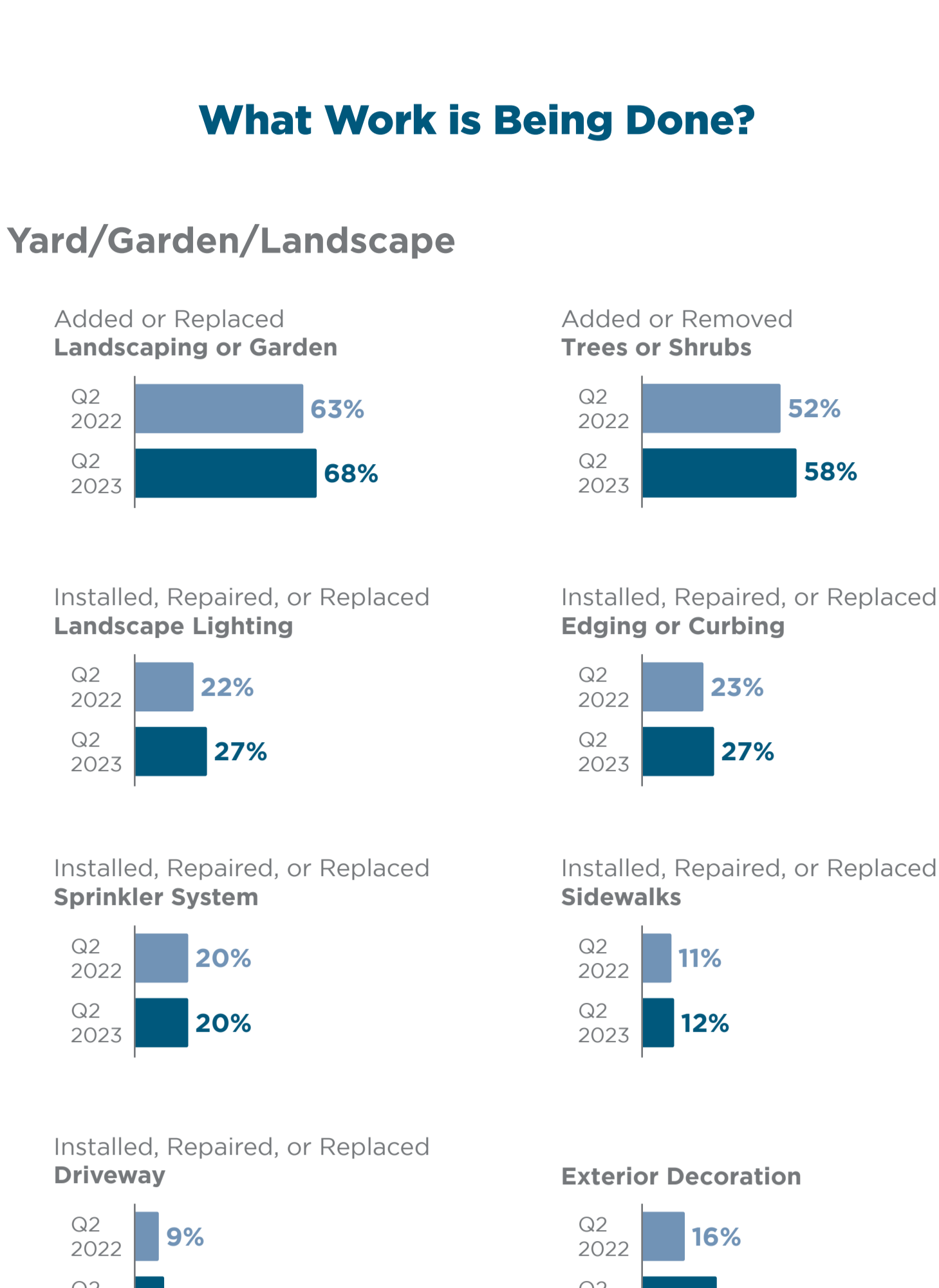
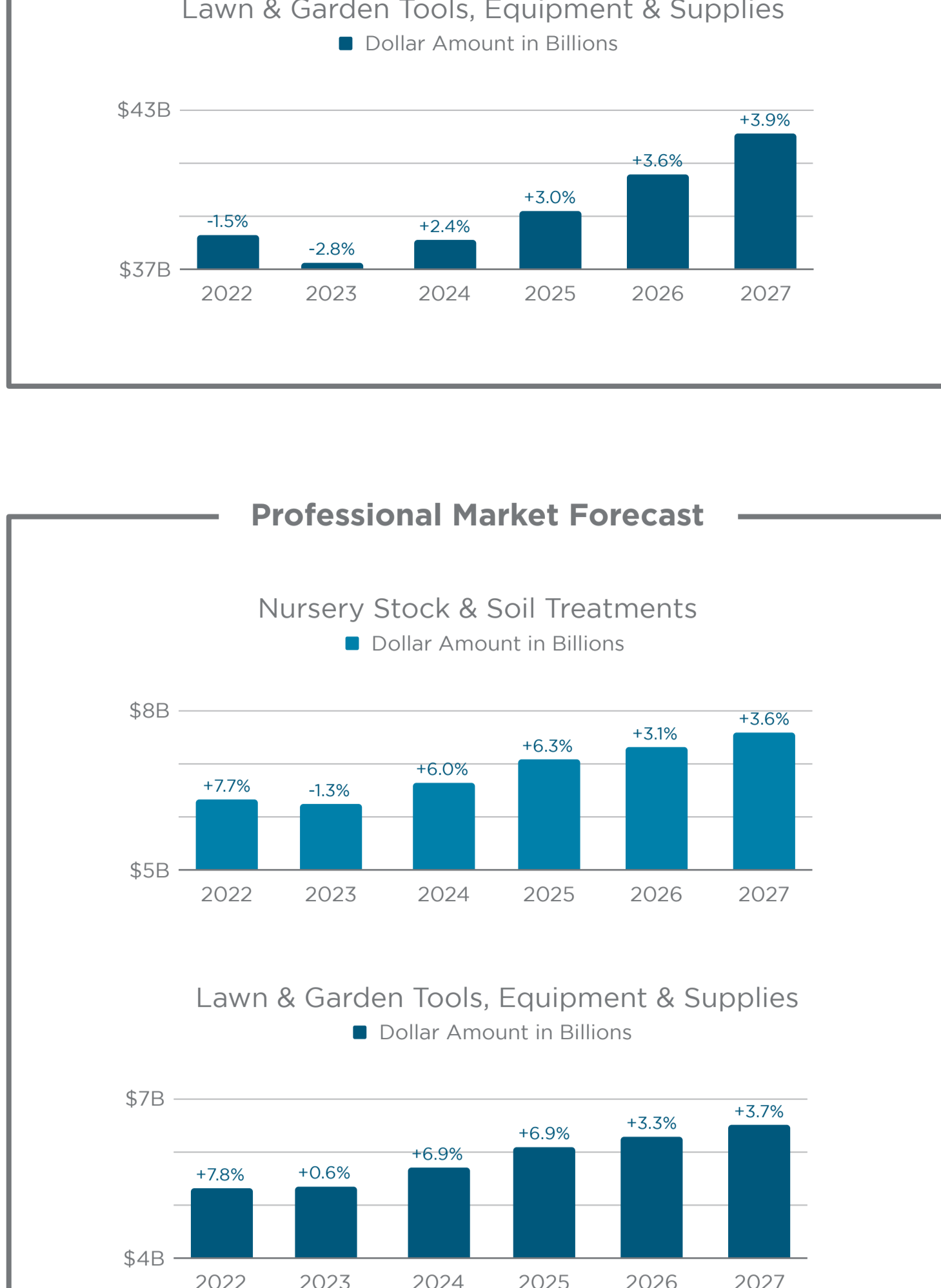
