

Patio and Outdoor Living - US - July 2016

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"While the majority of Americans have some form of outdoor space, living situation and household income determine what purchases and enhancements can be made. Entertaining and expanding the comforts and conveniences of the indoors to the outdoors are important motivators for category purchases, which should be emphasized in marketing and in-store displays."
- Rebecca Cullen, Consumer Research Analyst

This report looks at the following areas:

- Patio and outdoor living market experiences steady growth
- Space limits engagement for some
- Older adults lack interest in added to outdoor space

This Report builds on the analysis presented in Mintel's *Patio Living – US, March 2011*. This Report examines the US retail market for patio and outdoor living.

For the purposes of this Report, the patio and outdoor living market has been defined as follows:

The term "outdoor furniture" is used collectively to describe the products covered in this Report. Outdoor furniture includes all furniture designed and marketed for outdoor and casual use in the porch, patio, poolside, or garden area of the home. Outdoor furniture also includes furniture designed for beach use, camping, and other recreational activities. Furniture may be made of metal, plastic, rattan/wicker, and/or wood, and includes products such as seating products (eg chairs, loveseats, settees, stools, ottomans, benches, and lounge chairs), tables, cushions, and umbrellas.

This Report covers furniture for consumer use only, not furniture intended for commercial, business, or institutional use.

The Report does not include indoor furniture designed solely for use indoors such as bedding and bedroom furniture, formal and casual dining room furniture, upholstery, home office furniture, entertainment center, and infant and youth furniture.

The Report also excludes other home appliances and décor, such as carpets, drapes, accents, and built-ins.

Outdoor living products such as grills, fire pits, outdoor ovens, fans, lighting, outdoor heating appliances, and landscaping products are not considered outdoor furniture and are not included in the market size or segmentation of this Report. However, some of these products are discussed in the context of broader outdoor living trends and also are analyzed in the consumer research sections in order to offer further insights into how consumers are using outdoor living spaces.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Smart home spreads to the outdoors

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