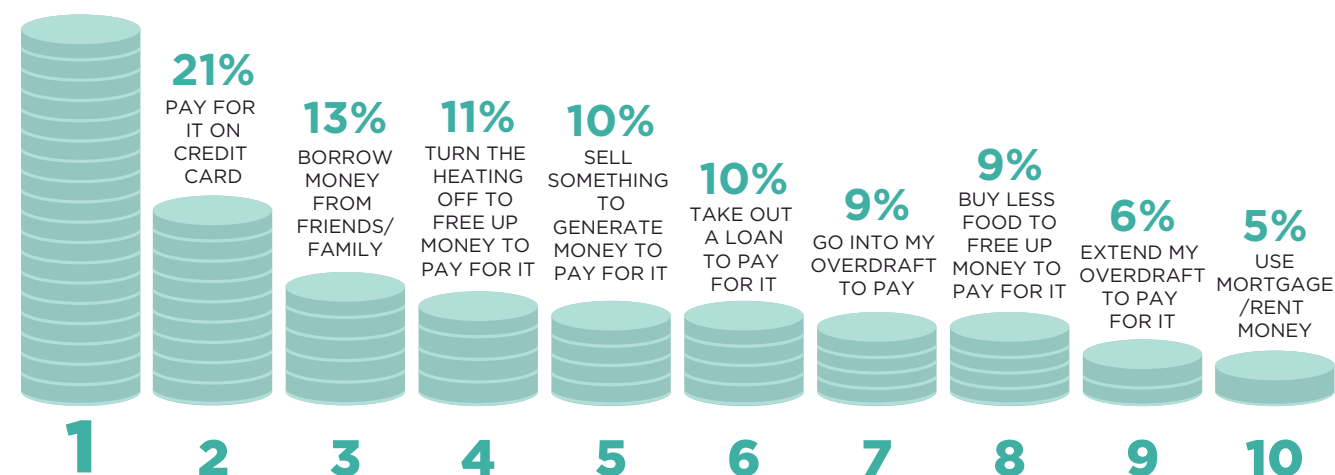
If homeowners had a home maintenance emergency in 2023 that couldn't be put off and had to be paid for, **1 in 5 (21%) would need to pay for it on their credit card.** Banks and economists often say people starting to pay for their bills on credit cards is an indicator of the start of an economic crisis, so this shows how the cost-of-living crisis could worsen in 2023.

1 in 9 (11%) would need to **turn their heating off to free up money,** whilst 1 in 11 (9%) could only pay for an unexpected home emergency if they **forfeited food they'd need to buy.**

TOP 10

WAYS HOMEOWNERS WOULD PAY FOR A HOME MAINTENANCE EMERGENCY IN 2023

40% PAY FOR IT OUT OF SAVINGS



Data sourced from homeowner survey - answers given by UK homeowners

HOW THE COST-OF-LIVING CRISIS IS IMPACTING TRADESPEOPLE

In 2022, **94% of tradespeople experienced rising costs** for things like insurance, materials and petrol, and in 2023, 92% expect their costs will increase further.

Almost 4 in 5 UK tradespeople (79%) say they passed those costs onto customers to stay profitable in 2022 - in 2023 though, this increases significantly to **9 in 10 tradespeople (90%) needing to pass on those costs to customers.**

The big rise in demand, and the opportunities it brought in 2020, 2021 and 2022, have been incredible for tradespeople. But now, with escalating costs, the cost-of-living crisis and fewer homeowners able to have work done, 2023 could be a more challenging landscape for tradespeople to navigate.

71%

EXPECT TO HAVE WORK DROP OUT IN 2023 BECAUSE OF THE RISING COST OF LIVING

81%

SAY THEY COULD GO OUT OF BUSINESS UNLESS THEY PUT THEIR PRICES UP FOR HOMEOWNERS IN 2023

77%

THINK HOMEOWNER DEMAND WILL REDUCE IN 2023 BECAUSE OF THE COST-OF-LIVING CRISIS

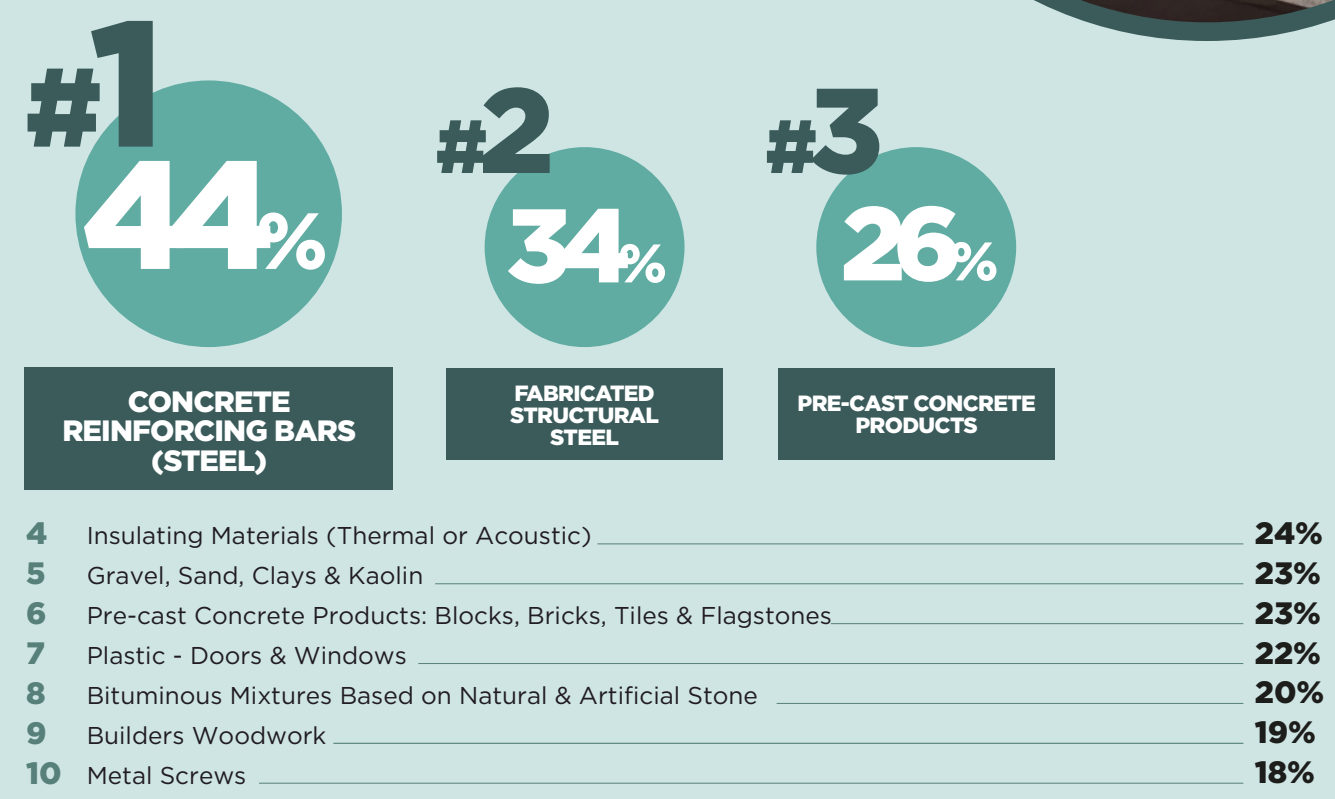


STEEL AND CONCRETE HAVE SEEN BIGGEST PRICE INCREASES

When looking at the Government price indices for building materials and compounds, costs for **concrete reinforcing steel bars were 44% higher in 2022 on average when compared to 2021.**

The cost of fabricated structural steel was **34%** higher. Pre-cast concrete products were **26%** higher on average and the cost of insulating materials was **24%** higher in 2022 compared to the year before.

TOP 10 CONSTRUCTION MATERIALS TO SEE THE BIGGEST YEAR ON YEAR PRICE RISES



Data sourced from: data.gov.uk



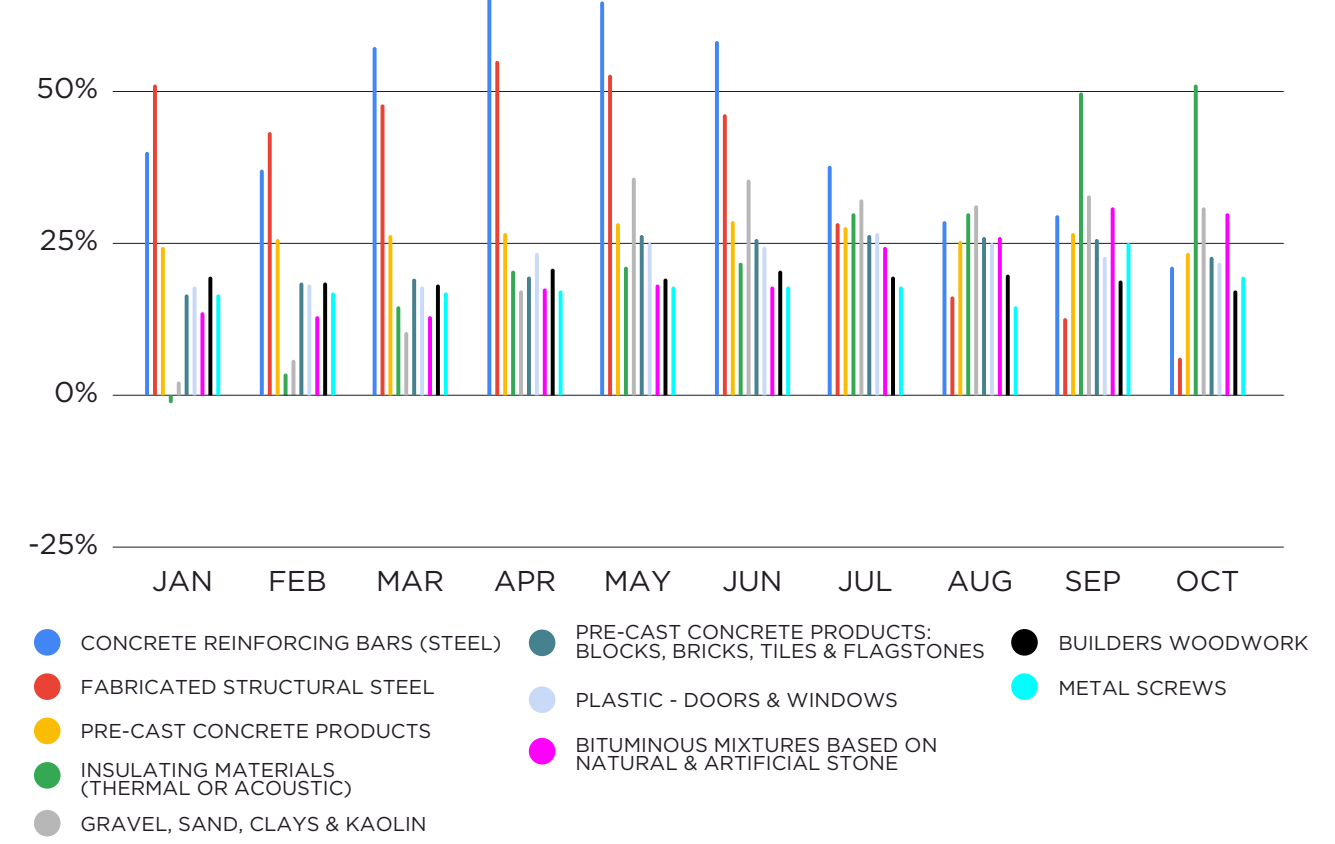
THE PRICE OF STEEL FLUCTUATED THE MOST IN 2022

When looking at how prices fluctuated on a month by month basis for the top 10 materials that saw the biggest price rises in 2022, steel saw the biggest price difference. **The cost of concrete reinforcing steel bars was 71% higher in April 2022 compared to April 2021.**

Throughout the rest of 2022, the price difference did reduce however, and in October 2022, prices were 21% higher when compared to October 2021.

