

Improving the Home: Incl Impact of COVID-19 - US - December 2020

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“The home has always been a special place, but 2020 put that into focus as the pandemic completely altered how consumers use their homes. While the surge in DIY projects is unlikely to continue long term, category players have an opportunity to use the current momentum and the new appreciation Americans have for their spaces to make headway on category challenges.”

- **Rebecca Cullen, Seniors Household Care Analyst**

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior in the home improvement market
- The impact of the recession on consumer spending in the home improvement market
- Important targets for category players including parents and multicultural adults
- Potential strategies companies can use to forge deeper connections with consumers who are improving their homes

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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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Abbreviations

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