

## Patio and Backyard Living - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Outdoor spaces are perceived as places of relaxation for most adults. Although outdoor décor is influenced by DIY culture and personalization, most consumers seek functionality over style or flair. The market continues to grow as advancements in comfort and durability keep outdoor improvements in the peripheral view of most adults all year."

**- John Poelking - Leisure & Media Analyst**

This report looks at the following areas:

- Shrinking space outdoors
- Casual attitude can discourage active engagement

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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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## Market Factors

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High maintenance makes some elements difficult

## What's Next?

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Further blurring of indoor and outdoor  
Space for outdoor entertaining  
Push for farmhouse aesthetic  
Smart tech heading outside  
Sustainable actions stepping up

### The Consumer – What You Need to Know

Outdoors dominated by lawns  
Establishing a gathering place  
Not much needed to enjoy the outdoors  
Value, comfort convince potential buyers  
In-person experience still important to outdoor shoppers  
Improvement is a regular desire  
Keep the fun going all year  
Lines blurred between inside and outside  
Using the outdoors as an escape  
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