The material to see the biggest price fluctuation in October 2022 was insulating materials - up by 51% compared to October 2021, which could be because of increasing energy prices and demand increasing for insulation ahead of the winter months.

PERCENTAGE CHANGE IN MATERIAL COST EACH MONTH IN 2022 COMPARED TO THE SAME MONTH IN 2021



Data sourced from <https://www.data.gov.uk/dataset/75ee36ed-21f7-4d7b-9e7c-f5bf4546145d/monthly-statistics-of-building-materials-and-components> (data published on 11/1/23 - comparing Jan - Oct 2021 with Jan - Oct 2022 - the most recent data at time of publication)

RISING COSTS ARE EXPERIENCED ACROSS ALL TRADES

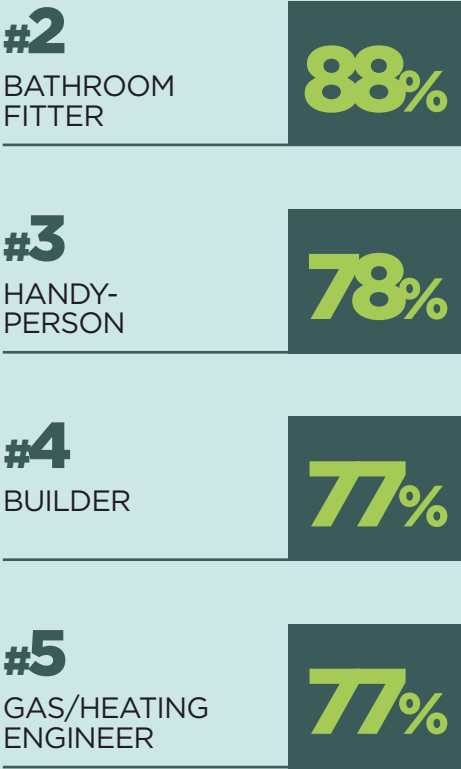
TOP TRADES THAT EXPERIENCED RISING COSTS THE MOST IN 2022



Plumbers, carpenters, roofers, handypeople, plasterers and gardeners are the trades that have experienced escalating costs for things like materials, workforce and petrol the most.

Data sourced from tradespeople survey - % of each trade who said they experienced rising costs in 2022

TOP TRADES THAT EXPECT TO HAVE WORK DROP OUT BECAUSE OF RISING PRICES IN 2023



Data sourced from tradespeople survey - % of each trade who said they expect work to drop out in 2023 because of rising prices for homeowners

WORK DROPPING OUT WILL IMPACT GARDENERS THE MOST IN 2023

When tradespeople have to pass cost increases on, some homeowners won't be able to afford to do the work, so unfortunately, rising prices for homeowners will inevitably mean some work will drop out for tradespeople.

As homeowners double down on value for money investments, gardeners and landscape gardeners, bathroom fitters and handypeople are the top 3 trades that expect to have work drop out in 2023.

At the other end of the scale, only around half of plumbers (54%) expect to have work drop out in 2023 because jobs will be more expensive for homeowners. Roofers and electricians also appear to be less affected by this, which could be because a lot of plumbing, roofing and electrical work is related to essential maintenance and repair.

THE INCREASING COST OF MATERIALS WILL BE THE BIGGEST CHALLENGE FOR TRADESPEOPLE IN 2023

Most tradespeople are expecting some work to drop out in 2023 because of rising prices, but despite this, ‘too little demand’ isn’t cited as one of the top 5 biggest challenges tradespeople expect to face in 2023.

The **increasing cost of materials** is the top challenge, with 2 in 3 (67%) tradespeople saying it will impact them. **Increasing operational costs** will be a challenge for just over half of UK tradespeople (51%) and reducing demand because of the cost-of-living crisis will affect 48% of tradespeople.

“

I have felt the pinch quite a lot in recent months. Because I cover quite a large area, the increasing price of diesel has increased my costs by £150 and it’s hard to cover that without increasing prices. One of my suppliers said that at one point, prices for materials were going up by 5% each week.

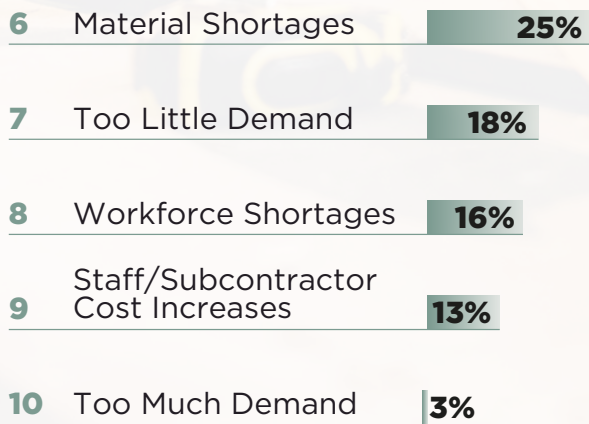
Emily Kitchen
Bee Carpentry

”

TOP 10 BIGGEST CHALLENGES TRADESPEOPLE EXPECT TO FACE IN 2023



67%



Data sourced from tradespeople survey - % of all trades that cited each reason as a big challenge they’re expecting to face in 2023

WORKFORCE SHORTAGES WILL BE FELT BY MANY TRADE BUSINESSES IN 2023

The skills and labour shortage is still being felt across the industry, with **2 in 3 tradespeople** expecting to have workforce supply issues in 2023.



65%
EXPECT TO EXPERIENCE
WORKFORCE SHORTAGES
IN 2023



66%
EXPECT TO DELAY/CANCEL
WORK BECAUSE OF WORKFORCE
SHORTAGES IN 2023



1 IN 3 TRADESPEOPLE WILL INVEST IN MARKETING IN 2023

To counter the challenges that tradespeople expect to face in 2023, almost 1 in 3 (29%) plan to invest in marketing and advertising to attract more business. They're also looking to expand their businesses to offer more services, improve website/social channels, reduce prices and expand into different locations.

INVEST IN MARKETING/
ADVERTISING TO ATTRACT
MORE BUSINESS **#1**

EXPAND TO OFFER MORE SERVICES **#2**

IMPROVE WEBSITE/SOCIAL CHANNELS **#3**

4	Consider Reducing Prices To Pull In More Work	24%
5	Expand into Different Locations	24%
6	Invest in Tools/Vehicles	16%
7	Form Partnerships to Facilitate More Jobs	14%
8	Increase Wages of Staff/Subcontractors to Attract More People to Fill Jobs	13%
9	Hire More Workers	10%
10	Hire Support for Admin/Business Operations	8%

Data sourced from tradespeople survey - % of all trades that cited each reason as a solution they'll be using to overcome challenges in 2023

RENOVATE TO **BEAT** THE MARKET

More and more people are now choosing properties that are in need of renovation to get onto, or move up the ladder – but where are the UK's renovation hotspots if you're looking to take on a renovation project?



In 2023, close to half (**44%**) of people who are doing work on their homes say they'll be taking on a full renovation project, and a further **23%** say they're considering it.

Renovating a property that's in need of TLC is a great way to create the home of your dreams, as well as adding value, and if you're a first-time buyer it can mean you get your foot on the ladder for **much less investment**.

With the cost of living continuing to escalate, renovation properties are more attractive than ever, and this is where the **biggest renovation opportunities** are in the UK.

1 IN 4 RENOVATORS SAY 'ADDING VALUE' IS THE TOP REASON FOR RENOVATING

Until recently, the UK property market was on fire – the stamp duty holiday acted like the kindling, and then increased spending power due to the pandemic was the fuel on top.

The cost-of-living crisis and increasing interest rates have taken the steam out of the market. But, peaks and troughs are natural and to be expected, and the property industry is still seen by many as a great investment opportunity – so it's no surprise that **1 in 4 renovators (24%) say adding value is their top motivation for doing a renovation.**

1 in 6 (16%) say they'll be renovating in 2023 because it's **cheaper to renovate their existing home** instead of moving to somewhere new, and 1 in 8 (12%) say they **couldn't have afforded the same type of property if it was freshly renovated (by someone else).**

TOP 10

REASONS WHY HOMEOWNERS
WANT TO COMPLETE A
RENOVATION IN 2023



#1 TO ADD
VALUE 24%



#2 TO CREATE A HOME THAT'S
PERFECT FOR ME AND MY STYLE 23%



#3 TO OPTIMISE THE SPACE/LAYOUT 19%



#4 IT IS CHEAPER TO RENOVATE OUR
HOME THAN MOVE TO A NEW HOME 16%



#5 BECAUSE RENOVATION PROPERTIES
ARE BETTER VALUE 15%



#6 TO DESIGN MY DREAM HOME 15%



#7 TO INCREASE THE AMOUNT OF SPACE 14%



#8 I HAVE LESS MONEY TO BUY A HOME BECAUSE OF
THE COST-OF-LIVING CRISIS, AND RENOVATION
PROPERTIES ARE MORE AFFORDABLE 14%



#9 I WANTED TO TAKE ON A PROJECT
AND DO THE WORK MYSELF 13%



#10 I COULDN'T HAVE AFFORDED THE SAME TYPE
OF PROPERTY IF IT WAS ALREADY RENOVATED 12%

Data sourced from homeowner survey – answered by homeowners who will be completing a renovation in 2023



NEW BATHROOMS ARE A BIGGER PRIORITY FOR RENOVATORS THAN NEW KITCHENS

In 2022, **painting and decorating** was the most in-demand renovation job on Rated People, and new bathrooms were the second most popular job.

New kitchens and new bathrooms are often seen as renovation staples, but interestingly, **a new kitchen only makes the top 10 list in 8th position** – behind new internal doors,

plastering, new electrics and plumbing, and a new bathroom. Bathroom refurbishments are normally less costly than kitchens, and with cost of work increasing in 2023, this could be the reason behind this, but this could also indicate changing priorities for renovators.

