

Shopping for Home Decor - US - April 2014

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“Most consumers buy home décor to update the look and feel of their homes and many also buy home décor simply to treat themselves. As consumers are so inclined to buy for themselves/their homes more often, retailers should focus on encouraging more impulse buys in this category. Showcasing new items and unique offerings will generate interest from home décor shoppers.”

– Ali Lipson, Senior Retail & Apparel Analyst

This report looks at the following areas:

- What's driving the market for home décor?
- How will the growing Hispanic population impact the home décor market?
- How is the home décor retail landscape changing?

Total consumer expenditures on home décor are expected to rise in 2014 to reach \$38.7 billion. Furthermore, spending is expected to grow between 2013 and 2018 to reach \$45.9 billion. The increase is due to many factors such as strengthening housing market, improved consumer confidence, and shifts in the retail landscape including more choices when shopping for home décor items, all of which combine to drive spending.

This report builds on the analysis presented in Mintel's Shopping for Home Décor – US, April 2012.

The purpose of this report is to identify behaviors and preferences among consumers when shopping for home décor items.

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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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