

# **Global Outdoor Decor Market Size Study, by End-User (Residential, Non-Residential), by Product (Furniture, Flower Pots and Planters, Rugs and Cushions, Lighting, Patio Umbrellas and Shade Structures, Water Features, Others), by Distribution Channel (Supermarket and Hypermarket, Specialty Stores, E-Commerce, Others) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Outdoor Decor Market is valued at approximately USD 84.28 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 3.61% over the forecast period 2024-2032. Outdoor decor encompasses a broad range of products, elements, and design features aimed at enhancing the aesthetics, functionality, and ambiance of exterior spaces, including gardens, porches, balconies, and other outdoor areas. This market includes an array of goods such as furnishings, lighting, and additional accessories, along with outdoor textile products such as rugs and cushions and landscape decorative items such as plants, stones, and fountains.

The Global Outdoor Decor Market is driven by advancements in fabric technologies and innovative designs lead to more functional and aesthetically pleasing outdoor decor products. The growing middle-class population and real estate sector are major factors propelling the market. In addition, the increasing consumer spending on outdoor decor products due to rapid industrialization and urbanization significantly boosts eco-friendly and sustainable materials in outdoor decor products further enhances consumer appeal. Moreover, the rise of e-commerce platforms and the increased preference for personalized outdoor decor solutions present lucrative opportunities for market players. However, the market faces challenges such as fluctuations in raw material prices and the high cost of premium outdoor decor products, which may impede growth.

The key regions considered for the Global Outdoor Decor Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia-Pacific dominated the market in 2023, with China leading in terms of revenue due to the expanding middle-class population and the booming real estate sector. Moreover, the region's rapid development, fueled by industrialization and increased consumer spending on outdoor decor products, is expected to sustain market growth. Furthermore, North America is anticipated to develop at the fastest rate over the forecast period 2024-2032 due to the high demand for outdoor living spaces and home improvement projects.

Major market players included in this report are:

Renson

Net Retailers, LLC

Frontgate

Kimball International Inc.

Elho B.V.

Ashley Furniture Industries, LLC

Wayfair Inc

Walmart Inc.

Inter IKEA Holding B.V.

The Home Depot, Inc

The detailed segments and sub-segment of the market are explained below:

By End-User:

Residential

## Non-Residential

### By Product:

Furniture

Flower Pots and Planters

Rugs and Cushions

Lighting

Patio Umbrellas and Shade Structures

Water Features

Others

### By Distribution Channel:

Supermarket and Hypermarket

Specialty Stores

E-Commerce

Others

### By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

## Contents

### **CHAPTER 1. GLOBAL OUTDOOR DECOR MARKET EXECUTIVE SUMMARY**

- 1.1. Global Outdoor Decor Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By End-User
  - 1.3.2. By Product
  - 1.3.3. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL OUTDOOR DECOR MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL OUTDOOR DECOR MARKET DYNAMICS**

### 3.1. Market Drivers

- 3.1.1. Increasing Consumer Spending on Home Improvement
- 3.1.2. Growth in Real Estate Sector
- 3.1.3. Advancements in Fabric Technologies

### 3.2. Market Challenges

- 3.2.1. Fluctuations in Raw Material Prices
- 3.2.2. High Cost of Premium Products

### 3.3. Market Opportunities

- 3.3.1. Rise of E-commerce Platforms
- 3.3.2. Increasing Preference for Personalized Solutions
- 3.3.3. Integration of Eco-Friendly Materials

## **CHAPTER 4. GLOBAL OUTDOOR DECOR MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top investment opportunity

### 4.4. Top winning strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL OUTDOOR DECOR MARKET SIZE & FORECASTS BY END-USER 2022-2032**

### 5.1. Segment Dashboard

## 5.2. Global Outdoor Decor Market: End-User Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### 5.2.1. Residential

### 5.2.2. Non-Residential

## **CHAPTER 6. GLOBAL OUTDOOR DECOR MARKET SIZE & FORECASTS BY PRODUCT 2022-2032**

### 6.1. Segment Dashboard

## 6.2. Global Outdoor Decor Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### 6.2.1. Furniture

### 6.2.2. Flower Pots and Planters

### 6.2.3. Rugs and Cushions

### 6.2.4. Lighting

### 6.2.5. Patio Umbrellas and Shade Structures

### 6.2.6. Water Features

### 6.2.7. Others

## **CHAPTER 7. GLOBAL OUTDOOR DECOR MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032**

### 7.1. Segment Dashboard

## 7.2. Global Outdoor Decor Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### 7.2.1. Supermarket and Hypermarket

### 7.2.2. Specialty Stores

### 7.2.3. E-Commerce

### 7.2.4. Others

## **CHAPTER 8. GLOBAL OUTDOOR DECOR MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 8.1. North America Outdoor Decor Market