TOP 10 MOST IN-DEMAND RENOVATION JOBS IN 2022



PAINTING AND
DECORATING



#2
NEW
BATHROOM



#7
NEW INTERNAL
DOORS



#3
NEW PLUMBING
(REPAIR OR REPLACEMENT)



#8
NEW
KITCHEN



#4
NEW ELECTRICS
(REPAIR OR REPLACEMENT)



#9
NEW LIGHTING
SPOTLIGHTS, WALL LIGHTS,
CEILING LIGHTS



#5
GARDEN
LANDSCAPING



#10
NEW STONE/
TILED FLOORING



#6
INTERNAL
PLASTERING

Chart footer: Data sourced from internal Rated People data – ranked by volume of jobs posted to Rated People in 2022

THE RISING COST OF RENOVATIONS

On average, homeowners spent just over £25k on their renovation projects in 2022, whereas in 2023, they're budgeting closer to £30k for the same work – most likely in reaction to the rising costs of home improvement work.

| 2022



14 %



SPENT
MORE THAN
£50,000

AVERAGE
SPEND

£25,438

46 %

SPENT
MORE THAN
£20,000

| 2023



18 %



WILL SPEND
MORE THAN
£50,000

AVERAGE
SPEND

£29,153

50 %

WILL SPEND
MORE THAN
£20,000



Data sourced from homeowner survey – answered by homeowners who completed a renovation in 2022 and homeowners who will be completing a renovation in 2023

INSULATION IS NOW ONE OF TOP 20 RENOVATION JOBS FOR 2023

A renovation is a larger project than just one home improvement – it typically involves stripping a property back to brick, removing the kitchen, bathroom, flooring and then refurbishing the property from scratch.

So, it's interesting to see that alongside standard renovation jobs like internal plastering, new lighting and new flooring, **new insulation and a new boiler** also make the top 20 list of jobs planned by renovators in 2023. This reflects the need to renovate and live more sustainably, also with a view to helping reduce energy bills in the future.

“

Adam Windsor from Spaces
who works on renovations says

“Clients have been braver with the use of colour (we haven't installed one white kitchen this year). The environment has also been a big consideration with air/ground source heat pumps being commonly requested. Biggest trends for 2023 are set to be smart homes, and natural looking walls with micro cement also increasing in popularity.”

”

TOP 20 RENOVATION JOBS HOMEOWNERS PLAN TO DO AS PART OF THEIR RENOVATION PROJECTS IN 2023

#1 PAINTING AND
DECORATING

23%

#2 NEW BATHROOM

18%

#3 NEW CARPET

16%

4	NEW LIGHTING – SPOTLIGHTS, WALL LIGHTS, CEILING LIGHTS	14%
5	NEW KITCHEN	13%
6	GARDEN LANDSCAPING	12%
7	NEW INTERNAL DOORS	11%
8	NEW DRIVEWAY	11%
9	EXTENSION	10%
10	NEW RADIATORS	9%
11	NEW WOODEN FLOORING	9%
12	NEW WINDOWS	9%
13	INTERNAL PLASTERING	9%
14	NEW ROOF	9%
15	NEW STONE/TILED FLOORING	8%
16	NEW PLUMBING (REPAIR OR REPLACEMENT)	8%
17	INSULATION	8%
18	NEW BOILER	8%
19	LOFT CONVERSION	7%
20	NEW FRONT DOOR	7%

Chart footer: Data sourced from homeowner survey – answered by homeowners who will be completing a renovation in 2023

DEMAND FOR RENOVATIONS IS INCREASING

Renovating a property can be a great way to get the home of your dreams – whether that's renovating your existing home instead of buying somewhere new or buying somewhere that needs some work.

63% of UK tradespeople expect to work on renovation projects in 2023, and they think homeowner demand will only increase as more people realise how much money they could save and how much value they could add to their homes in the process.

60%

THINK DEMAND FOR RENOVATION PROJECTS WILL INCREASE IN 2023

70%

THINK MORE HOMEOWNERS WILL DECIDE TO IMPROVE THEIR CURRENT HOME IN 2023 RATHER THAN MOVE HOME BECAUSE OF HOW EXPENSIVE IT NOW IS

69%

THINK MORE PEOPLE WILL TRY TO FIND RENOVATION PROPERTIES IN 2023 AS IT'S A CHEAPER WAY TO GET A BETTER HOME

HOW MUCH WILL IT COST TO RENOVATE A 3-BED SEMI?

In 2021, if you were looking to complete a simple renovation of a 3-bed semi (new kitchen, new bathroom, new wooden flooring and new carpet, new plastering, new radiators and painting throughout), the total cost of the work would have been around **£24,000**.

In 2022, the same renovation would have been around the **£29,000 mark**, and in 2023, this will now cost around **£34,500** – that's an increase of more than £10,000 in just 2 years.

“

Adam Windsor from Spaces says

“90% of our projects over the last year have been clients that have lived in their properties for years saving up to create their perfect home.”

”

2021

£23,814

2022

£28,786
(£4,972 / 21% MORE THAN 2021)

2023

£34,654
(£5,868 / 20% MORE THAN 2022)
(£10,840 / 46% MORE THAN 2021)

Chart footer: Data sourced from tradespeople survey – average cost provided by tradespeople who work on full renovation projects



WHERE ARE THE BEST PLACES TO TAKE ON A RENOVATION?

It's getting more expensive to renovate, so despite the potential cost savings that are up for grabs, it's more important than ever to choose the best location for a renovation project.

1 IN 5 HOMEOWNERS NOW WANT TO BE CLOSER TO THE CITY

Following the exodus of cities during the pandemic, where large numbers of people sold their city pads and upsized in the countryside – almost **1 in 5 people (17%)** (who want to move home in 2023) now want to move so they can be closer to the city.

However, getting somewhere bigger, in a quieter location and closer to friends and family are still the top reasons for people wanting to move house in 2023.

TOP 10 REASONS WHY PEOPLE WANT TO MOVE HOME IN 2023

#1 TO GET
SOMEWHERE BIGGER

27%

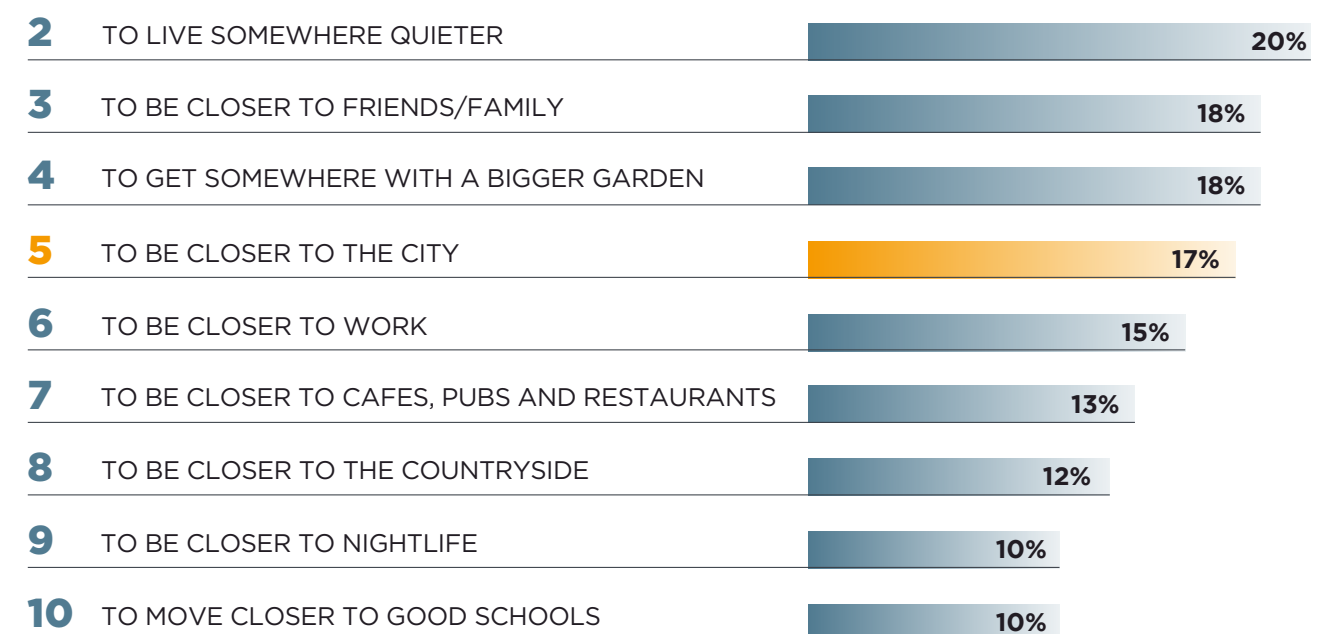


Chart footer: Data sourced from homeowner survey – answered by respondents who want to move home in 2023



LINCOLN SEES BIGGEST RENOVATION DEMAND INCREASE IN THE WHOLE OF THE UK – UP BY 650%

In 2022, demand for renovations rose more in **Lincoln** than anywhere else in the UK – with **650% more renovation jobs** posted through Rated People compared to the year before.

Period properties, for example homes built in the Victorian or Edwardian eras, make great renovation properties because of the wealth of original features. So, although London is awash with period properties, **only 1 of the top 10 places where demand for renovations is growing the most, is in London (Twickenham)**. London also has the highest property prices in the country which has meant the cost of renovations could be prohibitive.

The rest of the locations stretch from the South East of England to Yorkshire and the Humber.

TOP 10

LOCATIONS WITH THE
BIGGEST RISE IN DEMAND
FOR RENOVATION PROJECTS
IN 2022

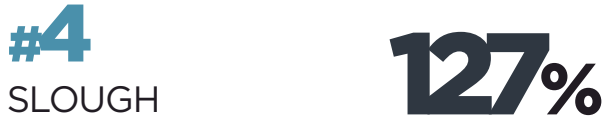


Chart footer: Data sourced from internal Rated People data – volume of jobs posted by homeowners through Rated People that mentioned ‘renovat’ (to capture things related to renovate and renovation) in 2022 compared to 2021

THE UK'S RENOVATION HOTSPOTS FOR 2023

If you're looking to find the best location to purchase a brilliant renovation property, we've pinpointed the top 20 places in the UK in our [renovation hotspots index](#).

In partnership with Rightmove, we've analysed almost 100 locations across the UK – ranking the places according to: availability of tradespeople, average property price and competition for renovation properties among other budding renovators.

Kirkcaldy, a Scottish town in Fife, and also the no.1 renovation hotspot for 2023, has high availability of tradespeople, low competition for renovation properties and low property prices, making it a great location for sourcing renovation properties.

