**Home Living Products & Services 2022**

**A Focus on Improving Homelife Continues**

Consumers learned a valuable lesson during the pandemic: improving and enhancing the livability of the home was essential. This trend is forecast to continue into 2022 and beyond, which will have a positive effect on all brands and retailers in the home-living sector.

Despite continued uncertainty about the pandemic, inflation, the labor market, the housing market and the US economy in general, US retail sales increased 3.8% during January 2022, the largest increase during the past 10 months.

Although furniture manufacturers still face many supply-chain issues, especially raw materials, the Institute for Supply Management ranked the furniture industry as the second-largest manufacturing sector for January 2022, as retailers’ orders increased.

**Retail Sales Comparisons for Furniture and Home Furnishing Stores**

**and Paint and Wallpaper Stores, 2021, 2020 and 2019**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Furniture and Home Furnishing Stores | Amount | Change from 2020 | Change from 2019 | Paint and Wallpaper Stores | Amount | Change from 2020 | Change from 2019 |
| Total 2021 sales | $145.9 B | +26.3% | +5.7% | Total 2021 sales | $14.10 B | +7.7% | +10.7% |
| October 2021 | $12.44 B | +11.9% | +21.1% | October 2021 | $1.22 B | +12.4% | +52.5% |
| November 2021 | $13.34 B | +19.2% | +20.8% | November 2021 | $1.11 B | +9.7% | +18.1% |
| December 2021 | $13.26 B | +9.3% | +18.5% | December 2021 | $1.01 B | +7.3% | +22.3% |

US Census Bureau, March 2022

**The Impact of the Housing Market**

January 2022 existing home sales decreased 16.5% YOY, but sales increased 6.7% from December 2021. Most of the available homes are priced at more than $500K, which are the homebuyers more likely to spend for home living products and services.

January 2022 single-family housing starts increased 0.8% YOY; however, housing completions decreased 6.2% YOY and new, single-family home sales decreased 19.3% YOY.

According to data from Redfin, the housing market remains hot and chaotic as 60% of all homes that were under contract during the four weeks ending 3/6/22 were sold within two weeks, a record.

**Current Housing Trends\*, March 2022**

|  |  |
| --- | --- |
| Trend | YOY Change |
| Median home sale price | +16.0% |
| Mortgage rate | +22.0% |
| New listings of homes for sale | -1.4% |
| Homes sold at more than list price | +36% |
| Homes with an accepted offer after one week on the market | +39% |

Redfin, March 2022 \*for four weeks ending 3/6/22

**Outdoor Living Spaces Are a Priority**

According to Trex Company’s Outdoor Living Forecast for 2022, outdoor dens and sunken outdoor living areas will regain their popularity with homeowners. They’ll opt for upholstered furniture, complete kitchens and all the entertainment features found inside the home.

Other major trends include a desire for more backyard privacy, sustainable products and materials that are easily maintained, outdoor kitchens equipped with pizza ovens and smokers and the integration of indoor and outdoor spaces.

Outdoor grilling was so popular during 2021 that the season extended into the colder months. According to The NPD Group, grill sales increased 14% YOY during 2021 and more than 21 million grills and smokers had been purchased since July 2020.

**Indices of Adults 18+ Who Plan an Exterior Home Improvement Paint**

**Project\* by Their Homes’ Market Value, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Home Value | West Palm Beach, FL | Detroit | Austin | San Francisco | Portland, OR |
| $100,000–$199,999 | * 56 | * 89 | * 179 | * 144 | 196 |
| $200,000–$299,999 | * 117 | * 115 | * 82 | * 113 | * 155 |
| $300,000–$399,999 | * 123 | * 168 | * 156 | * 185 | * 143 |
| $400,000–$499,999 | * 187 | * 245 | * 100 | * 167 | * 154 |
| $500,000–$999,999 | 148 | * 115 | * 122 | * 119 | * 120 |
| $1,000,000 or more | * 169 | * 98 | * 221 | * 105 | * 167 |

Based on The Media Audit’s 2021 surveys \*during the next 12 months

**Improving Conditions for Architects and Interior Designers**

According to the 2021 US Houzz Bathroom Trends Study and the 2022 US Houzz Kitchen Trends Study, 11% of consumers hired an interior designer/decorator for a bathroom renovation and 13% for a kitchen renovation, a 2% YOY increase in both categories.

Slightly fewer hired an architect, however, or 7% for a kitchen renovation and 10% for a bathroom renovation, both categories 1% less than 2020.

The American Institute of Architects’ monthly design contracts index was 55.8 in the November and December reports and then increased to 56.1 for January 2022. Any index greater than 50 is considered a positive trend.