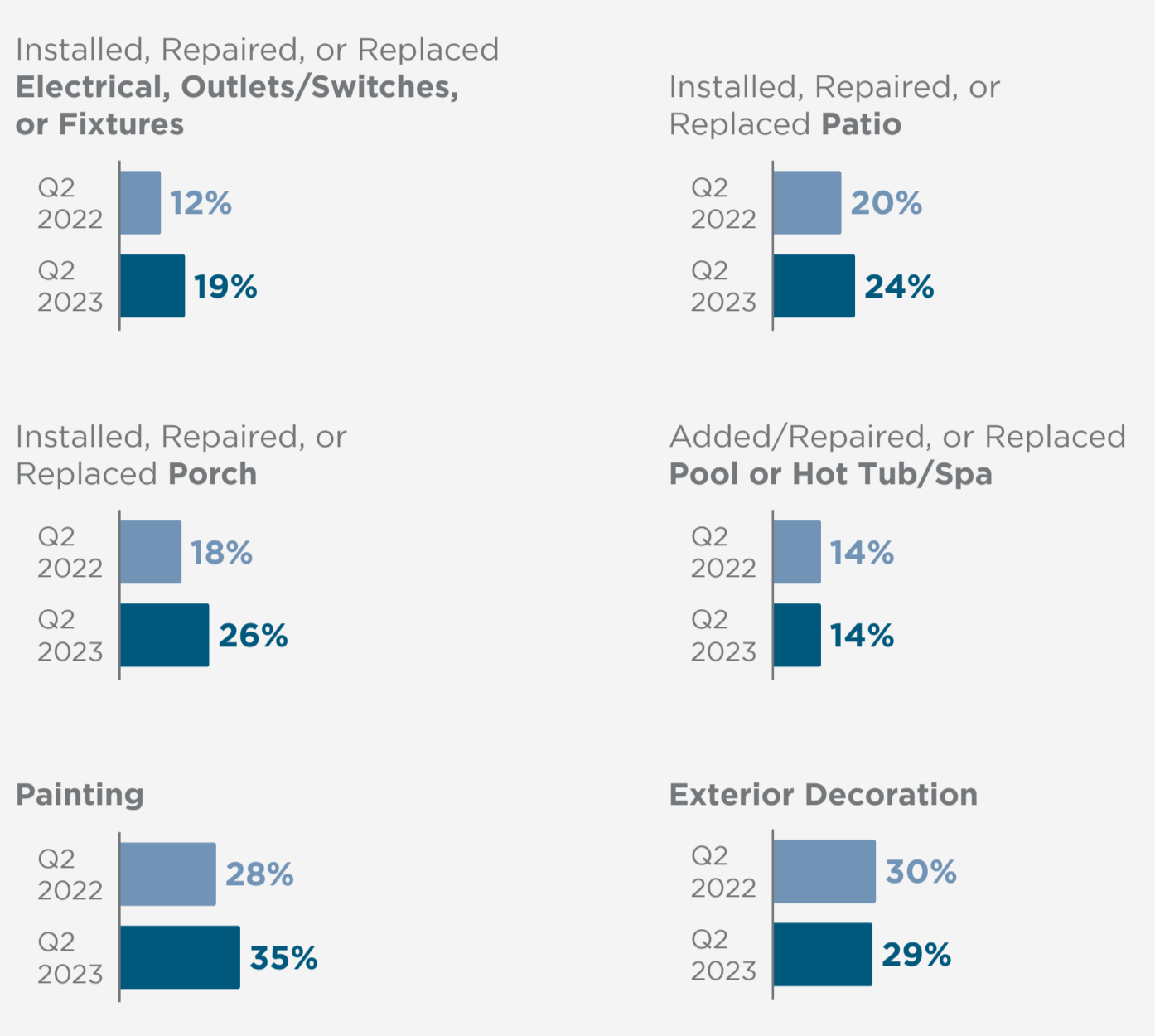


