

# Top Trends in US Homes

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## Abstracts

The report addresses some of the top trends in US homes, analysing changing consumer values and attitudes, and how these are echoed in product development and retailers' activities. Home multifunctionality, convenience, wellness and tailored experiences in product selection are explored through consumer surveys and related examples of products and consumer communication strategies in home furnishings and homewares, as well as retail, including direct-to-consumer brands.

Euromonitor International's Top Trends in US Homes global briefing offers the big picture view of the size and shape of the Home and Garden market. The report delivers strategic insight into some of the key areas of the market, including emerging regions, countries and categories, as well as pressing industry issues and white spaces. It identifies opportunities, analyses leading companies and brands, and offers analysis of major factors influencing the market. Forecasts illustrate how the market is set to change and criteria for success

**Product coverage:** Home Improvement and Gardening, Homewares and Home Furnishings.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Home and Garden market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Introduction  
Multifunctional Home  
Shopping as a Discovery of One's Style  
Convenience + Wellness  
Diversity of household types and sizes  
Conclusion

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