



BEHIND CLOSED DOORS: DESIGN, SPENDING AND LIVING TRENDS FOR 2026

Based on thousands of real projects and nationwide supplier insight, My Bespoke Room provides a rare, industry-wide view of home design in the UK - highlighting what's changing, what isn't, and what needs to.



January 2026

THE ERA OF "PRACTICAL LUXURY"

My Bespoke Room has analysed thousands of room designs to reveal how the nation spent on interiors in 2025, and what we expect to see in 2026.

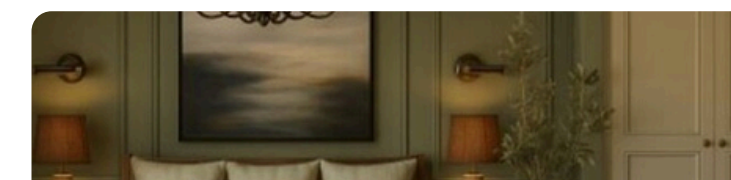
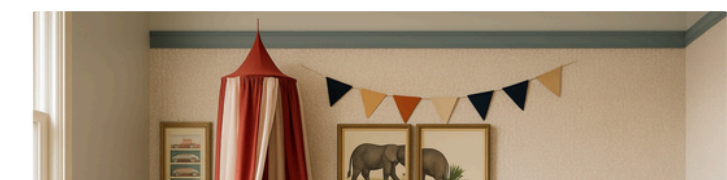
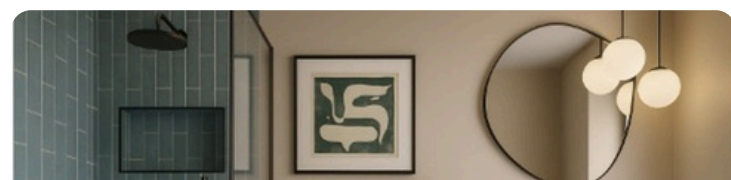
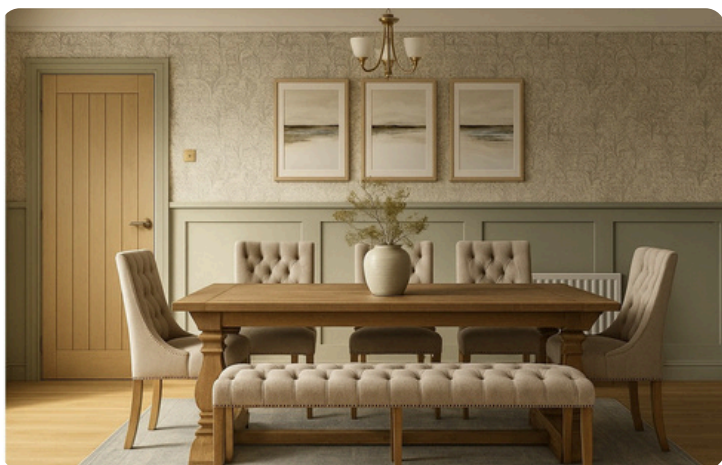
The 3 key takeaways:

1. The Spending Mindset: "Cautious Investment"
2. The Aesthetic: "Practical Luxury"
3. The Long-Term Lens: "Designing for Real Life"





**1,000'S OF ROOMS
DESIGNED.
10,000+ PRODUCTS SOLD**



The data for this report has been taken from our extensive customer shopping data in 2025 vs 2024

WHO IS RENOVATING AND WHY?

The renovators mindset

Home renovation is increasingly phased but more decisive. Customers focus on one room at a time and, once committed, move quickly - 28% upgrade their new home within the first year.

