

Improving the Home - US - November 2019

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"Americans are investing in their homes, undertaking a range of décor- and lifestyle-related projects that allow them to create a home that reflects their personal style, as opposed to sticking to necessary maintenance."

- **Rebecca Cullen, Household Care Analyst**

This report looks at the following areas:

- **Nearly one third disengaged in DIY category**
- **Lack of time, confidence and tools may limit participation**
- **Lack of trust and quality work prove challenging for on-demand services**
- **All the single ladies – Put your hammers up!**
- **Pride and emotional benefits motivate home projects**
- **Younger, less-affluent consumers are important demographic for on-demand services**

Despite some barriers to category participation, various tailwinds have and will continue to propel the home improvement market forward, from DIY or on-demand services to hiring professionals for elaborate remodels. One of the most important themes category players will need to keep in mind is personalization as a key motivator for consumers, which will continue to drive the popularity of décor-oriented projects that allow consumers to create a customized space that reflects their style and meets their functional needs.

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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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Who are they?

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Home Improvement Projects

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