#### 8.1.1. U.S. Outdoor Decor Market

##### 8.1.1.1. End-User breakdown size & forecasts, 2022-2032

##### 8.1.1.2. Product breakdown size & forecasts, 2022-2032

##### 8.1.1.3. Distribution Channel breakdown size & forecasts, 2022-2032

#### 8.1.2. Canada Outdoor Decor Market



- 8.1.2.1. End-User breakdown size & forecasts, 2022-2032
- 8.1.2.2. Product breakdown size & forecasts, 2022-2032
- 8.1.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.2. Europe Outdoor Decor Market
  - 8.2.1. U.K. Outdoor Decor Market
    - 8.2.1.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.1.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.2.2. Germany Outdoor Decor Market
    - 8.2.2.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.2.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.2.3. France Outdoor Decor Market
    - 8.2.3.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.3.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.3.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.2.4. Spain Outdoor Decor Market
    - 8.2.4.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.4.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.4.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.2.5. Italy Outdoor Decor Market
    - 8.2.5.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.5.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.5.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.2.6. Rest of Europe Outdoor Decor Market
    - 8.2.6.1. End-User breakdown size & forecasts, 2022-2032
    - 8.2.6.2. Product breakdown size & forecasts, 2022-2032
    - 8.2.6.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.3. Asia-Pacific Outdoor Decor Market
  - 8.3.1. China Outdoor Decor Market
    - 8.3.1.1. End-User breakdown size & forecasts, 2022-2032
    - 8.3.1.2. Product breakdown size & forecasts, 2022-2032
    - 8.3.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.3.2. India Outdoor Decor Market
    - 8.3.2.1. End-User breakdown size & forecasts, 2022-2032
    - 8.3.2.2. Product breakdown size & forecasts, 2022-2032
    - 8.3.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.3.3. Japan Outdoor Decor Market
    - 8.3.3.1. End-User breakdown size & forecasts, 2022-2032

- 8.3.3.2. Product breakdown size & forecasts, 2022-2032
- 8.3.3.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.3.4. Australia Outdoor Decor Market
  - 8.3.4.1. End-User breakdown size & forecasts, 2022-2032
  - 8.3.4.2. Product breakdown size & forecasts, 2022-2032
  - 8.3.4.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.3.5. South Korea Outdoor Decor Market
  - 8.3.5.1. End-User breakdown size & forecasts, 2022-2032
  - 8.3.5.2. Product breakdown size & forecasts, 2022-2032
  - 8.3.5.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.3.6. Rest of Asia Pacific Outdoor Decor Market
  - 8.3.6.1. End-User breakdown size & forecasts, 2022-2032
  - 8.3.6.2. Product breakdown size & forecasts, 2022-2032
  - 8.3.6.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.4. Latin America Outdoor Decor Market
  - 8.4.1. Brazil Outdoor Decor Market
    - 8.4.1.1. End-User breakdown size & forecasts, 2022-2032
    - 8.4.1.2. Product breakdown size & forecasts, 2022-2032
    - 8.4.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.4.2. Mexico Outdoor Decor Market
    - 8.4.2.1. End-User breakdown size & forecasts, 2022-2032
    - 8.4.2.2. Product breakdown size & forecasts, 2022-2032
    - 8.4.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.4.3. Rest of Latin America Outdoor Decor Market
    - 8.4.3.1. End-User breakdown size & forecasts, 2022-2032
    - 8.4.3.2. Product breakdown size & forecasts, 2022-2032
    - 8.4.3.3. Distribution Channel breakdown size & forecasts, 2022-2032
- 8.5. Middle East & Africa Outdoor Decor Market
  - 8.5.1. Saudi Arabia Outdoor Decor Market
    - 8.5.1.1. End-User breakdown size & forecasts, 2022-2032
    - 8.5.1.2. Product breakdown size & forecasts, 2022-2032
    - 8.5.1.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.5.2. South Africa Outdoor Decor Market
    - 8.5.2.1. End-User breakdown size & forecasts, 2022-2032
    - 8.5.2.2. Product breakdown size & forecasts, 2022-2032
    - 8.5.2.3. Distribution Channel breakdown size & forecasts, 2022-2032
  - 8.5.3. Rest of Middle East & Africa Outdoor Decor Market
    - 8.5.3.1. End-User breakdown size & forecasts, 2022-2032
    - 8.5.3.2. Product breakdown size & forecasts, 2022-2032