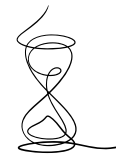


The Rise of the "Phased" Renovation

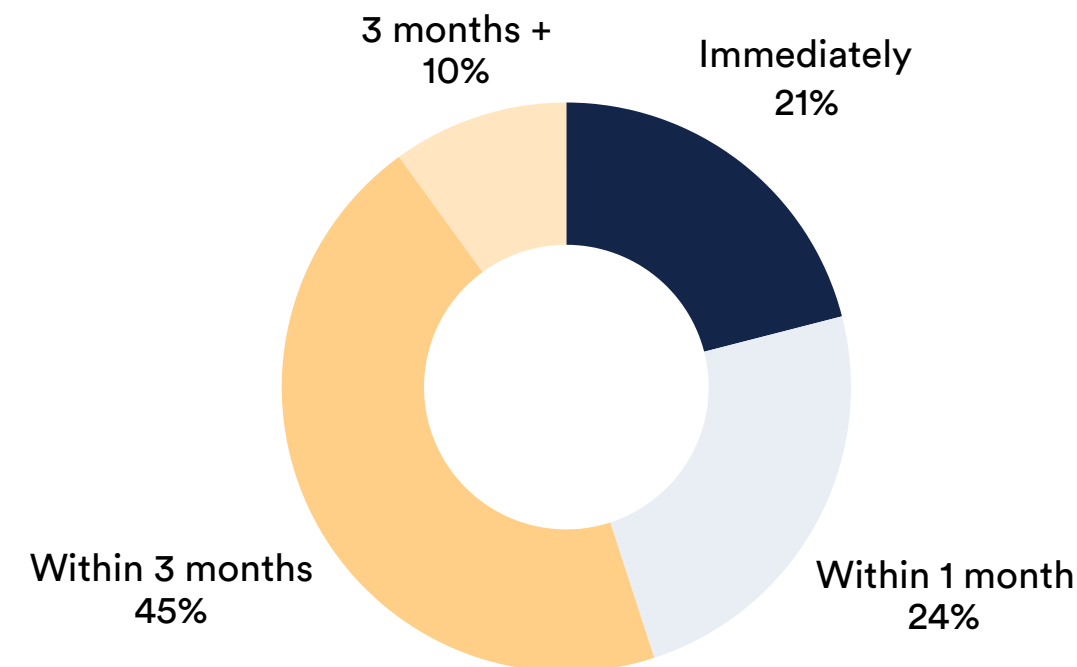
Rooms per customer



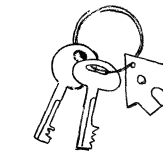
Customers are doing more rooms but 64% tackle one at a time.



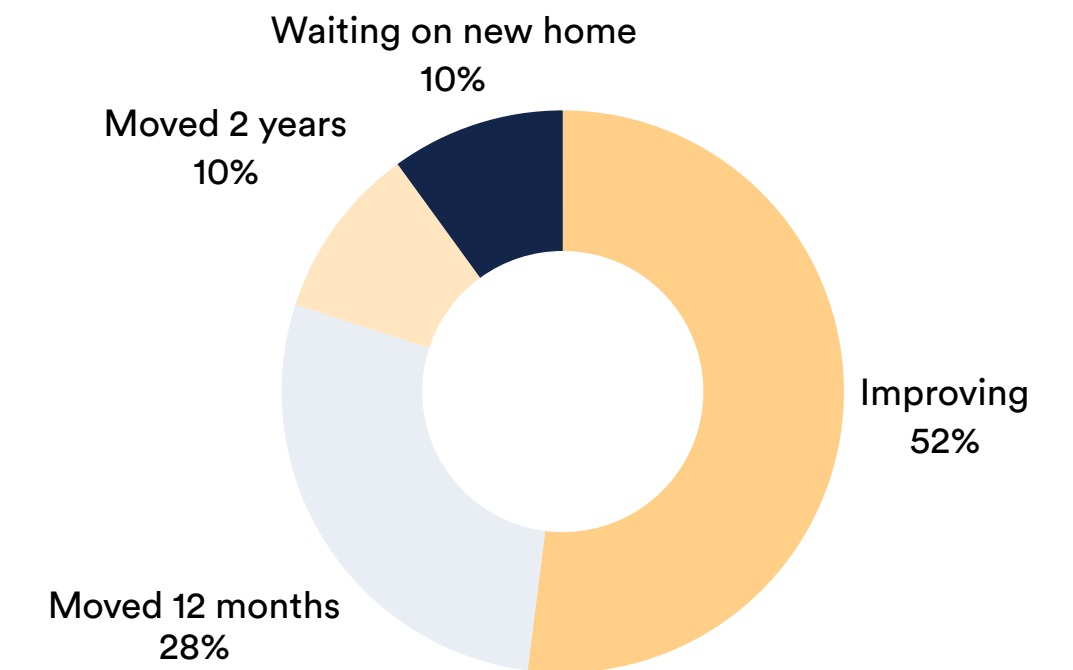
Project Timelines Are Short



When people decide to renovate, they want momentum - not months of planning.