2023-2027 Market Watch: Trends in Lawn, Garden, and Outdoor Living Home Improvement Activities

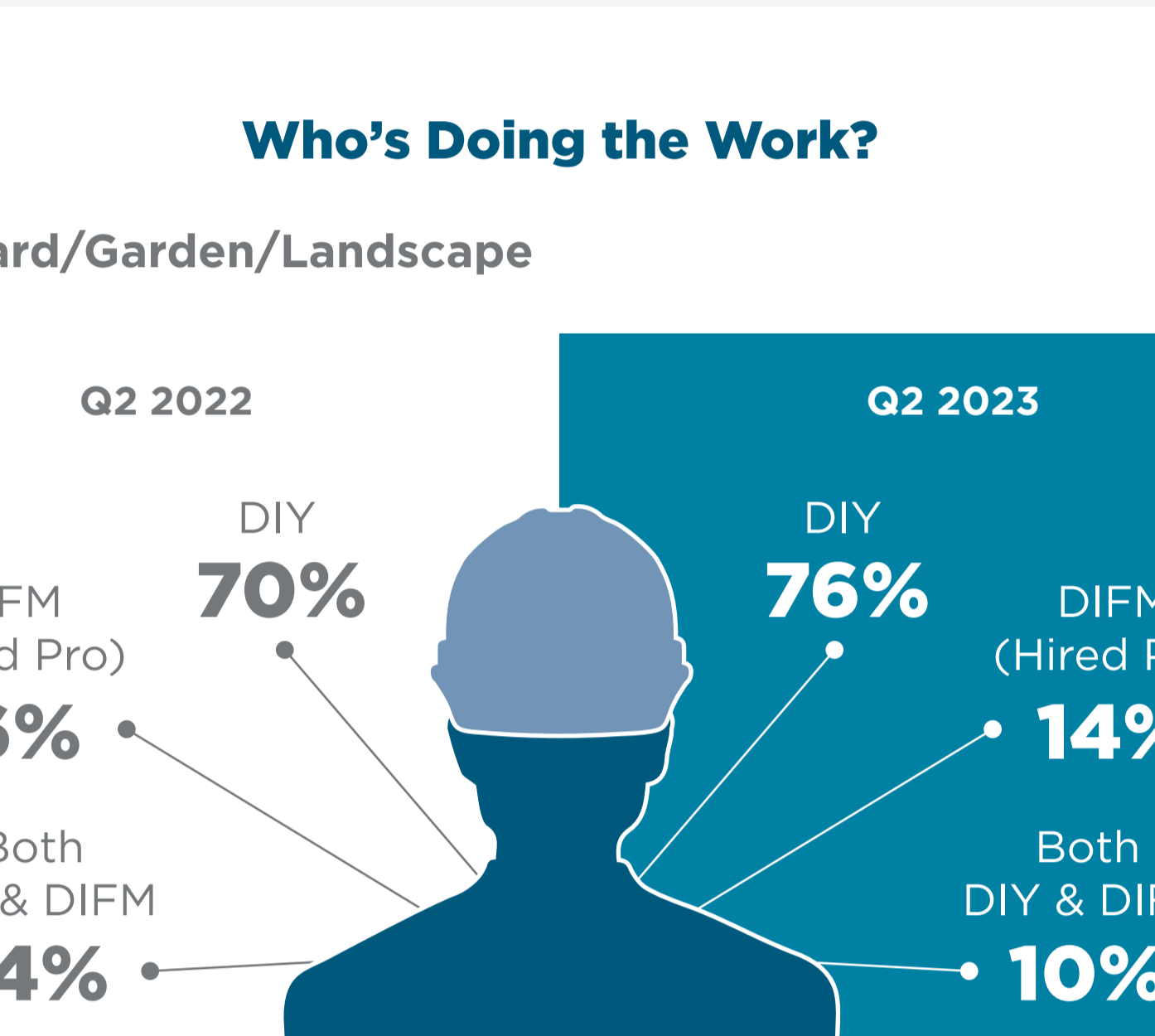