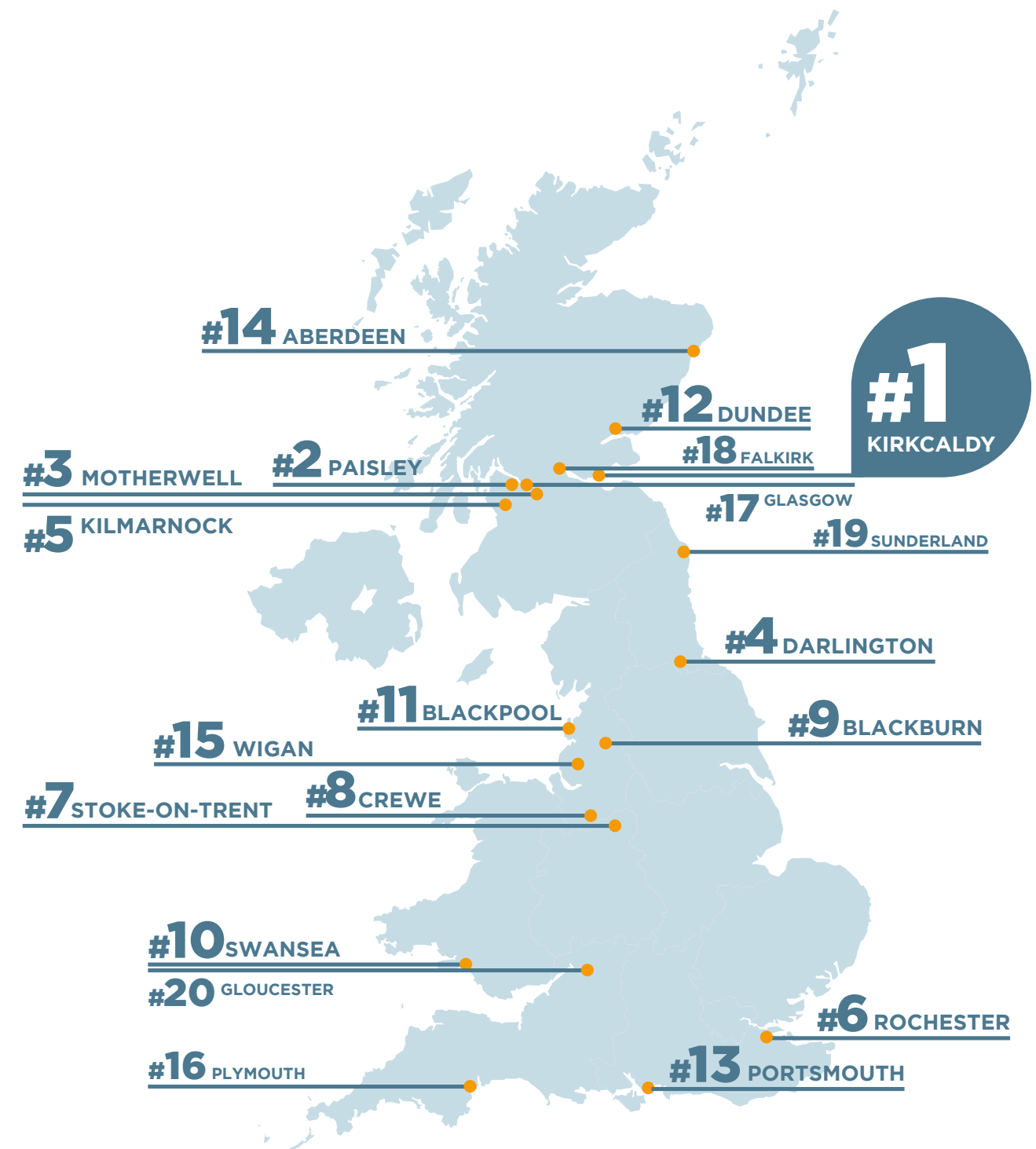
4 of the top 5 renovation hotspots are in Scotland – after top place Kirkcaldy, Paisley, Motherwell and Kilmarnock are all great places to consider if you're looking for a renovation property.

Within the top 20, **only 4 are in the South of England**. Just Rochester, Portsmouth, Plymouth and Gloucester make the ranking. The rest of the places are in the North East and North West of England, the West Midlands, Scotland and Wales.

rightmove
find your happy

TOP 20

RENOVATION HOTSPOTS FOR 2023:



To see how different towns and cities compare, take a look at our [renovation hotspot index table here](#)



SUSTAINABLE HOME IMPROVEMENTS AND RENOVATIONS

This is how homeowners in the UK are adapting their homes to reduce their impact on the planet and how tradespeople are going greener to build a better and more sustainable future for everyone.

There's never been a greater need to live more sustainably, and that need permeates through every aspect of our lives – from the food we eat to the energy efficiency of our homes.

From solar panels and heat pumps, to wind turbines and living roofs – **1 in 4 homeowners (25%) installed eco home improvements in 2022** to make their homes more energy efficient and eco-friendly. Now, in 2023, **almost half (45%) of UK homeowners** are looking to adapt their homes to make them more environmentally friendly and energy efficient.

Whether it's to save money on bills, or to live more sustainably, 2 in 3 tradespeople (64%) say homeowner demand for eco home improvements increased in 2022, and **70% expect it to increase further in 2023** - so here are this year's biggest trends in sustainable home improvements.



TOP 10

ECO HOME IMPROVEMENTS
THAT HAVE INCREASED
IN DEMAND IN 2022
COMPARED TO 2020

DEMAND FOR
ELECTRIC CAR
CHARGING
POINTS HAS
INCREASED BY
MORE THAN
2000%
SINCE 2020

Over the past 2 years, demand for a number of eco home improvements has gone through the roof - none more so than electric car charging points, with demand increasing by a staggering 2,406% since 2020.

As homeowners across the UK become increasingly concerned about the rising cost of energy, it's easy to see why energy-saving improvements like solar panels and thermal insulation are among the top 10 eco home improvements that have seen the biggest rise in demand ahead of 2023.

#1 **2406%**
ELECTRIC CAR
CHARGING POINT
INSTALLATION

#2 BIOMASS
BOILER **225%**

#3 SOLAR PANEL
INSTALLATION **222%**

#4 THERMAL
INSULATION **143%**

#5 TRIPLE
GLAZING **125%**

#6 EXTERNAL WALL
INSULATION **70%**

#7 LIVING
ROOF **67%**

#8 SINGLE / DOUBLE
GLAZING **12%**

#9 UPVC WINDOWS
& DOOR **11%**

#10 WATER
UNDERFLOOR
HEATING **10%**

Data sourced from internal Rated People data - volume of 'eco' jobs posted by homeowners through Rated People in 2022 compared to 2020

1 IN 10 HOMEOWNERS PLAN TO INSTALL EXTRA INSULATION IN 2023

4 of the top 5 eco home improvements that homeowners want to install in 2023 are related to **reducing energy usage** - the top eco improvement planned is a smart meter. In 2nd place is draught proofing, and in 3rd position is installing extra insulation.

Other popular eco home improvements for 2023 include: **solar panels, electric car charging points, heat pumps and underfloor heating.**

TOP 20 ECO HOME IMPROVEMENTS HOMEOWNERS ARE PLANNING TO INSTALL IN 2023



INSTALL A
SMART METER



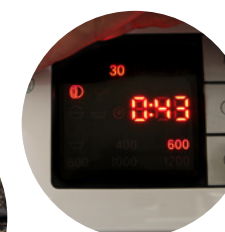
INSTALL DRAUGHT
PROOFING



INSTALL EXTRA
INSULATION



CREATE A
COMPOST PILE



UPGRADE OLD
APPLIANCES
TO MORE
ECO-FRIENDLY/
ENERGY EFFICIENT
MODELS

#1
11%

#2
11%

#3
10%

#4
10%

#5
9%

- | | | |
|----|------------------------------------|----|
| 6 | INSTALL DOUBLE GLAZING | 8% |
| 7 | PAINT WITH LOW VOC PAINT | 8% |
| 8 | INSTALL SMART LIGHTING | 8% |
| 9 | INSTALL A SMART THERMOSTAT | 7% |
| 10 | INSTALL A LOW FLOW TOILET | 7% |
| 11 | INSTALL SOLAR PANELS | 7% |
| 12 | CREATE A BIODIVERSE GARDEN | 7% |
| 13 | INSTALL TRIPLE GLAZING | 6% |
| 14 | ADD AN ELECTRIC CAR CHARGING POINT | 6% |
| 15 | INSTALL UNDERFLOOR HEATING | 5% |
| 16 | INSTALL A HEAT PUMP | 5% |
| 17 | INSTALL A WIND TURBINE | 4% |
| 18 | CREATE A GREEN ROOF | 4% |
| 19 | INSTALL SOLAR WATER HEATING | 4% |
| 20 | INSTALL A BIOMASS BOILER | 3% |

Data sourced from homeowner survey - answered by homeowners who are planning to install eco home improvements in 2023

SAVING MONEY IS TOP REASON FOR INSTALLING ECO IMPROVEMENTS

In 2022, 2 in 3 homeowners (66%) who did home improvements, made adaptations to their home to make it more eco-friendly and energy efficient. In 2023, this shoots up to 90% of homeowners who are planning work. And half (50%) of UK homeowners say saving money on their bills is their biggest motivation for installing eco home improvements in 2023. 1 in 3 (32%) say it's to be more environmentally conscious and 1 in 4 (23%) say it's to add value.

TOP REASONS WHY HOMEOWNERS WANT TO INSTALL ECO HOME IMPROVEMENTS IN 2023

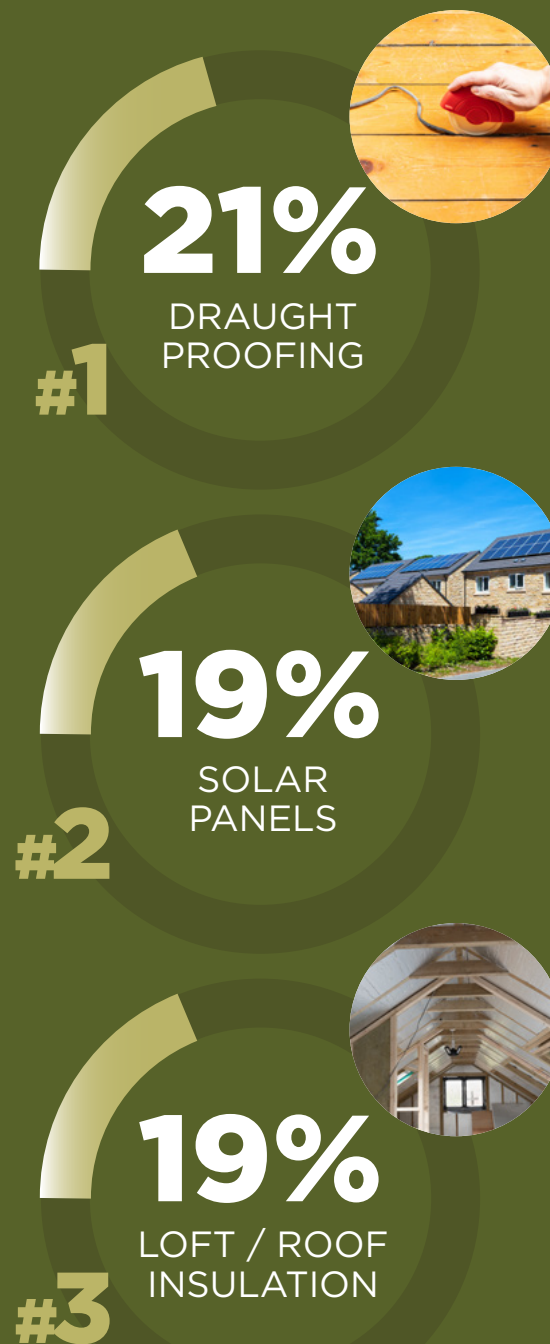
#1	TO SAVE MONEY ON MY BILLS	50%
#2	TO BE ENVIRONMENTALLY CONSCIOUS	32%
#3	TO HELP REDUCE MY CARBON FOOTPRINT	30%
#4	TO MAKE LONG TERM FINANCIAL SAVINGS	29%
#5	TO MINIMISE MY ENVIRONMENTAL IMPACT ON THE PLANET	28%
#6	TO ADD VALUE	23%

Data sourced from homeowner survey – answered by homeowners who are planning to install eco home improvements in 2023

DRAUGHT PROOFING AND SOLAR PANELS ARE SEEN AS TOP ECO ADAPTATIONS FOR SAVING MONEY ON BILLS

Better insulation, reducing energy wastage and generating additional energy are the top ways homeowners are planning to reduce their energy bills in 2023.