Moving vs improving



38% of our customers want to update their homes within the first 2 years of moving.

THE ROOMS PRIORITISED

Private Spaces Remain a High Priority

Communal living spaces remain the top priority, but we're seeing a subtle increase toward private sanctuaries like bedrooms and bathrooms.

Open Plan



20%

Of rooms designed

Living Room



20%

Of rooms designed

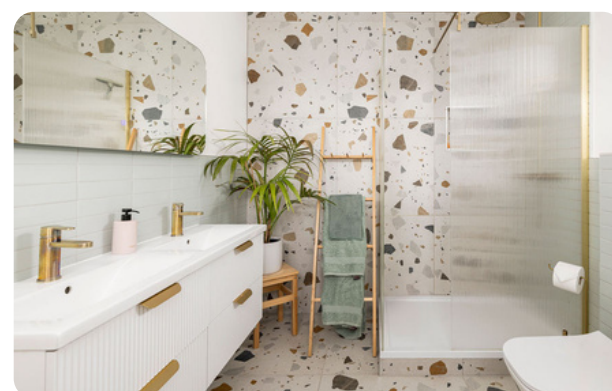
Bedroom



25%

Of rooms designed
+3% vs '24

Bathroom



10%

Of rooms designed
+3% vs '24

Kid's Bedroom



5%

Of rooms designed
+2% vs '24

Dining Room



3%

Of rooms designed

Kitchen



2%

Of rooms designed

ROOM-BY-ROOM INVESTMENTS

Client Average Furniture Budgets by Room Type

Even as furniture budgets softened in 2025, investment remained focused on social spaces - most notably open-plan areas and living rooms.