8.5.3.3. Distribution Channel breakdown size & forecasts, 2022-2032

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

### 9.1. Key Company SWOT Analysis

9.1.1. Company

9.1.2. Company

9.1.3. Company

### 9.2. Top Market Strategies

### 9.3. Company Profiles

9.3.1. Renson

9.3.1.1. Key Information

9.3.1.2. Overview

9.3.1.3. Financial (Subject to Data Availability)

9.3.1.4. Product Summary

9.3.1.5. Market Strategies

9.3.2. Net Retailers, LLC

9.3.3. Frontgate

9.3.4. Kimball International Inc.

9.3.5. Elho B.V.

9.3.6. Ashley Furniture Industries, LLC.

9.3.7. Wayfair Inc

9.3.8. Walmart Inc.

9.3.9. Inter IKEA Holding B.V.

9.3.10. The Home Depot, Inc

## **CHAPTER 10. RESEARCH PROCESS**

### 10.1. Research Process

10.1.1. Data Mining

10.1.2. Analysis

10.1.3. Market Estimation

10.1.4. Validation

10.1.5. Publishing

### 10.2. Research Attributes

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Outdoor Decor market, report scope
- TABLE 2. Global Outdoor Decor market estimates & forecasts by Region 2022-2032 (USD Billion)
- TABLE 3. Global Outdoor Decor market estimates & forecasts by End-User 2022-2032 (USD Billion)
- TABLE 4. Global Outdoor Decor market estimates & forecasts by Product 2022-2032 (USD Billion)
- TABLE 5. Global Outdoor Decor market by segment, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 6. Global Outdoor Decor market by region, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 7. Global Outdoor Decor market by segment, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 8. Global Outdoor Decor market by region, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 9. Global Outdoor Decor market by segment, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 10. Global Outdoor Decor market by region, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 11. Global Outdoor Decor market by segment, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 12. Global Outdoor Decor market by region, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 13. Global Outdoor Decor market by segment, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 14. Global Outdoor Decor market by region, estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 15. U.S. Outdoor Decor market estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 16. U.S. Outdoor Decor market estimates & forecasts by segment 2022-2032 (USD Billion)
- TABLE 17. U.S. Outdoor Decor market estimates & forecasts by segment 2022-2032 (USD Billion)
- TABLE 18. Canada Outdoor Decor market estimates & forecasts, 2022-2032 (USD Billion)
- TABLE 19. Canada Outdoor Decor market estimates & forecasts by segment

2022-2032 (USD Billion)

TABLE 20. Canada Outdoor Decor market estimates & forecasts by segment

2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Outdoor Decor market, research methodology
- FIG 2. Global Outdoor Decor market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Outdoor Decor market, key trends 2023
- FIG 5. Global Outdoor Decor market, growth prospects 2022-2032
- FIG 6. Global Outdoor Decor market, porters 5 force model
- FIG 7. Global Outdoor Decor market, PESTEL analysis
- FIG 8. Global Outdoor Decor market, value chain analysis
- FIG 9. Global Outdoor Decor market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Outdoor Decor market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Outdoor Decor market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Outdoor Decor market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Outdoor Decor market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Outdoor Decor market, regional snapshot 2022 & 2032
- FIG 15. North America Outdoor Decor market 2022 & 2032 (USD Billion)
- FIG 16. Europe Outdoor Decor market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Outdoor Decor market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Outdoor Decor market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Outdoor Decor market 2022 & 2032 (USD Billion)
- FIG 20. Global Outdoor Decor market, company market share analysis (2023)

.....

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