



# Home and Garden in the US

May 2024

Table of Contents

## Home and Garden in the US

### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

### MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2018-2023

Table 2 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 4 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 6 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 7 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 8 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Home Improvement in the US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home improvement impacted by economic downturn and lower consumer spending

Decorative paint sees growth, as it is an affordable way to revamp a home

Behr is valued for its quality and innovation, while still being affordable

#### PROSPECTS AND OPPORTUNITIES

Home improvement expected to see a further decline, before growth stabilises in 2025

Floor covering expected to be impacted by sourcing disruption and rising materials costs

Refurbished power tools expected to gain traction, as they are cost-effective

### CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2018-2023

Table 11 - Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Improvement: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 14 - Distribution of Home Improvement by Format: % Value 2018-2023

Table 15 - Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

## Gardening in the US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Investment in consumer education leads more people to enjoy gardening

Cordless robotic lawn mowers become popular for the convenience they offer

Scotts witnesses increases in brand share across all categories

## PROSPECTS AND OPPORTUNITIES

Tech-integrated products to see a rise in demand in the forecast period  
Indoor plants expected to benefit from small living spaces and “plant parenthood”

## CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2018-2023
- Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Gardening: % Value 2019-2023
- Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023
- Table 21 - Distribution of Gardening by Format: % Value 2018-2023
- Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

## Homewares in the US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Homewares impacted by economic pressure, but innovation is valued  
Yeti showcases a mix of versatility and product development  
Food storage sees growth due to an increase in food preparation

### PROSPECTS AND OPPORTUNITIES

PFAS chemical reporting expected to have an impact in the forecast period  
Rise in veganism to impact trends in homewares

## CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2018-2023
- Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023
- Table 26 - Sales of Homewares by Material: % Value 2018-2023
- Table 27 - NBO Company Shares of Homewares: % Value 2019-2023
- Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023
- Table 29 - Distribution of Homewares by Format: % Value 2018-2023
- Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

## Home Furnishings in the US

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

DTC contributes to growth for some categories and companies within bedroom furniture  
Ashley’s rebrand includes modernisation along with a budget-friendly strategy  
Demand for sustainability and aesthetics ensures stable growth for storage furniture

### PROSPECTS AND OPPORTUNITIES

Innovation and convenience expected to drive growth for barbecues  
Demand for sofa beds to return, due to affordability and versatility  
Multi-generational living expected to impact home furnishings

## CATEGORY DATA

- Table 32 - Sales of Home Furnishings by Category: Value 2018-2023
- Table 33 - Sales of Home Furnishings by Category: % Value Growth 2018-2023

Table 34 - NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 36 - LBN Brand Shares of Light Sources: % Value 2020-2023

Table 37 - Distribution of Home Furnishings by Format: % Value 2018-2023

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-and-garden-in-the-us/report](http://www.euromonitor.com/home-and-garden-in-the-us/report).