Living Room

£6,400



Bathroom

£3,800



Hallway

£2,000



Dining Room

£4,000



Bedroom

£3,300



Home Office

£2,600



Open Plan

£7,100



Kid's Bedroom

£2,000



Playroom

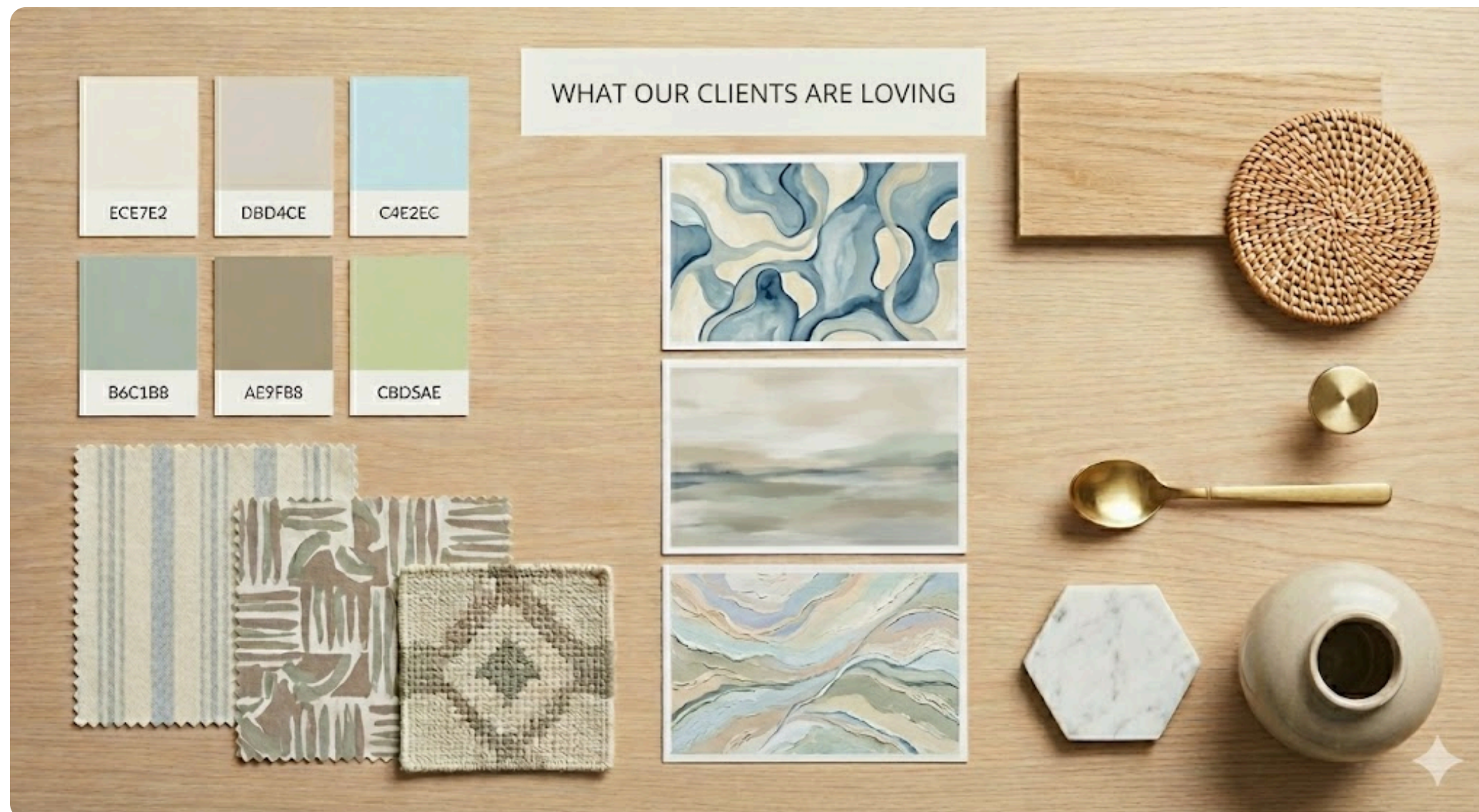
£1,300



THE "LOOK" OF 2026:

Warm, Textured, and Durable

The aesthetic for 2026 is driven by a desire for comfort and "practical luxury." Stark minimalism and cold industrial is out; rich textures, warm metals, and calm palettes are in. Crucially, materials must perform as well as they look.



Luxury that Lasts

Demand for high-durability fabrics is dominating upholstery sales. Clients want luxury looks that can survive real life.

Room specific shifts:



The Deep Focus Office

Clients are abandoning sterile white offices for deeper, darker tones- navy, forest green, charcoal -to aid concentration and separate "work" from "home."



The Neutral Bedroom Sanctuary

The priority here is calm. Palettes remain predominantly warm neutrals (creams, oatmeal, soft earth tones) rather than cool greys to promote rest.



