

Home Retrofit Trends Index

JANUARY 2025



Consumer trends & attitudes on **home energy efficiency retrofit** in the UK



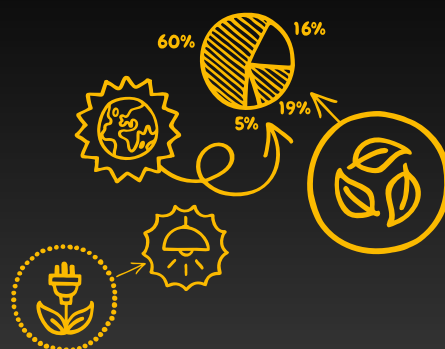
Expert analysis of barriers & opportunities



Current retrofit market priorities & 2025 predictions

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Executive Summary



Russell Smith

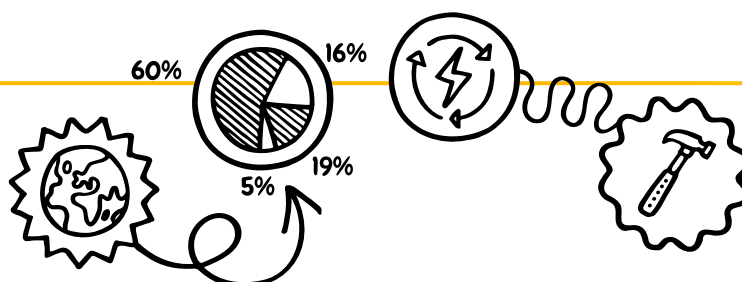
Ecofurb Founder & Managing Director

“The inaugural Ecofurb Home Retrofit Trends Index reveals a critical juncture in UK home improvement trends, where **rising energy costs are driving interest in retrofit solutions**, yet significant barriers remain.”

While 62% of UK homeowners recognise retrofit as a way to reduce energy bills, **only a small percentage are planning energy-efficiency upgrades in 2025**, compared to a significant proportion opting for traditional home improvements.



This disparity highlights a **crucial gap between awareness and action** in the UK's journey toward sustainable housing.



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Market context & trends



ENERGY MARKET DYNAMICS

Recent Ofgem announcements show a 1.2% increase to the energy price cap

Further price cap rises predicted for April 2025

Increasing volatility in energy markets driving homeowner concern

Growing awareness of retrofit as shield against future energy costs - **39%** of respondents considering home improvements to safeguard against rising energy prices.



HOME IMPROVEMENT PRIORITIES

Our research reveals a significant gap between homeowners' awareness of retrofit benefits and their planned actions.

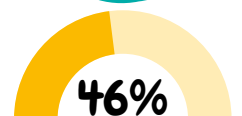
Based on our sample of UK adult homeowners (1287 total base), we saw traditional home improvements being prioritised - **21%** opting for gardening or landscaping, **15%** for kitchen renovation, **14%** for bathroom makeover)

Comparatively, retrofit upgrades like improving insulation (**8%**), heating system upgrades (**8%**) or adding renewable energy solutions such as solar panels (**6%**) were of lower priority.

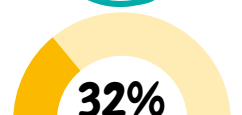
Strong preference for visible, aesthetic improvements over energy efficiency measures

Disconnect between climate concern - around 80% of UK residents (DESNZ) - and home improvement choices

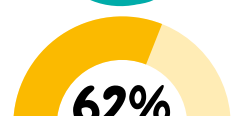
*stat calculation methods available in section 7



of homeowners are **planning home improvements** in the next 12 months*



of these planned home improvements are **energy efficiency upgrades***



of homeowners recognise **energy bill reductions and saving money** as a reason to consider home improvement

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Market context & trends



PERCEIVED BENEFITS OF RETROFIT

On asking all surveyed UK homeowners (1287 total base), “which, if any, of the following do you think are the advantages of retrofitting compared to other home improvement projects?”, they answered:



57%

energy bill
reductions



36%

increases home's
overall value



48%

makes home more
comfortable /
healthier to live in



41%

environmental &
carbon footprint
impact



41%

prepares home
for future energy
price increases

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Market context & trends

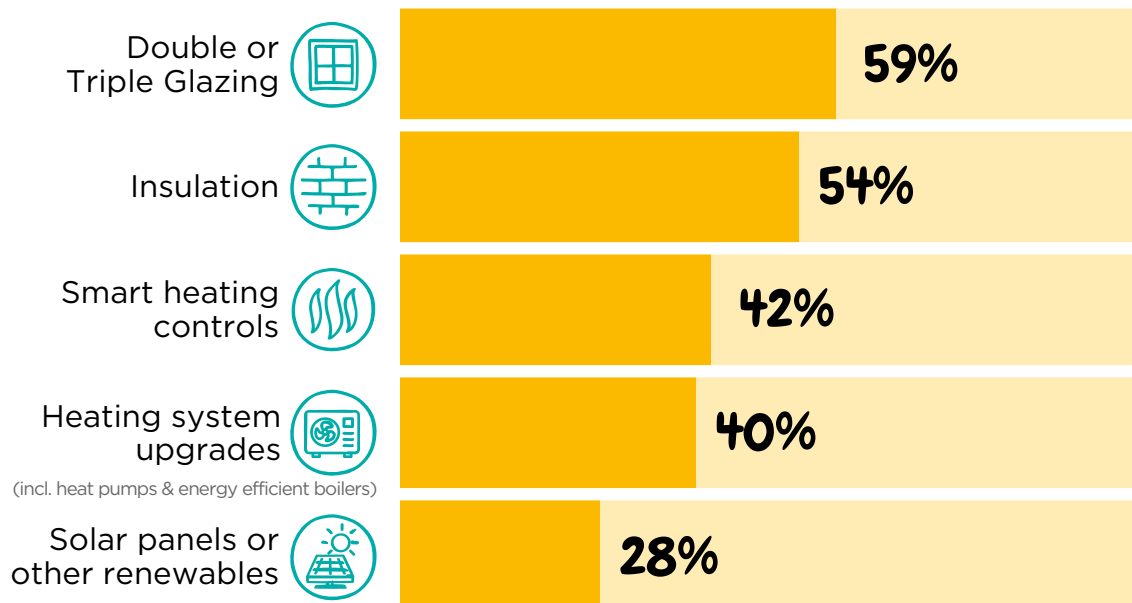


ENERGY EFFICIENCY MEASURE ADOPTION

Among the homeowners considering home improvements (677 total base)

- **59%** have installed or plan to install double or triple glazing
- **54%** are focusing on insulation improvements
- **42%** are implementing or plan to install smart heating controls or energy monitoring systems

Which energy efficiency measures are homeowners installing?*



*based on cumulative percentage of all homeowners planning home improvements who are planning to install, or have already installed, each energy efficiency measure.

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Financial analysis



COST-BENEFIT INSIGHTS

Based on CoreLogic UK's analysis of 3,780 UK homes on heat pump performance:

- Average energy bill savings of **£278** from heat pump installations
- Up to **£533** savings possible when replacing older heating systems
- Even A-rated gas boiler replacement can yield **£194** annual savings

Knight Frank's data also suggests that property value increases of up to **20%** are possible with significant EPC improvements (see next page)