TOP ECO HOME IMPROVEMENTS TO SAVE MONEY ON ENERGY BILLS IN 2023



#4	TRIPLE GLAZING	15%
#5	DOUBLE GLAZING	14%
#6	FLOOR INSULATION	13%
#7	BOILER UPGRADE TO A MORE ENERGY EFFICIENT MODEL	13%
#8	WALL INSULATION (FOR EXAMPLE CAVITY WALL INSULATION)	11%
#9	WIND TURBINE	11%

Data sourced from homeowner survey – answered by homeowners who are planning to install eco home improvements in 2023 to save money on bills.

Eco expert, Andrew McCausland from Eco Homes Wirral says

“Deep retrofit is the name given to a total house makeover to make your home more energy efficient. Nottingham Council, among others, have paid for several of these at a cost of up to £80,000 per house! Very, very few homeowners will want or be able to spend this sort of money.

Therefore, the best option is to tackle the low hanging fruit - the measures that give the best return for the money. These include loft insulation, better loft hatches, draught proofing, internal wall insulation for terrace houses in particular and underfloor insulation where the underfloor void is accessible.

”

SUSTAINABLE HOME IMPROVEMENTS

Homeowners are also minimising their home's impact on the planet by opting for **'part update' renovations instead of full refurbishments** – for example replacing kitchen cupboard doors instead of ripping out the entire kitchen, or just replacing the tiles in the bathroom instead of getting a brand-new suite. This type of 'part update' can **drastically reduce the cost as well as waste.**

HOMEOWNERS

2022

37%

OF HOMEOWNERS WHO IMPROVED THEIR HOMES IN 2022, DID A 'PART UPDATE'

2023

41%

OF HOMEOWNERS WHO ARE PLANNING IMPROVEMENTS IN 2023, PLAN TO DO A 'PART UPDATE'

TRADESPEOPLE

66%

OF TRADESPEOPLE WORKED ON A 'PART UPDATE' IN 2022

70%

OF TRADESPEOPLE THINK DEMAND FOR 'PART UPDATE' PROJECTS WILL INCREASE IN 2023



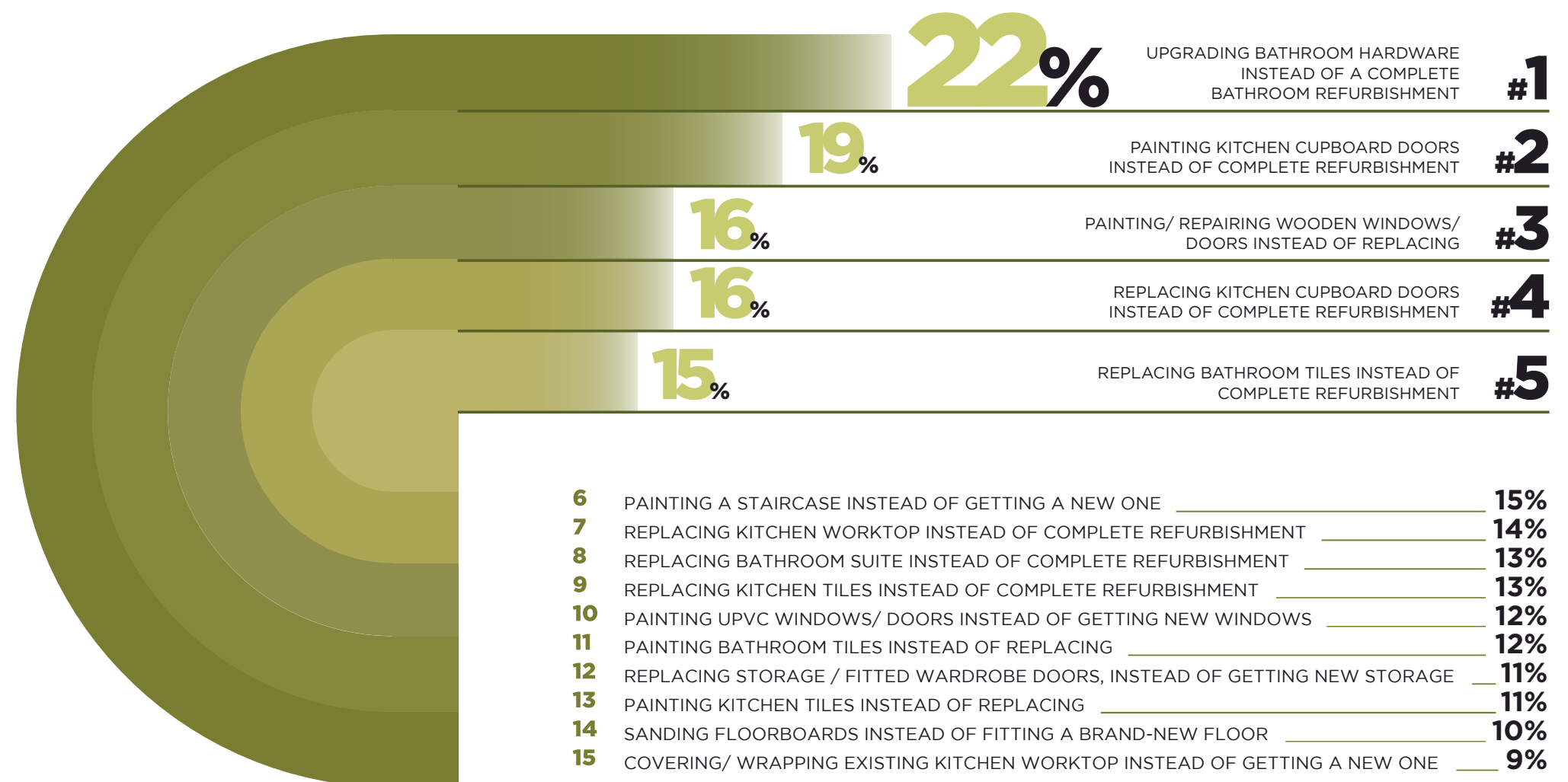
UPGRADING BATHROOM HARDWARE AND PAINTING KITCHEN CABINETS ARE MOST POPULAR 'PART UPDATES'

Two of the easiest rooms for 'part update' projects are the bathroom and kitchen. Rather than ripping everything out and going for a complete refurbishment, it's easy to achieve the look and feel of a brand-new design, just by upgrading key components.

1 in 4 (22%) homeowners who are planning a 'part update' in 2023 will be **upgrading their bathroom hardware**, for example the taps, radiator and shower screen, to create a new design for a fraction of the cost of a new bathroom. 1 in 5 (19%) will be **painting their kitchen cabinets** and 1 in 6 (16%) will be **replacing their kitchen cabinet doors** instead of forking out for a new kitchen.

TOP 15

'PART UPDATE' HOME IMPROVEMENTS PLANNED BY HOMEOWNERS FOR 2023



Data sourced from homeowner survey – answered by homeowners who are planning to do a 'part update' project in 2023



Tori Summers,
Director of Design
& Innovation at
Howdens says



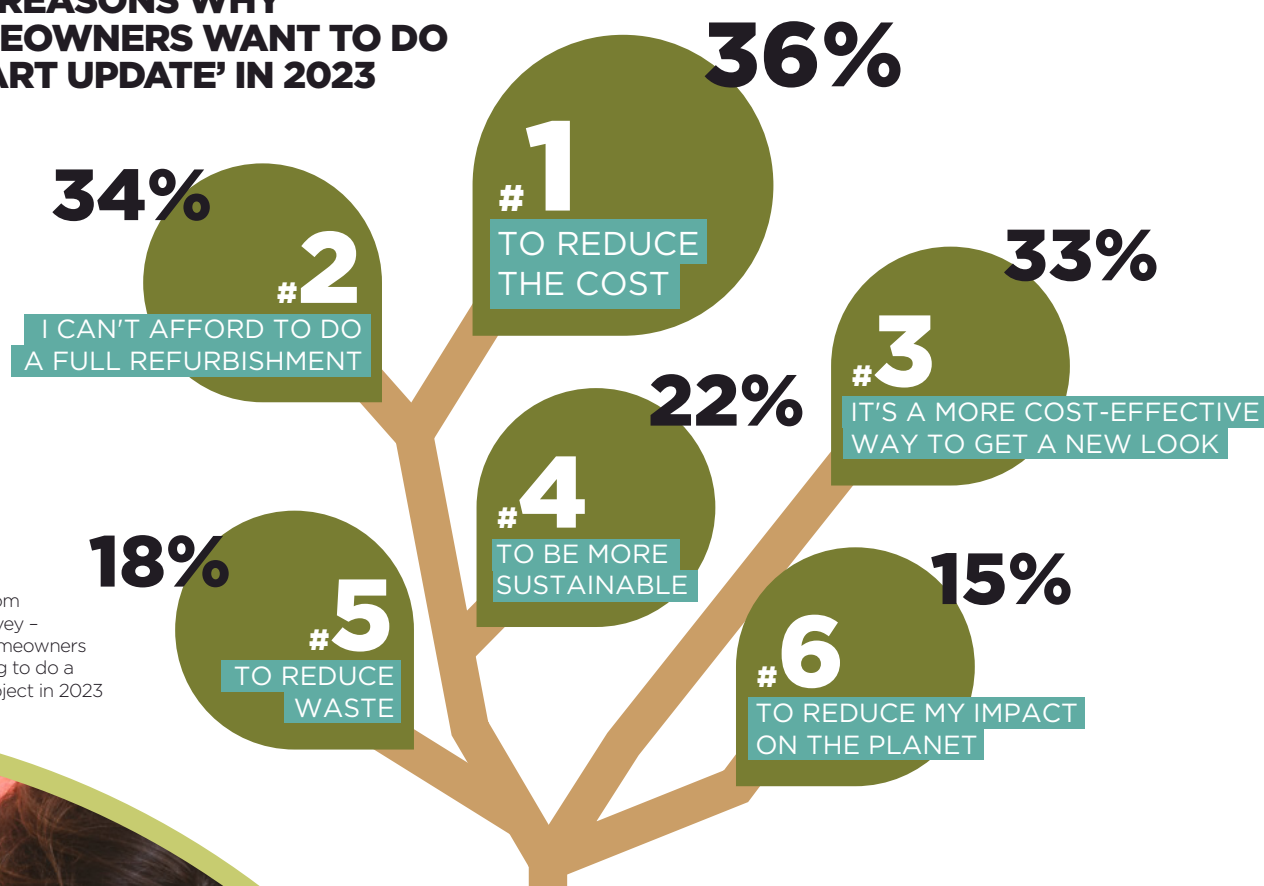
We have seen an increase in desire for natural materials post pandemic, this is also driven by consumers leaning towards more sustainable choices, which in turn has seen a rise in an aesthetic that is driven by nature – hues such as green and blue, plus authentic timber decors, stones and so on.

We've also seen an explosion of colour and personalisation – these aren't acid brights, but diluted and muted tones that are still colourful, a move finally away from the dominance of grey, they are experimenting and being more playful and a timber lends itself well to being painted."