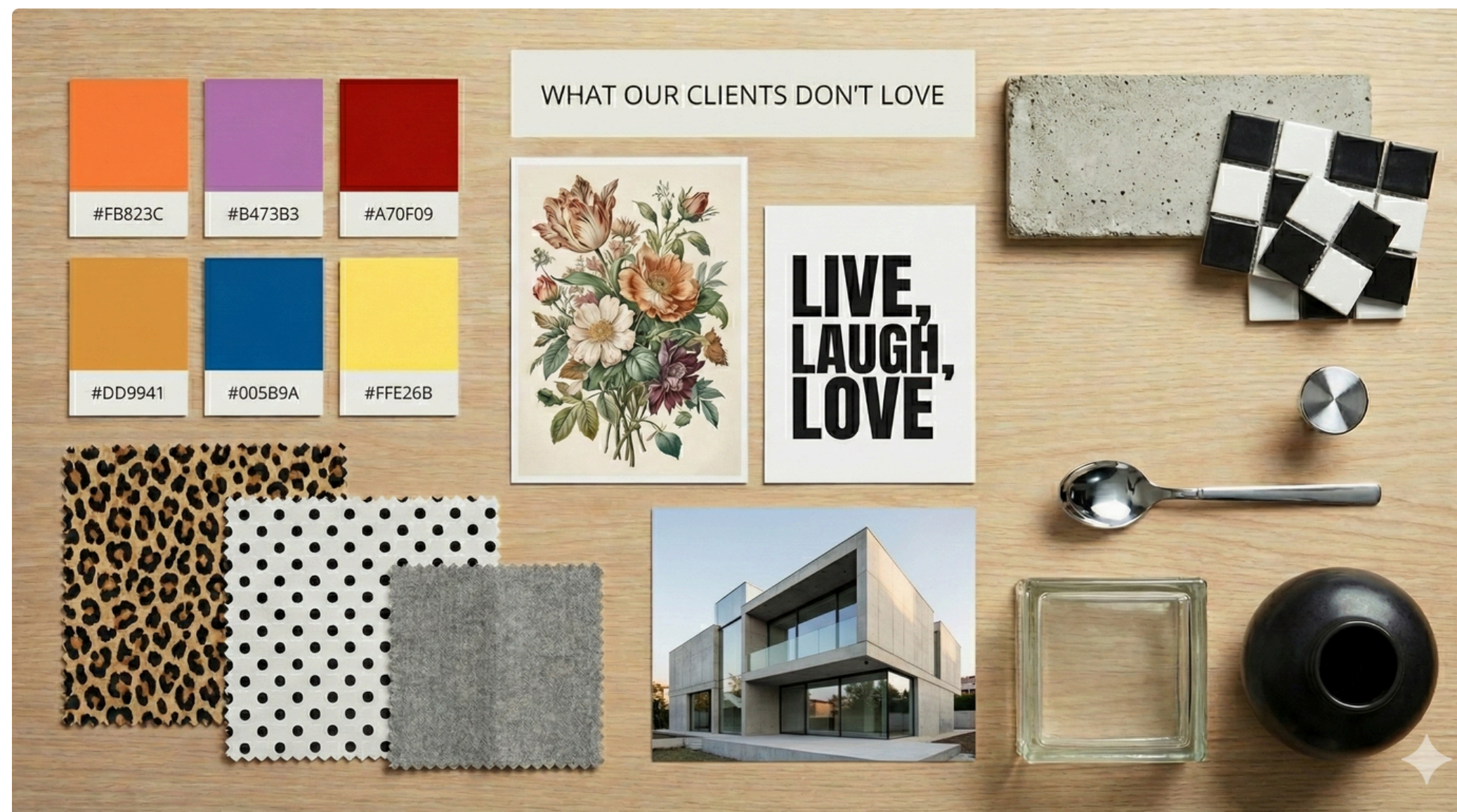
The Kitchen "Statement Island"

We are steering away from bold, all-over colour. The trend is now neutral main cabinetry, punctuated by a dramatic, dark island to ground the scheme.

WHAT'S "OUT" IN 2026:

Decline of jewel tones and cold industrial

Bright jewel tones tend to fall into most clients' 'not for me' category, while stark, industrial finishes like chrome and glass are also losing appeal. Overall, clients are leaning towards spaces that feel more personal, lived-in, and comfortable.



Bright, bold jewel tones aren't in most client's 'must have' list.



Cold, industrial materials are out of favour with clients preferring warmer more natural tones.



Art is so subjective, however we are seeing a pattern in a move away from typography and realism in favour of abstract.

WHAT WE'RE BUYING

The 2025 Bestsellers

Analysis of repeat purchasing data reveals the specific items defining UK homes right now and where they are investing.

The Importance of "Try Before You Buy"

In an era of cautious spending, good quality samples are essential to convert browsers into buyers.

Sofas: £1,800

Average price



Loaf
Squishmeister Sofa Bed in Frothy Milk



Sofa.com
Ren chaise sofa in Juniper

Armchairs: £500

Average price



Gallery
Neyland



Sofa.com
Izzy Loveseat in Maple



Danetti
Natalia in Natural

Key Design Trends

- Rich, earthy colours dominate: Slate, Juniper, Umber
- But soft neutrals (Chantilly) remain designer staples
- High demand for performance fabrics (Aquaclean, House Velvet)
- Most popular: 2-seater, 3-seater, and modular units
- Sofa beds also appear repeatedly - space-saving + multipurpose

Key Design Trends

- Armchairs are used as statement pieces in their homes and are more likely to be bold with decisions.
- Opportunity for suppliers to strengthen signature ranges with more finish/fabric variants
- Demand appears evenly spread across fabrics and silhouettes

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Beds: £560

Average price



*John Lewis
Emily Bed in Tweed Beige*



*Danetti
Amalfi Bed in Champagne*

Key Design Trends

- Neutral fabrics (grey, beige) dominate
- Storage beds show strong appeal
- Smaller sizes (single/small double) common for guest rooms, secondary rooms

Dining Tables: £800

Average price



*Swyft
Table 03 Oak*



*Kave Home
Jeanette*

Key Design Trends

- Designers choose a broad variety of styles and show low SKU repetition vs other categories
- Opportunity: suppliers could provide extendable, small-space, and statement options, as this is not yet dominated by repeats