What Work is Being Done?

Yard/Garden/Landscape



Outdoor Living Areas

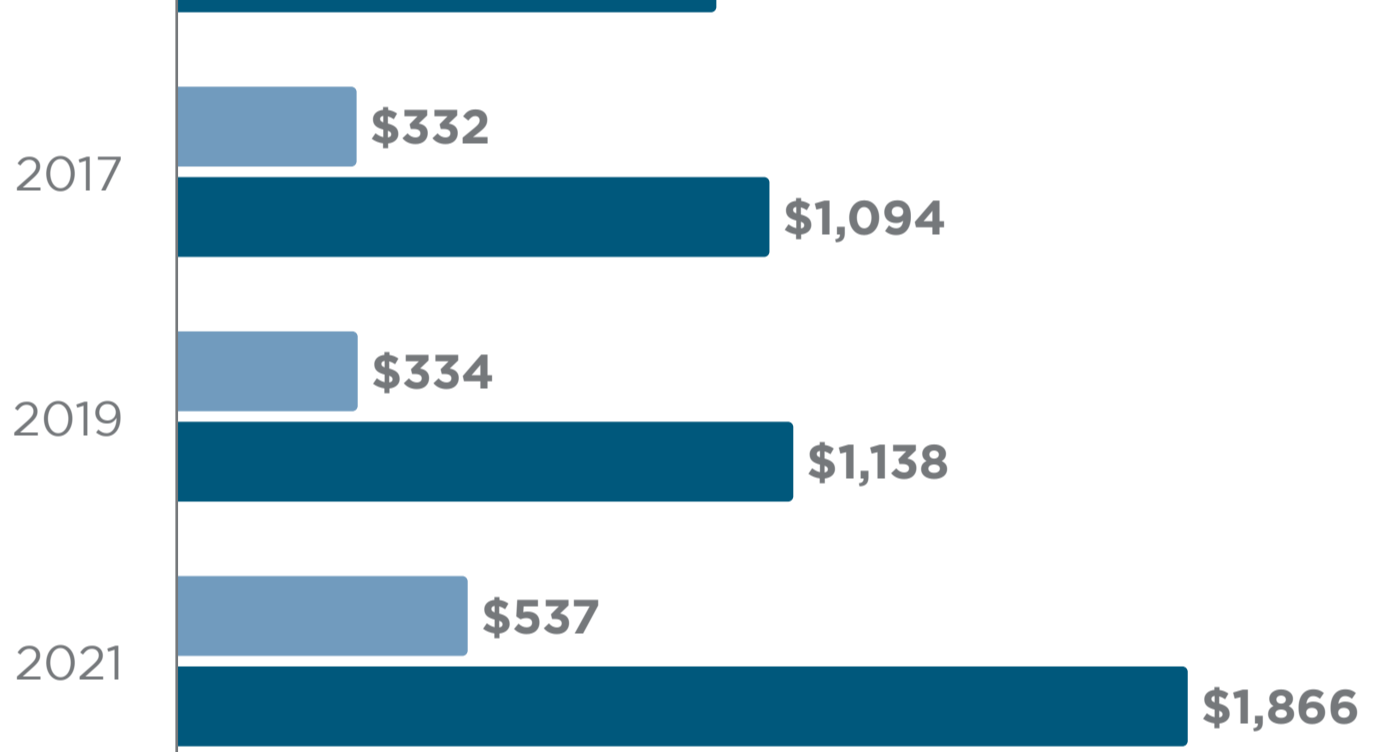


Who's Doing the Work?