SAVING MONEY IS TOP REASON FOR DOING 'PART UPDATES' IN 2023

TOP REASONS WHY HOMEOWNERS WANT TO DO A 'PART UPDATE' IN 2023



Data sourced from homeowner survey – answered by homeowners who are planning to do a 'part update' project in 2023

1 in 3 (36%) homeowners who are doing 'part updates' in 2023 say their main reason behind the sustainable design choice is to **save money**. In fact, the top 3 reasons are all related to cost savings.

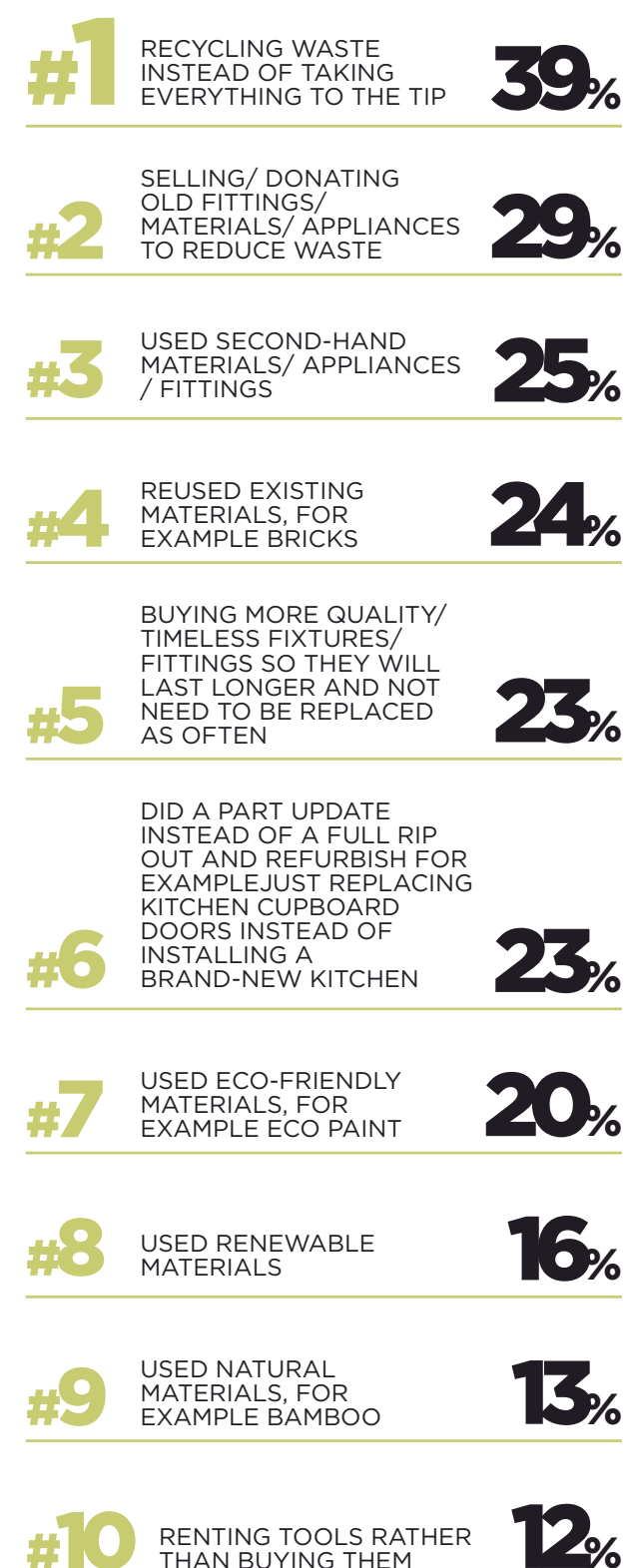
in **2022**

HOMEOWNERS SAVED **£5,412** BY DOING 'PART UPDATES' INSTEAD OF COMPLETE REFURBISHMENTS

in **2023**

HOMEOWNERS EXPECT TO SAVE **£6,070** BY DOING 'PART UPDATES' INSTEAD OF COMPLETE REFURBISHMENTS

TOP 10 WAYS HOMEOWNERS MADE THEIR HOME IMPROVEMENTS MORE SUSTAINABLE IN 2022



Data sourced from homeowner survey – answered by homeowners who opted for more sustainable home improvement methods in 2022

HOMEOWNERS ARE FINDING WAYS TO RENOVATE MORE SUSTAINABLY

In 2022, 36% of homeowners (that did home improvements) found ways to **renovate more sustainably**, and in 2023 this increases to almost half of homeowners (48%) – from buying **second-hand appliances** to using **natural and renewable materials**.

Recycling waste instead of taking renovation rubbish straight to the tip was the biggest sustainable change. Homeowners also used **eco-friendly materials**, **rented tools rather than buying them**, and **sold or donated old materials and appliances to reduce waste**.

HOW TRADESPEOPLE ARE GOING GREENER IN 2023

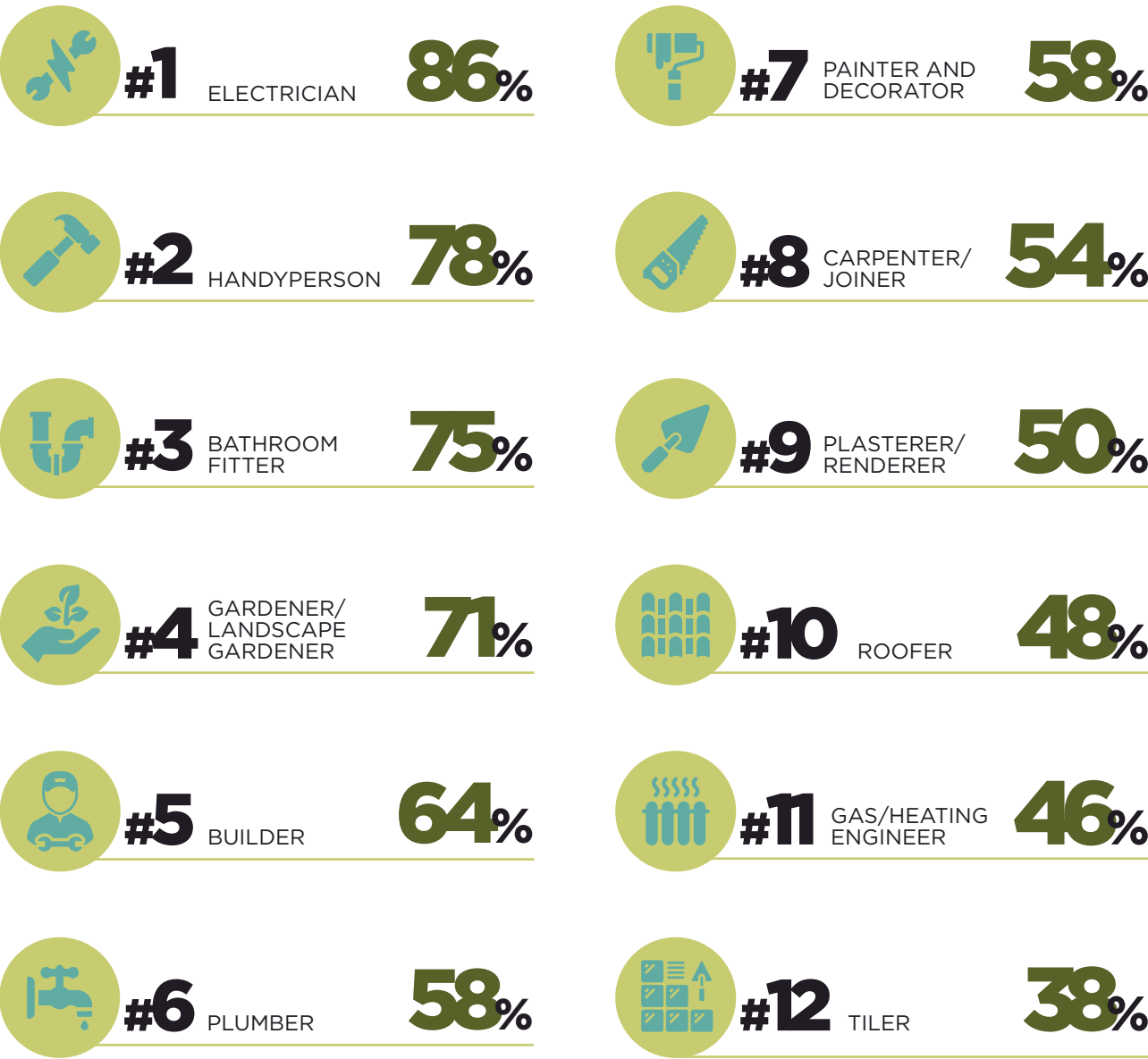
34% of UK homeowners say they'd be more likely to choose a tradesperson if they were environmentally friendly, so it's more important than ever for tradespeople to improve their green credentials.



ELECTRICIANS ARE THE MOST ECO-FOCUSED TRADE

In 2023, almost 9 in 10 electricians (86%) are planning to make their businesses more environmentally friendly and sustainable. 78% of handypeople, 75% of bathroom fitters, 71% of gardeners and 64% of builders are all planning eco changes for 2023 too.

THE TOP TRADES THAT WILL MAKE THEIR BUSINESSES MORE ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE IN 2023



Data sourced from tradespeople survey - % of each trade that said they're planning to make their business more sustainable in 2023

LOCAL JOBS AND REMOTE QUOTES ARE TOP ECO ACTIONS

In 2023, more than half of UK tradespeople (52%) say they'll take on **more local jobs** to cut down travel time so they use less fuel, and 41% are planning to start **giving quotes remotely** to reduce the amount of time they're on the road.

Tradespeople will also be improving their recycling methods, using second-hand parts where possible and starting to drive electric vehicles to make their businesses more sustainable and environmentally friendly.



HOW TRADESPEOPLE WILL ADAPT THEIR BUSINESSES TO BECOME MORE ECO-FRIENDLY IN 2023

- #1 TAKING MORE LOCAL JOBS TO REDUCE TRAVEL TIME (FUEL) 52%
- #2 GIVING MORE QUOTES REMOTELY TO CUT DOWN ON DRIVING TIME (FUEL) 41%
- #3 IMPROVING RECYCLING 35%
- #4 REDUCING WASTE 31%
- #5 USING ENVIRONMENTALLY FRIENDLY MATERIALS/ PRODUCTS 30%
- #6 USING BRITISH PARTS WHERE POSSIBLE/SUPPORT OTHER LOCAL BUSINESSES 20%
- #7 USING SECOND-HAND PARTS WHERE POSSIBLE 16%
- #8 GETTING AN ELECTRIC VEHICLE 13%

Data sourced from tradespeople survey – % of each trade that said they're planning to make their business more sustainable in 2023

TRADESPEOPLE CARE ABOUT THE PLANET

Well over half (59%) of tradespeople who are making eco changes to their businesses in 2023 said it was because they **care about the planet**.

TOP REASONS WHY TRADESPEOPLE ARE MAKING ECO CHANGES TO THEIR BUSINESSES IN 2023

- 59% WANT TO BE MORE ENVIRONMENTALLY FRIENDLY BECAUSE THEY CARE ABOUT THE PLANET
- 42% THINK HOMEOWNERS WANT BUSINESSES TO BE MORE ENVIRONMENTALLY FRIENDLY
- 17% THINK COMPETITORS ARE MAKING CHANGES, SO THEY NEED TO

Data sourced from tradespeople survey – % of each trade that said each reason was why they're making eco changes to their businesses in 2023





BUILDING DREAM CAREERS

Why so many people are now waking up to the incredible opportunities that are available in the trades industry.