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Lighting: £100

Average price



*Kave Home
Pontus*



*Gallery
Marietta*



*Lights & Lamps
Circo*



*Pooky
Elbow*

Key Design Trends

- Highest repeat category meaning designers consistently rely on specific favourites.
- Brass and ceramic textures remain strong. White stoneware and ribbed textures are also highly successful
- Neutral lighting that layers well across schemes performs best

Rugs: £180

Average price



*Benuta
Mara*



*Asiatic
Valley*



*Benuta
Rocco*

Key Design Trends

- Washable rugs see increasing popularity
- Neutrals dominate: creams, beiges, charcoal
- Wool and textured rugs standout
- Large sizes (200x300) strongest for living rooms

SHOPPING HABBITS

The "Out-of-Hours" Shopper

Design decisions rarely happen 9-to-5. The data shows that customers are browsing and buying during their downtime, treating home design as a leisure activity.

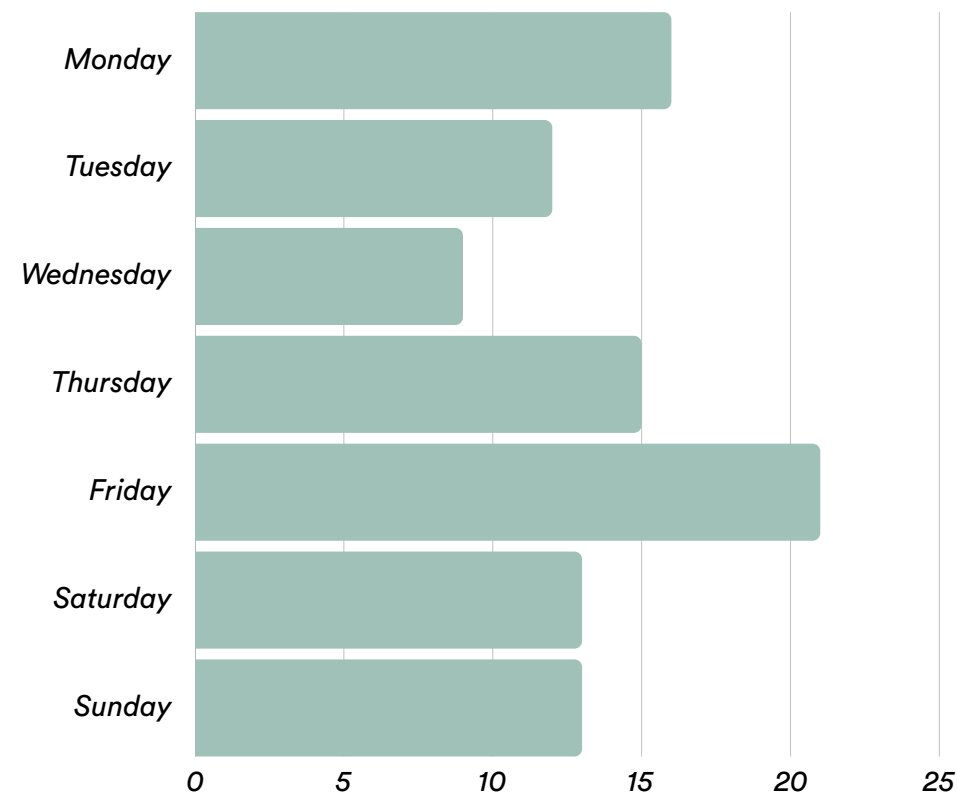
Customers are shopping quicker than before.