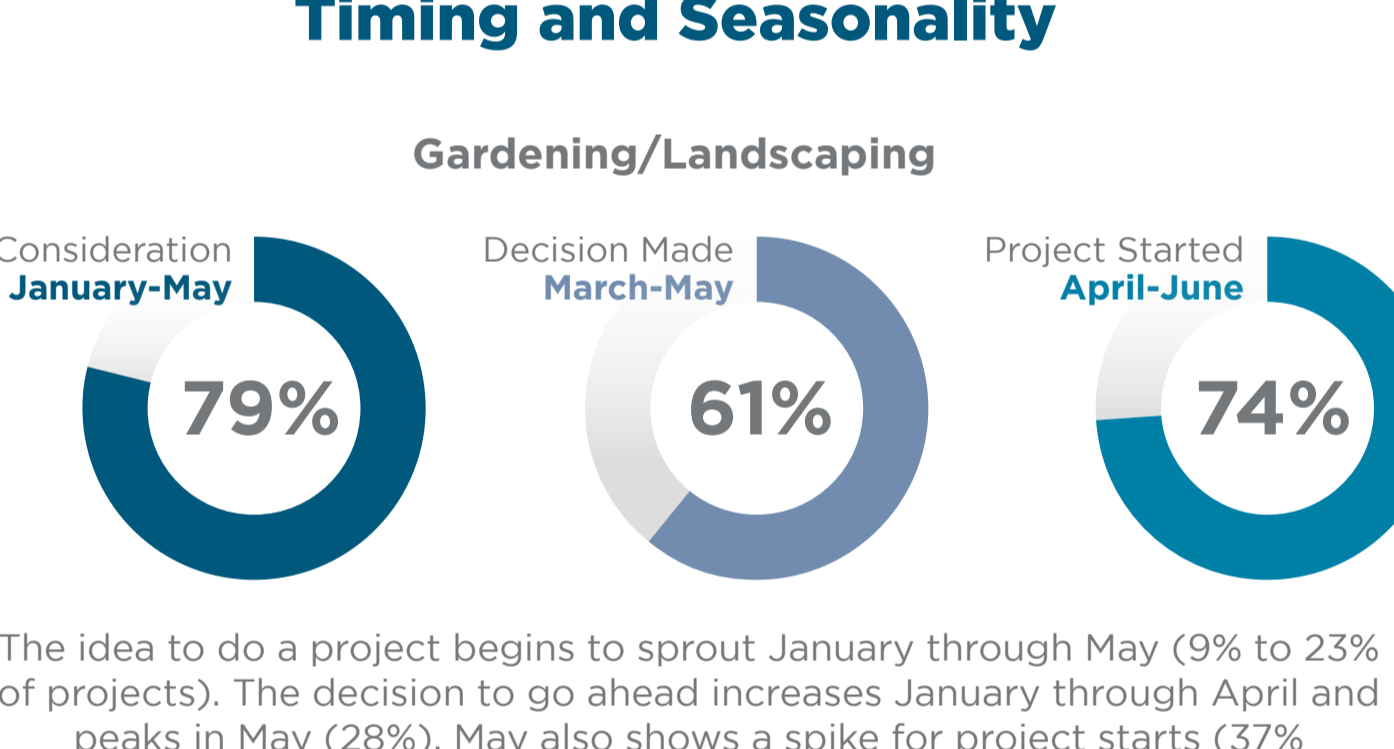
Yard/Garden/Landscape



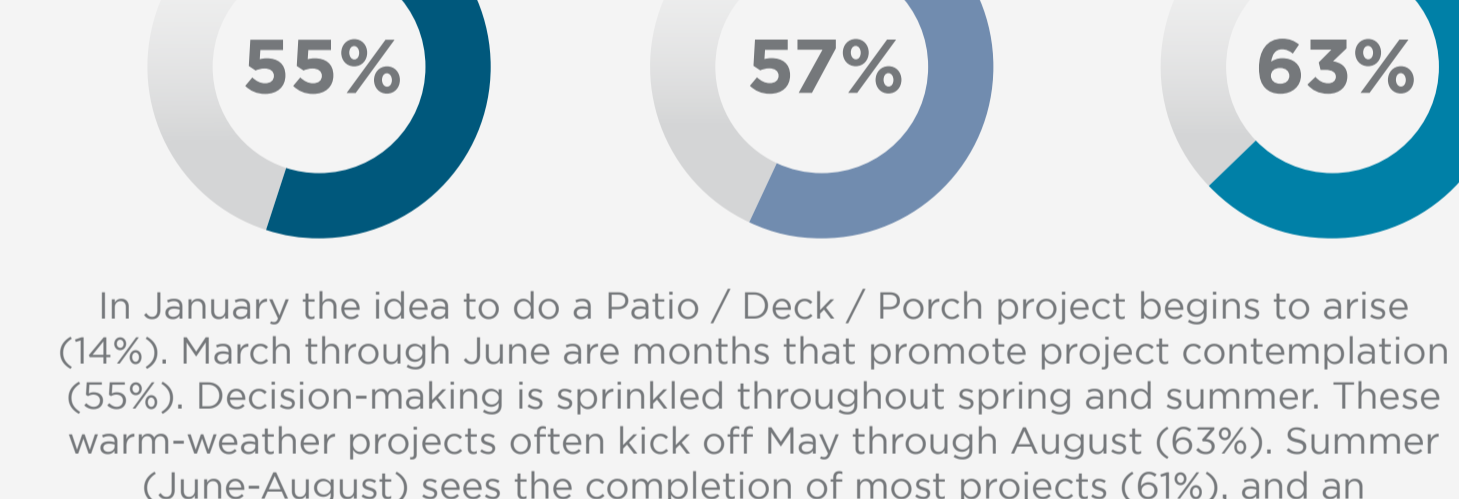
Outdoor Living Areas



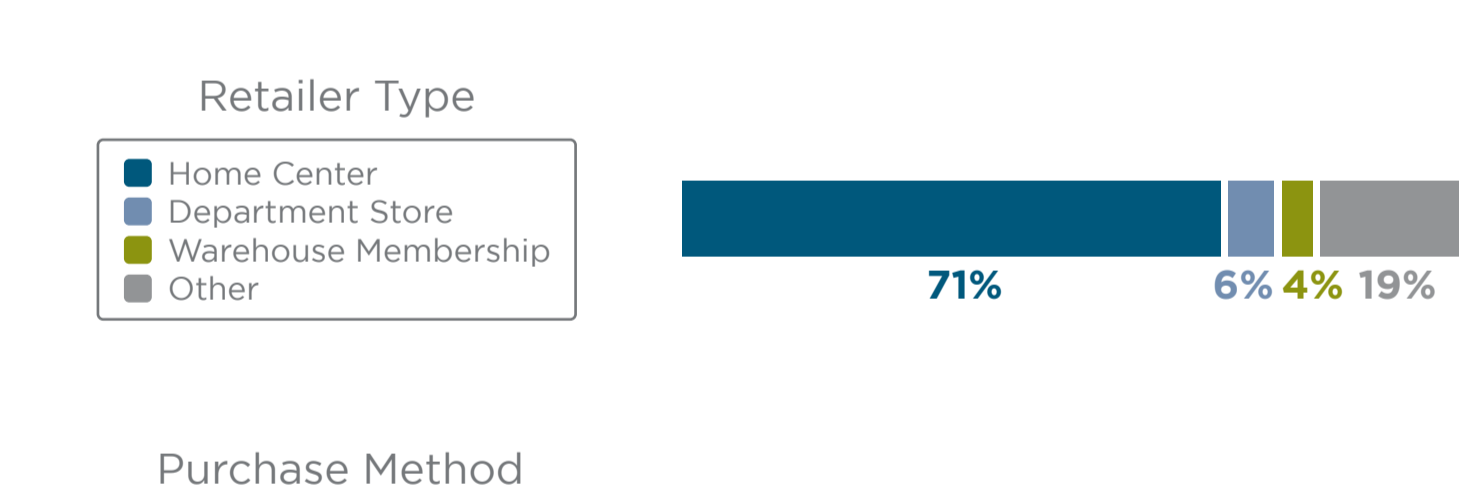
Median Spend



Timing and Seasonality



The idea to do a project begins to sprout January through May (9% to 23% of projects). The decision to go ahead increases January through April and peaks in May (28%). May also shows a spike for project starts (37% compared to 19% in April and 19% in June). May (32%) and June (23%) are productive months for Gardening / Landscaping completion, although some are finished later in the summer (July 13% and August 14%).



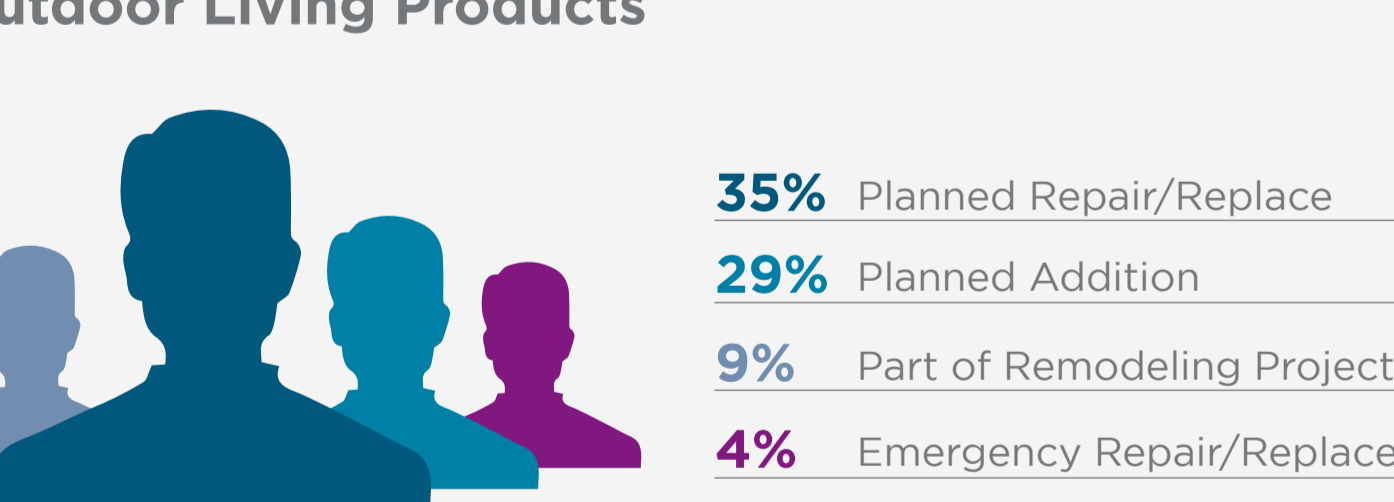
In January the idea to do a Patio / Deck / Porch project begins to arise (14%). March through June are months that promote project contemplation (55%). Decision-making is sprinkled throughout spring and summer. These warm-weather projects often kick off May through August (63%). Summer (June-August) sees the completion of most projects (61%), and an additional 9% are wrapped up in September.