Following the great resignation, more and more people are now re-evaluating their jobs, and their career choices. Searches on Google for 'career switch' have risen by 38% in the last two years, and now, almost **1 in 3 (32%) people in the UK say they'd be interested in switching careers in 2023.**

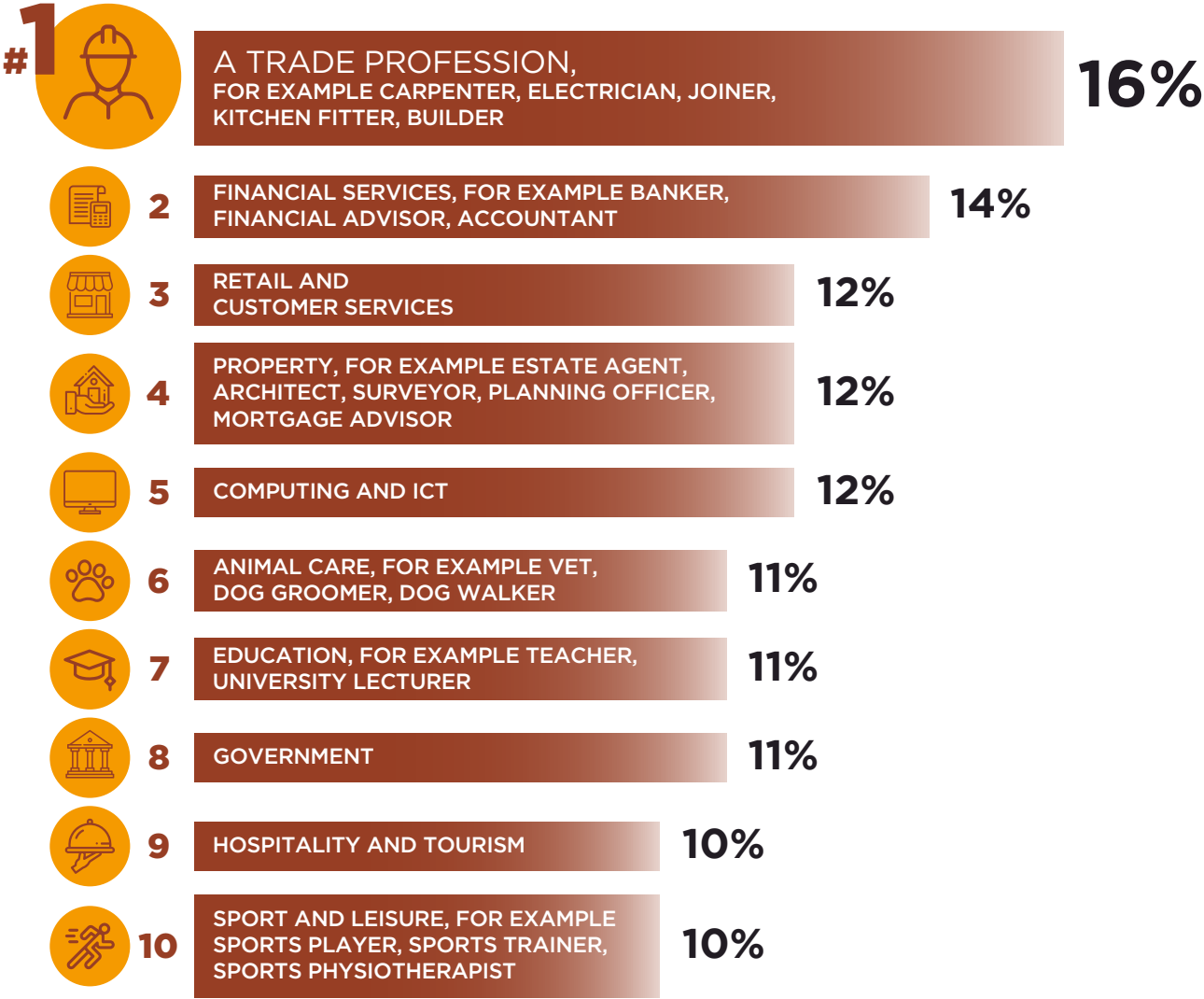
So what's behind the great career switch, and which careers do people want to switch to?

A TRADE PROFESSION IS TOP CHOICE FOR CAREER SWITCHERS

A massive **21% of the UK said they'd potentially be interested in switching careers to work as a tradesperson**, and of the people who are interested in changing careers in 2023, switching to a trade profession is the top choice of all careers.

TOP 10

CAREERS PEOPLE WOULD BE MOST KEEN TO SWITCH TO IN 2023



Data sourced from homeowner survey – answered by respondents who said they would be interested in switching in 2023



1 IN 3 TRADESPEOPLE SWITCHED CAREERS TO WORK IN THE INDUSTRY

For many tradespeople, working in a trade profession wasn't their first career. In fact, 37% of current tradespeople say they had another career before deciding to make the switch. And, almost **2 in 3 (62%) say they now make more money working as a tradesperson** than they did in their previous career.

87%

THINK MORE YOUNG PEOPLE SHOULD CONSIDER A CAREER IN THE TRADES INDUSTRY

70%

SAY YOU CAN MAKE A LOT OF MONEY WORKING AS A TRADESPERSON

77%

THINK MORE PEOPLE SHOULD CONSIDER WORKING AS A TRADESPERSON

62%

MAKE MORE MONEY WORKING AS A TRADESPERSON THAN IN THEIR PREVIOUS CAREER/JOB

37%

HAVE SWITCHED TO BECOME A TRADESPERSON (AT SOME POINT IN THEIR LIFE)

Data sourced from tradespeople survey - % of all trades who said each of the statements above

4 IN 5 TRADESPEOPLE SAY 'BEING OWN BOSS' IS BEST BIT OF JOB

When it comes to the top reasons why tradespeople love their jobs, 78% said being their own boss was the biggest benefit for them. Autonomy, job satisfaction and value are also key themes in the top 5 reasons.

TOP 5 REASONS WHY TRADESPEOPLE LOVE THEIR JOB

#1

I'M MY OWN BOSS

78%

#2

I'M IN CONTROL OF THE WORK I TAKE ON

62%

#3

FLEXIBLE WORKING

54%

#4

MY WORK HAS REAL VALUE

33%

#5

MY WORK DELIVERS REAL BENEFITS TO PEOPLE

33%

Data sourced from tradespeople survey - % of all trades who said each of the reasons above

OPPORTUNITIES IN THE INDUSTRY

A career in a trade profession gives great flexibility and work-life balance, and it also has very strong earning potential. The big rise in demand for home improvement work over the last two years has really illustrated the incredible opportunities that are available in the industry, and our research indicates 60% of businesses are looking to hire and expand their workforce in 2023, so it's a great time to enter the industry.

**1 IN 4
UK TRADESPEOPLE
(SOLE TRADERS) MAKE
OVER £50,000 A YEAR**

THE AVERAGE AMOUNT A SOLE
TRADER CAN MAKE IN A YEAR IS

£43,561

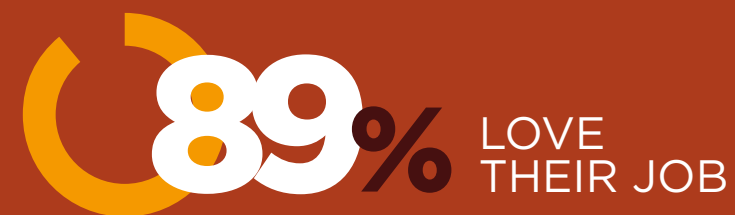
27%
MAKE MORE THAN
£50,000
A YEAR

10%
MAKE OVER
£75,000
A YEAR

Data sourced from tradespeople survey – average yearly earnings (sole traders)

LOW STRESS, HIGH JOB SATISFACTION

9 in 10 (89%) tradespeople say they **love their job** and they **feel happy at work**. 62% also say they **never feel any stress** as a result of their job which is testament to a great work-life balance.

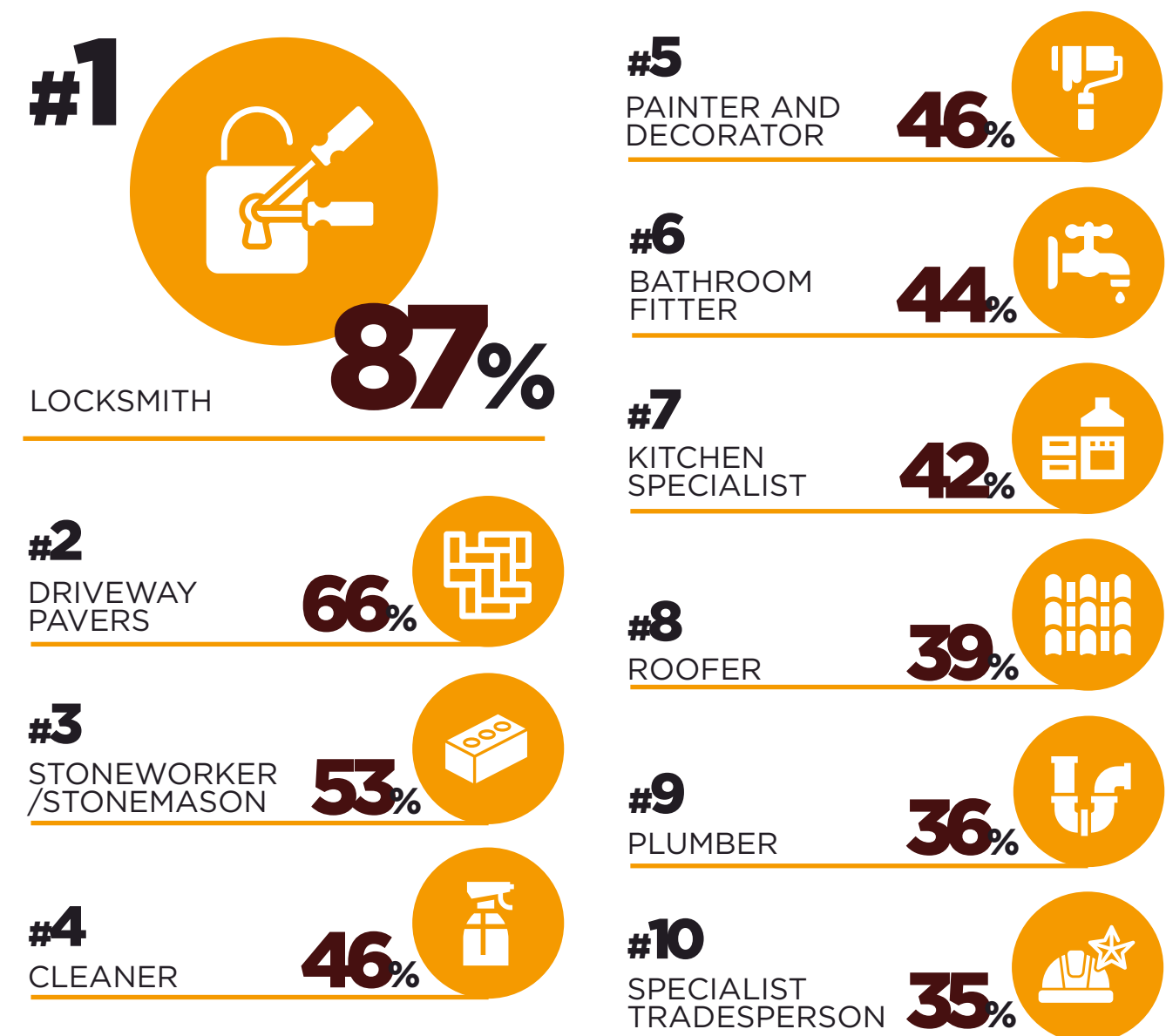


Data sourced from tradespeople survey - % of all trades who said each of the statements above



