

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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Key opportunity

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Abbreviations

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