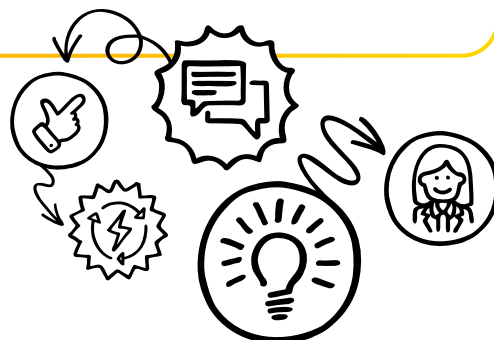
INVESTMENT BARRIERS

Financial reasons identified as main barrier to retrofit

53% cite high upfront costs as primary deterrent

Limited awareness of available financial support mechanisms

Perception gap between actual costs and estimated expenses



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Financial analysis



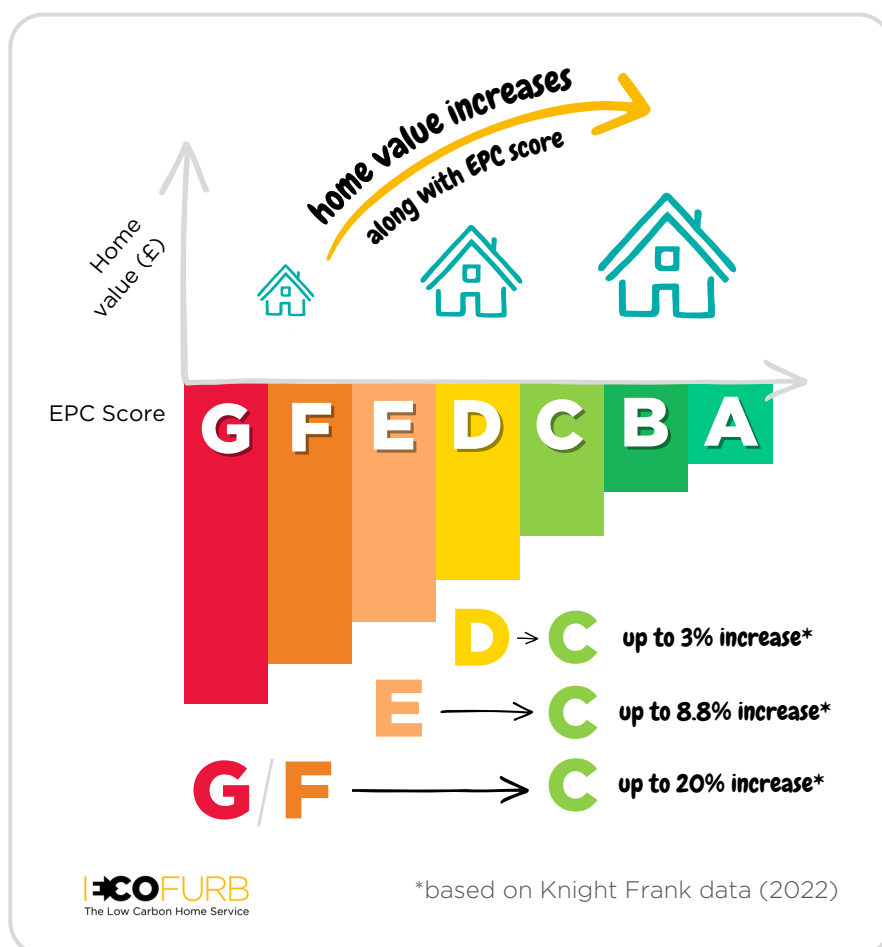
PROPERTY VALUE IMPACT

EPC rating improvement from G/F to C: up to 20% value increase

D to C rating improvement: approximately 3% value increase (£9,000+)