TRADES WITH THE BIGGEST OPPORTUNITIES

TOP 10 TRADES THAT SAW THE BIGGEST INCREASES IN LEADS/ENQUIRIES IN 2022 (COMPARED TO 2020)



Data sourced from internal Rated People data - comparing volumes of jobs posted by UK homeowners for different trades between 01/09/2019 - 31/08/2020 and 01/09/2021 - 31/08/2022

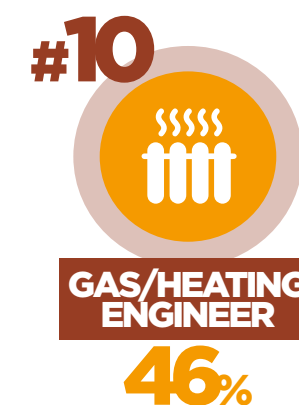
If you're looking to get into a trade, these are the top 10 that are seeing the biggest increases in demand. In the last two years, **demand for locksmiths has increased by almost 90%**. Driveway pavers, stonemasons, cleaners and painters all saw demand increase by at least 46%.

TOP 10 TRADES THAT WILL BE MOST IN-DEMAND IN 2023

On average, **70% of tradespeople** say they expect to be 'very busy' in 2023. Bathroom fitters, roofers, handypeople, electricians and painters are the trades that expect to experience the most demand this year from homeowners.



TOP 10 TRADES THAT EXPECT TO BE VERY BUSY IN 2023



Data sourced from tradespeople survey - % of tradespeople that said 'I expect to be very busy in 2023'

THE INDUSTRY'S SKILLS SHORTAGE

Currently, the industry is experiencing workforce shortages across all trades. One of the key reasons behind the skills gap is Brexit, with many trade workers having to leave the country, and fewer young people are also getting into the industry, which is contributing to a lack of skilled workers in the industry.

48%

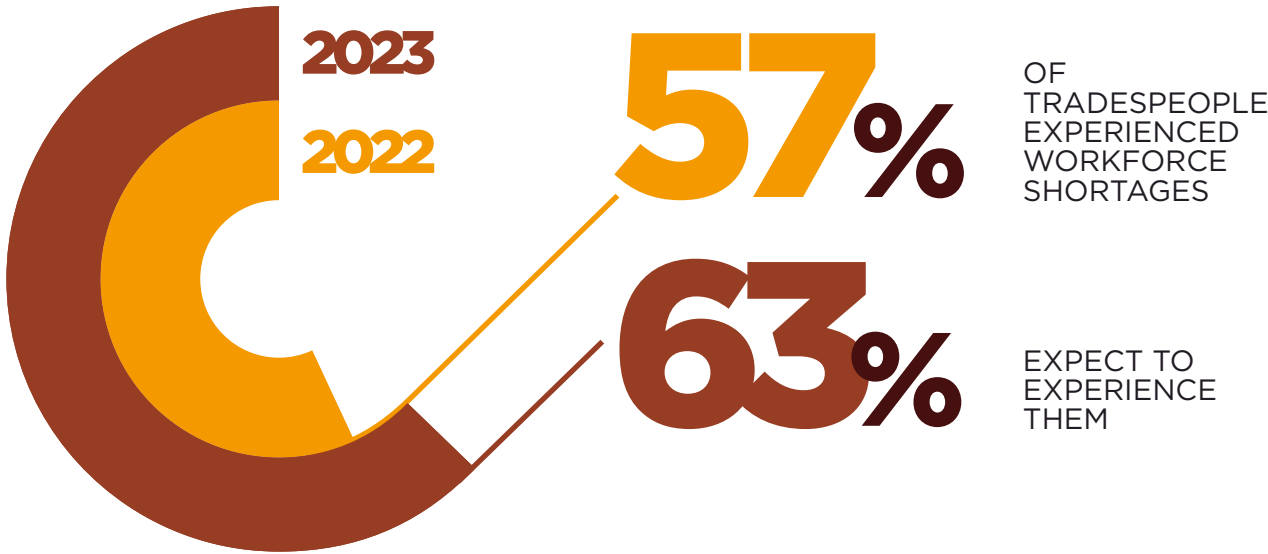
of UK adults say they weren't offered a trade career as a job option in career advice when they were at school

“

Adnan Boodoo, who has recently started an apprenticeship with Inhouse Plumbing and Heating says

I wasn't offered a trade job in school - I think it's because trade jobs are portrayed as tiring manual labour jobs so people wouldn't think of having a trade job as a first choice. I was only offered it after school when I wanted to go to college. School only presents options that are orientated towards university, which just isn't for everyone. My career goal is to become a fully qualified gas engineer and this apprenticeship will help me by getting qualifications and more experience. It gives me a route to achieve something I didn't know I had a chance of achieving.”

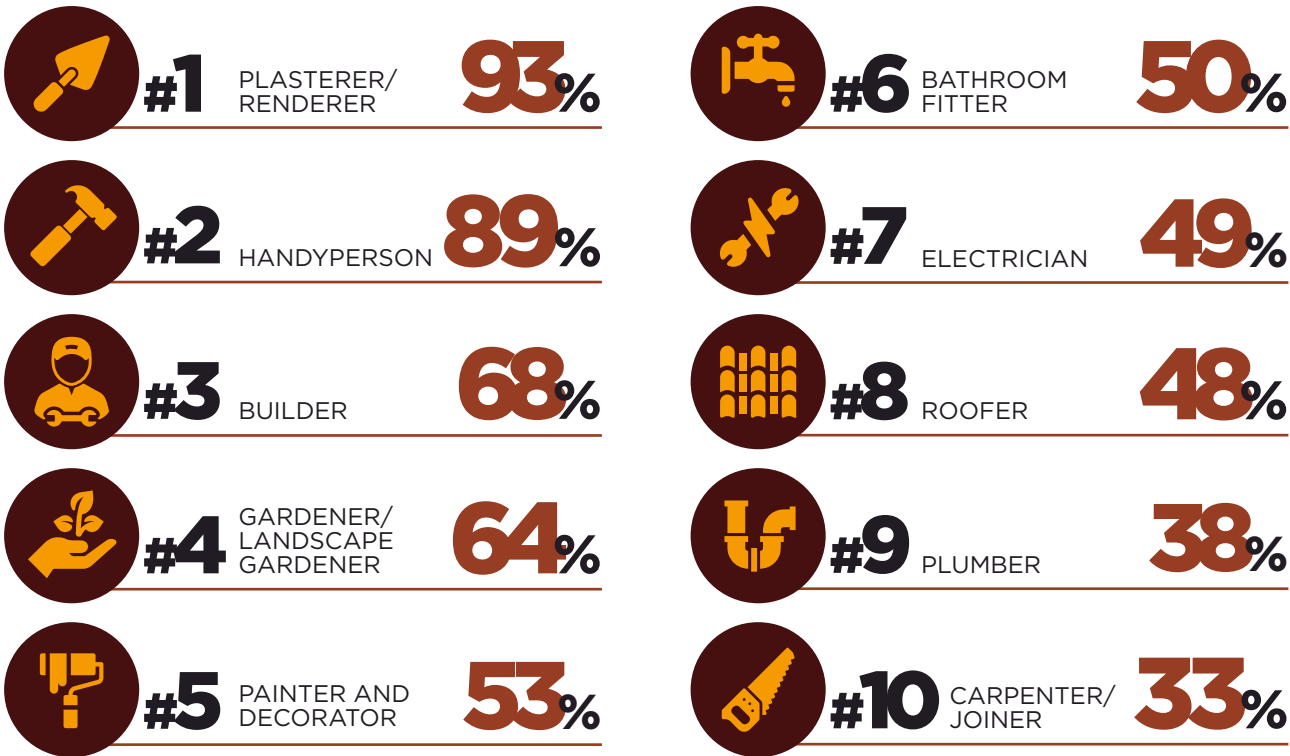
”



WORKFORCE SHORTAGES ARE FELT THE MOST IN PLASTERING AND BUILDING

In 2022, 93% of plasterers and renderers, 89% of handypeople, 68% of builders, 64% of gardeners and 53% of painters and decorators say they had to tend with workforce shortages.

TOP 10 TRADES THAT EXPERIENCED WORKFORCE SHORTAGES THE MOST IN 2022



Data sourced from tradespeople survey - % of tradespeople that said they experienced workforce shortages in 2022


WHAT'S BEHIND THE SHORTAGES?

Tradespeople think the biggest culprit is a lack of workers with adequate training and experience. Brexit, and poor career advice are also cited as two big reasons for the shortages, and these can be contributing factors to a lack of skilled and experienced workers.



“ We have seen a noticeable increase at the levels people now wish to train to. Over the last year, far more students want to train to the highest level, whether that's NVQ or the highest level available to that trade. ”

Jamie Jeffries
CEO of
Access Training



BUT, TRADE TRAINING ENROLMENTS SAW A 40% RISE LAST YEAR

At the same time as the Government is pushing to get more young people onto 'T Levels', Access Training saw a 40% increase in Trade Training Enrolments in 2022, which could suggest the tide is starting to turn.



ELECTRICAL, PLUMBING AND CARPENTRY ARE MOST GOOGLED TRADE APPRENTICESHIPS

Tallying with Access Training's popular training courses, people in the UK are most interested in apprenticeships to become an electrician. Plumbing, carpentry, bricklaying and joinery are also hugely popular, pulling in between 30,000 and 93,000 searches on Google a year.

TOP 10 MOST POPULAR TRADE APPRENTICESHIPS		GOOGLE SEARCHES A YEAR
1	ELECTRICIAN APPRENTICESHIP	223,500
2	PLUMBER APPRENTICESHIP	93,600
3	CARPENTER APPRENTICESHIP	53,500
4	BRICKLAYER APPRENTICESHIP	47,900
5	JOINER APPRENTICESHIP	33,400
6	PLASTERER APPRENTICESHIP	12,200
7	BUILDER APPRENTICESHIP	11,130
8	GARDENER APPRENTICESHIP	9,060
9	GAS APPRENTICESHIP	6,480
10	TREE SURGEON APPRENTICESHIP	5,290

Data sourced from Google Ads (analysing total search volume for each apprenticeship on Google from 01/09/2021 - 31/08/2022)

Follow us on social media:



Stay up to date with the latest home improvement trends and find a local, skilled tradesperson by downloading our app on the App Store or Google Play.



For more home improvement and trade insights, head to ratedpeople.com/blog/home-improvement-trends-report