40 **60**

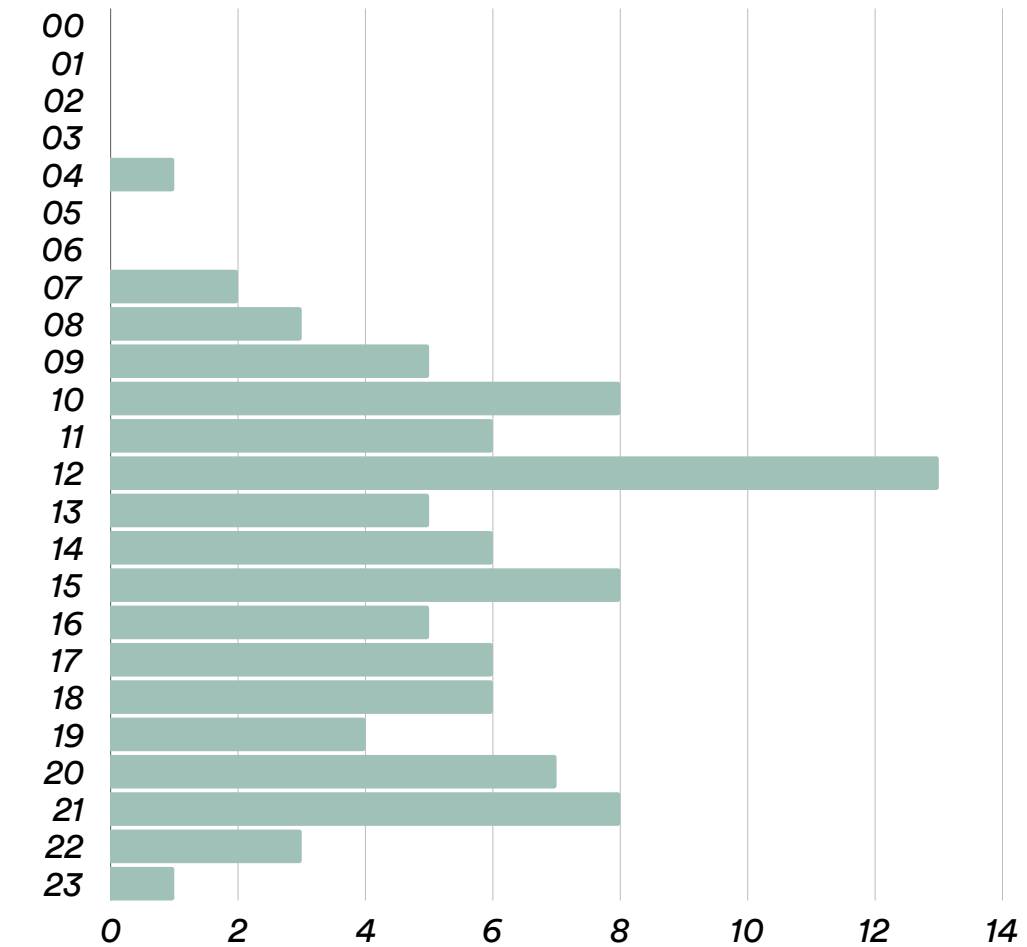
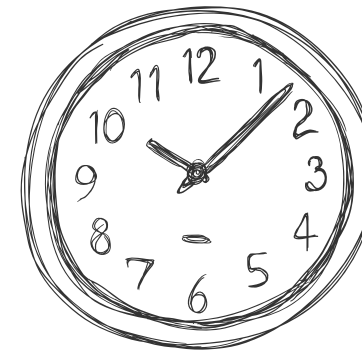
2025

2024

Average days from receiving design



Friday (+6%) and weekends (+5% combined) show the highest shopping activity, likely due to free time.



Shows that customers tend to shop during mid-morning and late afternoon, possibly during breaks or after work.

THE UK'S DESIGN HOTSPOTS:

Where Budgets Are Biggest

The top spending postcodes on Interior Design services and products are owner-occupied areas are in London and the commuter belt.