Growing market premium for energy-efficient properties

Faster sale potential for retrofitted homes



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Market barriers & solutions

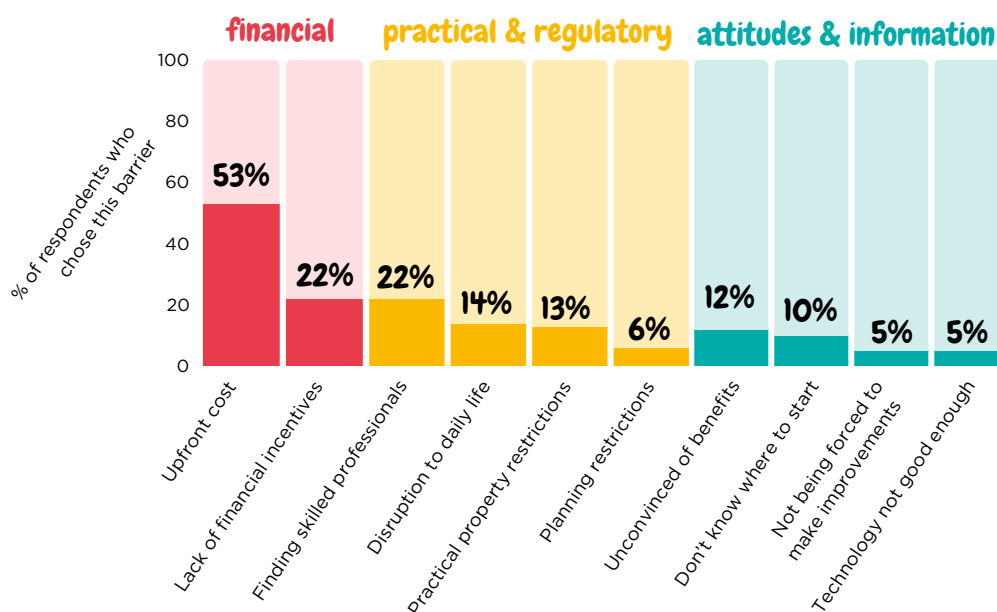


CURRENT PERCEIVED BARRIERS

Of the of homeowners surveyed (1287 total base), 23% saw no barriers preventing them from making home improvements. The remaining respondents identified with:

- Financial constraints, appearing highest of all respondent concerns
- Difficulty finding skilled professionals to carry out the work (**22%**) - we believe a lack of trust and quality assurance also feeds into this perception
- Uncertainty about where or how to start (**14%**)
- Limited understanding of benefits (**12%**)
- Practical restrictions for the home (**13%**) and daily life disruption (**14%**)

What retrofit barriers do people see in the way of them getting started?



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Market barriers & solutions



POLICY CONTEXT AND OPPORTUNITIES

Upcoming Warm Homes Plan

Minimum Energy Efficiency Standards (MEES) for landlords

EPC framework reform under consideration

Need for national coordination of local initiatives



EXPERT RECOMMENDATIONS

According to Russell Smith, Founder and Managing Director of Ecofurb:

Policy reform needs



More consistent government approach to avoid start/stop schemes

More resource must be put into auditing and standards for retrofit installations at a regulatory level to build industry trust

Longer implementation timeframes for new policies

National body to coordinate low-carbon homes transition

Reformed EPC framework with:

- More tailored property recommendations
- Updated validity periods
- Inclusion of modern technologies (heat pumps/solar)
- Better context for long-term property investment

Financial sector opportunities

Expanded green finance options

Work with Government to embed retrofit incentives in banking products, e.g. interest-free retrofit loans

Enhanced mortgage products for energy-efficient properties

Better integration of energy efficiency into lending criteria

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Future market outlook



MARKET EVOLUTION

- Growing importance of energy efficiency in property valuations
- Shift in buyer preferences toward future-proofed homes
- Increasing focus on year-round comfort and climate resilience
- Rising importance of retrofit in property marketability



KEY GROWTH DRIVERS

- Continuing energy price volatility
- Climate change concerns
- Regulatory pressure
- Property market evolution
- Technology improvements & cost reduction



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The Expert View

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“As someone who started exploring home retrofit twenty years ago, **I've watched this market evolve from a niche concern to a growing priority for UK homeowners.** What's particularly interesting in our 'Home Retrofit Trends Index' findings is that while energy bills are currently the main driver for retrofit consideration, I believe we're going to see a significant shift in motivations over the next few years.



Russell Smith

Ecofurb Founder & Managing Director

Based on the trends we're observing, I expect property buyers will increasingly look beyond traditional selling points like modern kitchens or landscaped gardens. They'll likely want evidence that a home is future-proofed against rising energy costs and changing climate conditions. **This could make retrofit improvements as important as conventional home upgrades** when it comes to property values and saleability.

it's clear we need to see changes in how retrofit is financed and incentivised

However, the research suggests we have some way to go in making retrofit more accessible. With more than 53% of homeowners citing financial barriers, it's clear that we need to see changes in how retrofit is financed and incentivised. **I anticipate that increasing numbers of mortgage lenders will start offering more attractive products for energy-efficient homes,** and we might see new government initiatives like stamp duty rebates for improved energy performance.

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The Expert View

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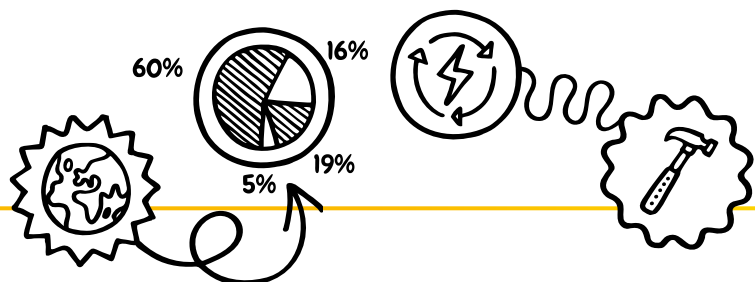
What's encouraging is that **where heat pumps and other retrofit measures have been installed, we're seeing positive results** - with 93% of properties reporting reduced energy bills. These early adopters are helping to demonstrate the practical benefits of retrofit, which I think will be crucial in building wider market confidence.

