

Organizing the Home - US - September 2019

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This report looks at the following areas:

Organizing the home is no longer a seasonal activity and retailers have a unique opportunity to increase participation by providing tools and services that help adults achieve their organized home goals.

- Who's organizing more?
- Small spaces benefit from organization products
- Participation does not always equate to purchases
- Organization is part of regular cleaning routines
- Mass and online are shopping destinations for organization items
- Media spurs #organizationgoals
- Younger adults hold onto things, seek help in organizing process



"Perhaps a ramification of overconsumption in America is a new obsession with streamlining and "detoxing" every aspect of life, including the home, creating ample opportunities for the home storage and organization industry."

– Rebecca Cullen, Household Care Analyst

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- Organization can help achieve parental aspirations

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