

Zillow's 2026 home trends: Color-drenched, whimsical and resilient

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Dramatic color, reading nooks and future-ready features lead the way

- Bold design is back: Mentions of color drenching are up 149% in Zillow listings. Artisan, vintage and whimsical styles are making waves.
- Disaster-ready homes: Flood and wildfire protection are being mentioned more often in listings, along with energy-efficient and eco-friendly features.
- Spaces that truly live: Cozy reading nooks, spa-like bathrooms and golf simulators are on the rise.

SEATTLE, Oct. 15, 2025 /PRNewswire/ -- What will our homes look like in 2026? Zillow's Home Trends Report predicts bold, color-drenched rooms, cozy reading nooks, and fun features like pickleball courts and golf simulators will define design in the new year. Drawing from millions of for-sale listings on Zillow®, this research reveals which features are appearing more often — and which trends are on their way out — offering a peek into how Americans want to live, relax and future-proof their homes.

"Real estate agents have a front-row seat to what today's buyers want most, and that's reflected in the way they describe homes online," said Amanda Pendleton, Zillow's home trends expert. "Listing descriptions are short, so every word counts. When we see a sharp increase in certain features being mentioned in listings on Zillow, whether it's spa-inspired bathrooms or bespoke artisan craftsmanship, it's a clear signal that these details are capturing buyers' attention right now and hint at what's next in home design."

Color-drenched drama

One of the boldest trends of the new year is expected to be color drenching, where a single hue coats walls, ceilings, trim, floors and even furniture. Mentions of this design choice jumped 149% year over year, showing

buyers' appetite for spaces that feel immersive, dramatic and cohesive. This trend echoes Zillow's latest [paint color analysis](#), which finds neutral palettes are giving way to vibrant statement shades that transform entire rooms into mood-driven escapes.

Cozy reading nooks

More buyers are craving quiet corners for themselves, where they can put down the phone and recharge. Reading nooks are appearing 48% more often in Zillow listings. Whether tucked under a staircase, nestled beside a window or carved out of a larger room, these intimate spaces reflect the growing demand for unplugged relaxation at home.

Resilient homes

Buyers want homes that are smarter and safer, built with natural disasters in mind. A much higher share of listings now mention flood protection (64% more mentions) or being elevated in relation to flooding (26% more). Fire safety features are also increasingly highlighted in listings, including defensible space landscaping (36% more) and fire protection systems (28% more).

Sustainability becomes standard

Sustainability isn't just a buzzword; it's a selling point. Zillow data shows sharp increases in mentions of zero-energy-ready homes (up 70%), whole-home batteries (up 40%) and electric vehicle charging (up 25%). Broad descriptors like "sustainable" or "green" are also appearing 21% more often, suggesting buyers are actively searching for eco-conscious living options that save them money and reduce their environmental impact.

Self-care at home

Wellness continues to drive home upgrades, and buyers are on board. Mentions of wellness features rose 33%, while spa-inspired bathrooms are appearing 22% more often on Zillow. These spaces are designed to deliver a daily dose of relaxation, blending luxury with well-being.

Sports take center stage

Move over, man caves; those mentions in listings are down 10% year over year. Instead, homeowners are turning their rec rooms into activity hubs. Golf simulators are popping up in 25% more listings on Zillow, while pickleball courts are also up 25%, reflecting the sport's rapid rise in popularity. Even batting cages showed growth with 18% more mentions, underscoring the shift toward active, personalized play at home.

Personalized spaces: Artisan, vintage, and whimsical touches

Cookie-cutter design is fading as homeowners lean into individuality. Zillow listings increasingly mention artisan craftsmanship (21% more), vintage accents (17% more) and a touch of whimsy (15% more). From handmade tiles to bespoke décor, buyers are embracing unique, personality-rich details that make a house feel like home.

What's out in 2026

Not every trend has staying power. Mentions of juice stations are down 19%. This once-popular wellness perk is being replaced by more versatile kitchen upgrades. Marble sinks, down 15%, are also losing ground. While undeniably beautiful, marble sinks are high-maintenance and prone to staining, making them less practical for busy households. These declines highlight how buyers are moving away from fads that feel more aspirational than functional, favoring design choices that balance beauty with their everyday lives.

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