**Most-Recent Architects’ and Interior Designers’ Billing Indices, March 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Architects | Index | Interior Designers | Index |
| November 2021 | * 51.0 | * October 2021 | * 52.7 |
| December 2021 | * 52.0 | * November 2021 | * 52.2 |
| January 2022 | * 51.0 | * December 2021 | * 52.8 |

The American Insitute of Architects and American Society of Interior Designers, March 2022

(color represents the change from the previous month)

**Consumers’ Home Improvement Plans**

Analyzing data from The Media Audit’s same five consumer/market surveys on page 2 finds the average age of adults 18+ planning any home improvement project during the next 12 months is 48 years of age and their average household income is $80,200.

The largest percentage of these adults are planning an interior paint project at an average of 37.4%, followed by carpeting or flooring at 33.4%, remodeling a bath at 26.7%, remodeling a kitchen at 20.6%, replacing or repairing a roof at 19.1% and siding at 14.1%.

Averaging the indices of these adults’ heavy exposure to different media reveals newspaper is first at 133, followed by podcast listening at 126, direct mail at 124, outdoor at 115, radio at 109, audio streaming and video streaming at 107 and social media at 105.

**Indices of Adults 18+ Who Plan Any Home Improvement**

**Project\* by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | West Palm Beach, FL | Detroit | Austin | San Francisco | Portland, OR |
| Gen Z | * 110 | * 94 | * 92 | * 86 | 71 |
| Millennials | * 102 | * 96 | * 115 | * 105 | * 99 |
| Gen X | * 107 | * 109 | * 96 | * 107 | * 114 |
| Baby Boomers | 94 | * 107 | * 95 | * 95 | * 101 |
| Silent Generation | * 92 | * 68 | * 72 | * 102 | * 88 |

Based on The Media Audit’s 2021 surveys \*during the next 12 months

**Homes Come Alive with New Paint and Wallpaper Trends**

According to the input of industry influencers and interior designers for Fixr’s 2022 Paint & Color Trends Report, sage green is the first choice for living rooms and bedrooms, black for front doors and white and off-white for the interiors and exteriors of homes for sale.

Warm neutrals were first for an interior color palette at 66%, followed by earthy tones at 59%, neutrals with pops of bold colors at 52%, black and white at 44%, jewel tones at 22%, cool neutrals at 17%, gray at 5% and other at 3%.

The powder room was where designers said was the best place to introduce wallpaper at 88%, with ceilings and dining rooms both a distant second at 28%, and then bedrooms at 22%, foyers at 16%, bathrooms at 8% and other at 4%.

**Designers’ Top Choices for How to Introduce New Colors, January 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Method | Percent | Method | Percent |
| #1: Textiles (pillows, bed linens, etc.) | * 55% | * #7: Accent wall – paint | * 14% |
| #2: Paint an entire room | * 42% | * #8: Kitchen island | * 13% |
| #3: Wallpaper an entire room | * 39% | * #9: Tile | * 13% |
| #4: Two-toned kitchen cabinetry | * 34% | * #10: Décor (candles, artwork, etc.) | * 9% |
| #5: Accent wall – wallpaper | * 30% | * #11: Other | * 2% |
| #6: Furniture | * 22% |  |  |

Fixr, March 2022

**More Valuable Insights**

The Fixr 2022 Paint & Color Trends Report includes many more insights from industry influencers and interior designers to help local retailers advertise and promote the home living products and services more likely to attract consumer dollars.

**Designers’ Most Popular Wallpaper Patterns, January 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Pattern | Percent | Pattern | Percent |
| #1: Green/Nature-inspired | * 56% | * #9: Animal patterns | * 14% |
| #2: Chinoiserie design | * 28% | * #10: Tropical/Jungle | * 14% |
| #3: Geometric | * 28% | * #11: Terrazzo | * 13% |
| #4: Murals | * 27% | * #12: Textured brush strokes | * 13% |
| #5: Art deco | * 23% | * #13: Blue wallpaper | * 11% |
| #6: Earthy brown/orange colors | * 19% | * #14: Wallpaper inserts | * 8% |
| #7: Retro | * 17% | * #15: Other | * 3% |
| #8: Playful patterns | * 17% |  |  |

Fixr, March 2022

**Designers’ Top Choices for Front Door Colors, January 2022**

|  |  |  |  |
| --- | --- | --- | --- |
| Color | Percent | Color | Percent |
| #1: Black | * 56% | * #6: Burnt orange | * 9% |
| #2: Wood tones | * 36% | * #7: Red | * 8% |
| #3: Royal blue | * 22% | * #8: Yellow | * 3% |
| #4: Hunter green | * 19% | * #9: Other | * 2% |
| #5: Sage green | * 16% |  |  |

Fixr, March 2022

*Sources:* US Census Bureau Website, 3/22; *Home Accents Today* Website, 3/22; Reuters Website, 3/22; Builder Website, 3/22; Redfin Website, 3/22; Trex Website, 3/22; The NPD Group Website, 3/22; The Media Audit Website, 3/22; Houzz Website, 3/22; The American Institute of Architects Website, 3/22; American Society of Interior Designers Website, 3/22; Fixr Website, 3/22.

*Updated*: March 2022

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**Local Market and Station Information**