Purchase Channel

Lawn & Garden Products

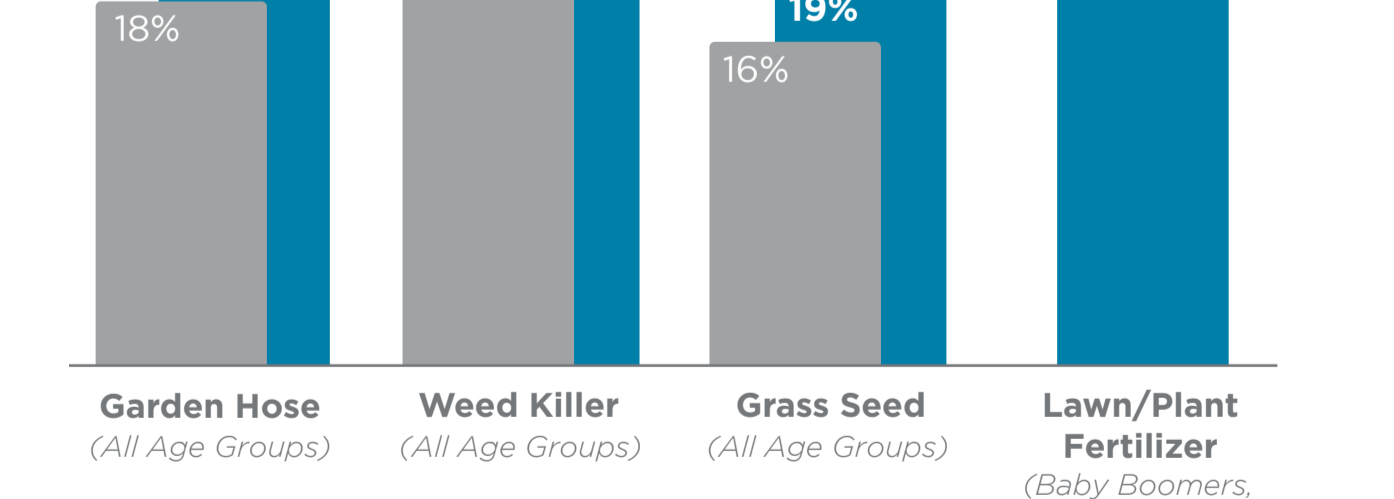


Outdoor Living Products

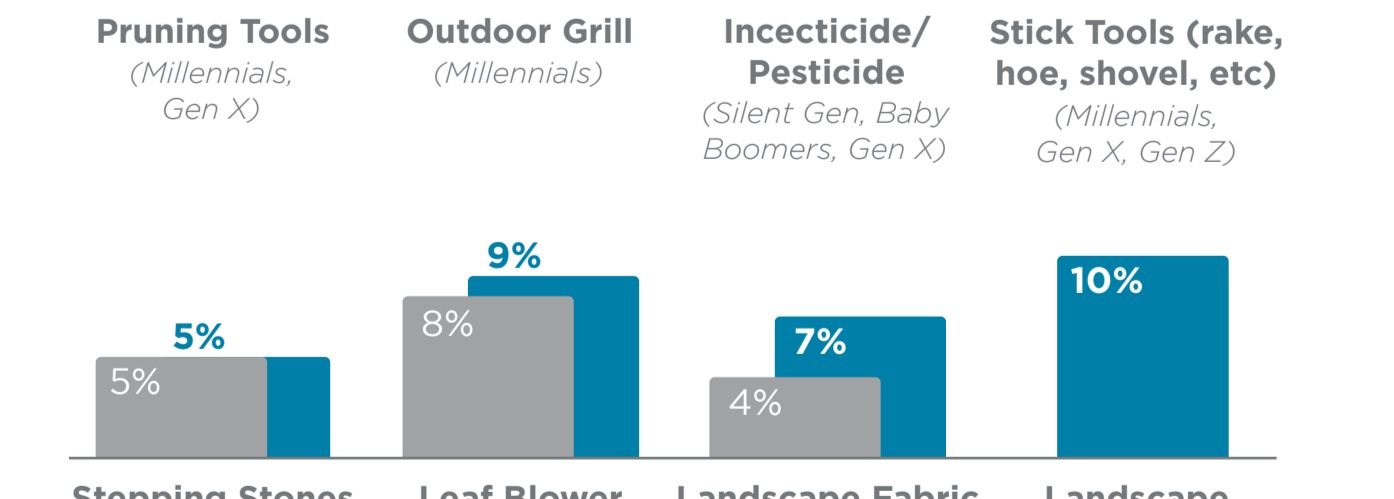


Reason for Purchase

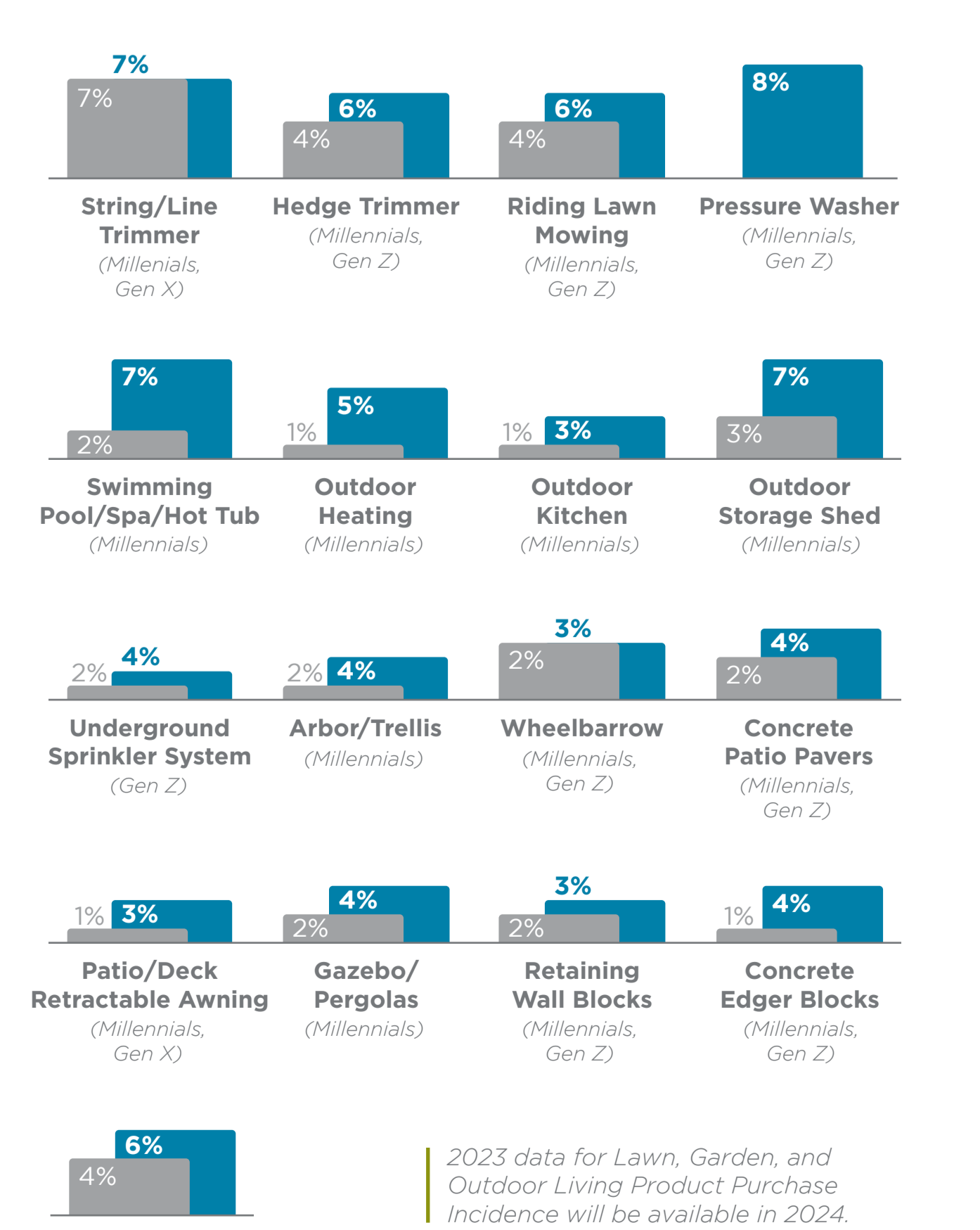
Lawn & Garden Products



Outdoor Living Products



Product Purchase Incidence



Sources
 U.S. Size of Home Improvement Products Market - as of June 2023
 Quarterly Home Improvement Activity Tracker as of Q2 2023
 Product Purchase Tracking Study - Lawn & Garden - as of 2022
 Product Purchase Tracking Study - Outdoor Living - as of 2022
 Product Decision Study - Garden and Landscape - as of 2021
 Project Decision Study - Build a Patio, Deck or Porch - as of 2021

About HIRI

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