

## **Home and Garden in the US**

Market Direction | 2022-07-04 | 47 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

Home and garden experienced positive current value growth in 2021, as the home remained a priority for consumers. Although COVID-19-related stay-at-home orders were lifted in the country by the end of 2021, the first half of the year saw restrictions in some states, and consumers continued to spend more time at home than they did in 2020. The prolonged period of time spent in the home impacted consumers' priorities for the design of their spaces. In this sense, consumers continued to look for fu...

Euromonitor International's Home and Garden in USA report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Home Improvement and Gardening, Homewares and Home Furnishings.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the Home and Garden market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home and Garden in the US  
Euromonitor International  
July 2022

List Of Contents And Tables

### **HOME AND GARDEN IN THE US**

#### **EXECUTIVE SUMMARY**

Home and garden in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home and garden?

#### **MARKET DATA**

Table 1 Sales of Home and Garden by Category: Value 2016-2021

Table 2 Sales of Home and Garden by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Home and Garden: % Value 2017-2021

Table 4 LBN Brand Shares of Home and Garden: % Value 2018-2021

Table 5 Penetration of Private Label in Home and Garden by Category: % Value 2016-2021

Table 6 Distribution of Home and Garden by Format: % Value 2016-2021

Table 7 Distribution of Home and Garden by Format and Category: % Value 2021

Table 8 Forecast Sales of Home and Garden by Category: Value 2021-2026

Table 9 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **GARDENING IN THE US**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Mental health and prolonged time at home push sales

Low-maintenance plants lead growth within indoor plants

Fragmented competitive landscape remains

#### **PROSPECTS AND OPPORTUNITIES**

Smart technology to push innovation in gardening as robotic lawn mowers and smart indoor gardens continue to penetrate the market

Social media to offer growth opportunities in the category

Unusual indoor plants an opportunity to push value growth in the forecast period

#### **CATEGORY DATA**

Table 10 Sales of Gardening by Category: Value 2016-2021

Table 11 Sales of Gardening by Category: % Value Growth 2016-2021

Table 12 NBO Company Shares of Gardening: % Value 2017-2021

Table 13 LBN Brand Shares of Gardening: % Value 2018-2021

Table 14 Distribution of Gardening by Format: % Value 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 15 Forecast Sales of Gardening by Category: Value 2021-2026

Table 16 Forecast Sales of Gardening by Category: % Value Growth 2021-2026

## HOME FURNISHINGS IN THE US

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Home furnishings grows despite supply chain constraints and higher prices

Direct-to-consumer brands continue to disrupt the industry and push e-commerce growth

#### PROSPECTS AND OPPORTUNITIES

Sustainability takes priority in home furnishings

Second-hand purchasing to increase as consumers' concerns over sustainability grow

Industry to continue embracing AR and innovation to push e-commerce

#### CATEGORY DATA

Table 17 Sales of Home Furnishings by Category: Value 2016-2021

Table 18 Sales of Home Furnishings by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of Home Furnishings: % Value 2017-2021

Table 20 LBN Brand Shares of Home Furnishings: % Value 2018-2021

Table 21 LBN Brand Shares of Light Sources: % Value 2018-2021

Table 22 Distribution of Home Furnishings by Format: % Value 2016-2021

Table 23 Forecast Sales of Home Furnishings by Category: Value 2021-2026

Table 24 Forecast Sales of Home Furnishings by Category: % Value Growth 2021-2026

## HOME IMPROVEMENT IN THE US

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales grow as real estate market continues to boom and rental prices increase

Kitchen and bathroom are the preferred rooms to renovate in 2021

Wood-looking vinyl floor covering continues to rise and carpets sees recovery

#### PROSPECTS AND OPPORTUNITIES

Housing market slowdown to normalise sales

Smart toilets and bidets to continue penetrating the US market

E-commerce and direct-to-consumer brands to influence the category

#### CATEGORY DATA

Table 25 Sales of Home Improvement by Category: Value 2016-2021

Table 26 Sales of Home Improvement by Category: % Value Growth 2016-2021

Table 27 NBO Company Shares of Home Improvement: % Value 2017-2021

Table 28 LBN Brand Shares of Home Improvement: % Value 2018-2021

Table 29 Distribution of Home Improvement by Format: % Value 2016-2021

Table 30 Forecast Sales of Home Improvement by Category: Value 2021-2026

Table 31 Forecast Sales of Home Improvement by Category: % Value Growth 2021-2026

## HOMEWARES IN THE US

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Working from home boosts demand for homewares beyond COVID-19 concerns

Reusable water bottles and glass containers push food storage sales

#### PROSPECTS AND OPPORTUNITIES

Inflation and higher prices to drive private label growth in homewares

End of silo thinking in kitchens and eating gives opportunities for partnerships outside of homewares

Aesthetic designs and celebrity and influencer partnerships to capture consumer demand

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 32 Sales of Homewares by Category: Value 2016-2021

Table 33 Sales of Homewares by Category: % Value Growth 2016-2021

Table 34 Sales of Homewares by Material: % Value 2016-2021

Table 35 NBO Company Shares of Homewares: % Value 2017-2021

Table 36 LBN Brand Shares of Homewares: % Value 2018-2021

Table 37 Distribution of Homewares by Format: % Value 2016-2021

Table 38 Forecast Sales of Homewares by Category: Value 2021-2026

Table 39 Forecast Sales of Homewares by Category: % Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Home and Garden in the US

Market Direction | 2022-07-04 | 47 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com