Looking ahead to 2025 and beyond, **I expect we'll see retrofit becoming increasingly mainstream**, particularly as the government's Warm Homes Plan takes shape and the EPC framework evolves. The challenge will be ensuring that homeowners have access to reliable information and support to make informed decisions about their retrofit journey.”



Russell Smith

Ecofurb Founder & Managing Director



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Methods & data sources

The Ecofurb 'Home Retrofit Trends Index' is based on comprehensive research conducted by YouGov PLC.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2215 adults of which 1339 were homeowners (unweighted). Fieldwork was undertaken between 4th - 5th December 2024. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

The research specifically focused on UK homeowners and utilized a mixed methodology of grid format and multiple-choice questions.

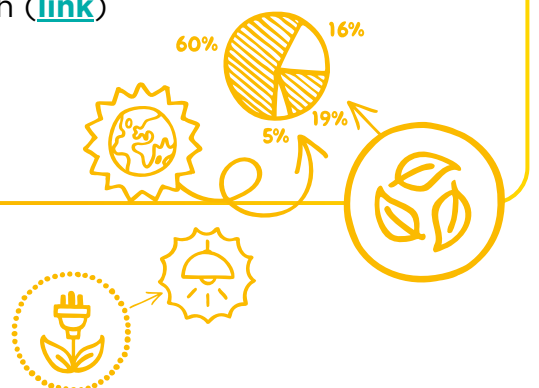
STATISTIC CALCULATIONS IN SECTION 2

"46% are planning home improvements in the next 12 months" based on excluding percentages of respondents who answered 'Not Applicable' (47%) and 'Don't know' (6%) - 53% total - to Q1.

"32% of these planned home improvements are energy efficiency upgrades" based on combining response count in Q1 of all intended traditional (729) vs energy efficiency (357) home improvements - 1086 total, of which 357 is 32%.

ADDITIONAL DATA SOURCES:

- CoreLogic UK analysis of 3,780 UK homes on heat pump performance ([link](#))
- Knight Frank Finance property value research ([link](#))
- DESNZ climate concern statistics ([link](#))



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About Ecofurb

Ecofurb is a leading retrofit advice service dedicated to providing impartial, personalised guidance on home energy efficiency improvements.

Founded by Russell Smith, who brings over 20 years of experience in sustainable construction and energy efficiency, Ecofurb aims to simplify the retrofit process for homeowners through expert assessment, coordinated planning, and connection to trusted installers.

THE ECOFURB SERVICE INCLUDES:



A free online energy efficiency advice and planning platform, with thousands of retrofit measures.



Comprehensive Ecofurb Plan (paid) including:

- Full home survey and assessment
- PAS2035 qualified Retrofit Coordinator recommendations
- Prioritised implementation and planning



Access to a UK network of trusted, quality-assured retrofit installers, ensuring they meet required industry standards and certifications.



Impartial guidance on financial incentives and funding options, and ongoing support from qualified retrofit coordinators to help you throughout your journey.

Head to www.ecofurb.com to find out more.



About Ecofurb

Ecofurb is delivered by CoreLogic UK, working with partners including Parity Projects (recently acquired by CoreLogic), Knight Frank Finance, Santander, Loco Home Retrofit and the Centre for Sustainable Energy (CSE).

CoreLogic UK is a leading provider of software, data and analytical insights which support the U.K. property and retrofit services industries.

www.corelogic.uk

The service has been enabled by funding from the Department for Energy Security and Net Zero. The funding from the Green Home Finance Accelerator comes from the department's £1 billion Net Zero Innovation Portfolio which provides funding for low-carbon technologies and systems and aims to decrease the costs of decarbonisation helping enable the UK to end its contribution to climate change.

Footprint
down.
Feet up.