What These Postcodes Have in Common



Owner occupied

Long term homeowners investing in property



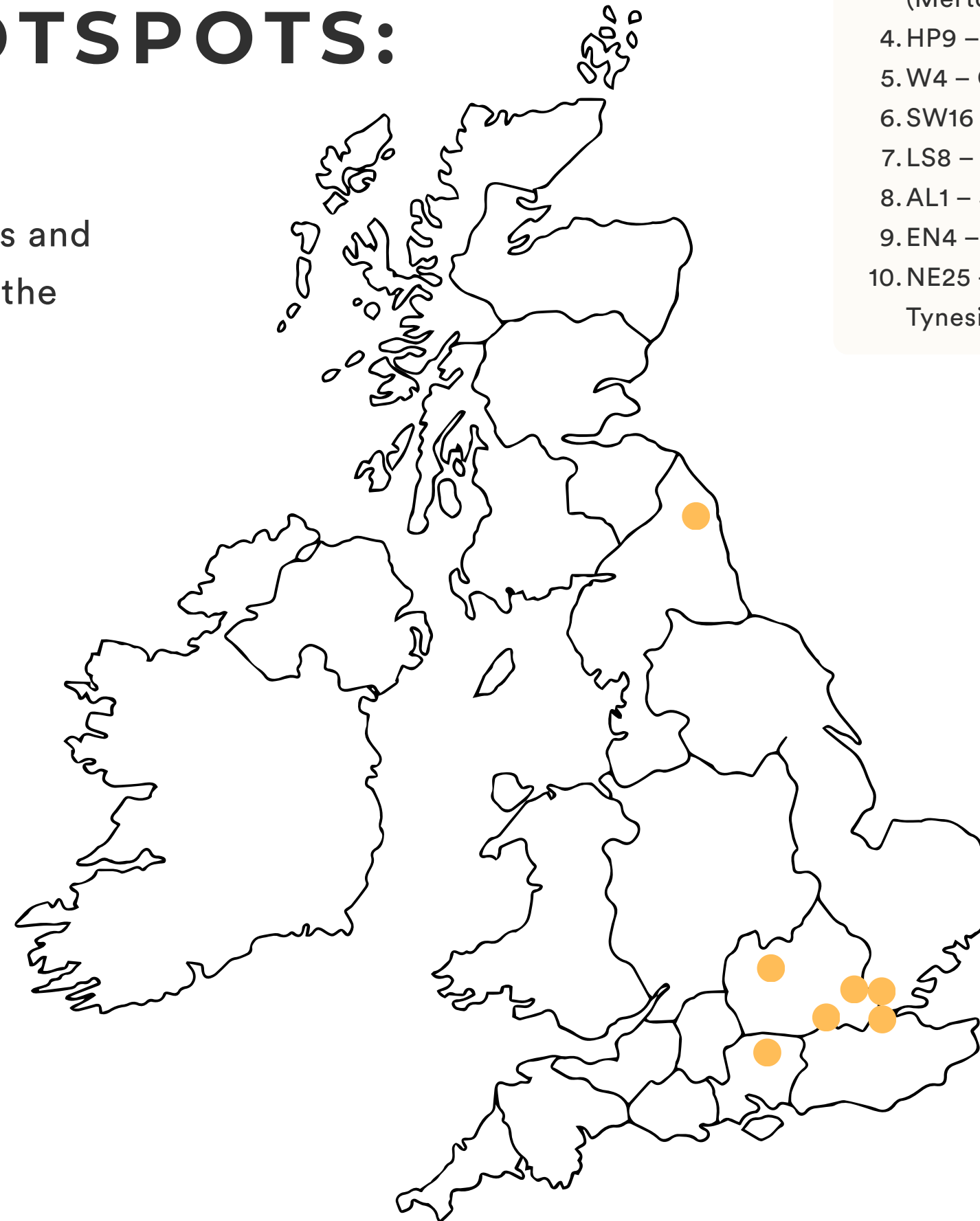
Professional Household

Dual-income, time-poor, taste-aware



Commuter lifestyle

Hybrid working, more time at home



1. E11 – Leytonstone, East London
2. KT11 – Cobham, Surrey
3. SW19 – Wimbledon, South West London (Merton)
4. HP9 – Beaconsfield, Buckinghamshire
5. W4 – Chiswick, West London (Hounslow)
6. SW16 – Streatham, South London (Lambeth)
7. LS8 – Roundhay, Leeds, West Yorkshire
8. AL1 – St Albans, Hertfordshire
9. EN4 – Barnet, North London
10. NE25 – Whitley Bay, Tyne and Wear (North Tyneside)

DESIGNING FOR REAL LIFE

The UK home of 2026 is a space designed for living, not just looking. Homeowners are making smarter, more cautious investments in spaces that offer comfort, privacy, and durability.

At My Bespoke Room, we are ready to help translate these practical needs into beautiful realities.

[Book a FREE Designer Call](#)



About us

At My Bespoke Room, we do things differently. We believe that interior design should be available to everyone. Having beautiful rooms in your home, carefully designed and crafted for you has never been easier.

Our design packages start at just £195 and we offer a FREE 30 min call with a designer to get you started.

CONTACT US:

hello@mybespokeroom.com

www.mybespokeroom.com

