

U.S. Home Improvement Market Size, Share & Trends Analysis Report By Type (Remodeling & Renovation, Repair & Maintenance, Home Decor & Interior Improvements, Smart & Energy-Efficient Upgrades), By Project, By Distribution Channel, By End Use, And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. home improvement market size was valued at USD 594.5 billion in 2025 and is projected to grow from USD 613.8 billion in 2026 to USD 754.5 billion by 2033, at a CAGR of 3.0% from 2026 to 2033. The market growth is primarily driven by the increasing age of residential housing stock, rising homeowner expenditure on renovation and repair activities, and the growing preference for upgrading existing properties instead of relocating. The market continues to witness strong demand for remodeling and modernization projects, particularly across interior improvements, flooring, painting, lighting fixtures, smart home integration, and energy-efficient installations.

These activities generate substantial spending across building materials, home décor products, furniture, and professional contractor services, thereby supporting the overall market expansion. In addition, the rising need for essential maintenance and repair services, including roofing, plumbing, insulation, HVAC systems, and electrical upgrades, continues to contribute significantly to market demand. Higher home equity levels and sustained consumer spending on residential property enhancement have further accelerated investment in both functional and aesthetic home improvement projects. As a result, the U.S. home improvement market demonstrates a diversified demand structure, where necessity-driven repairs and discretionary renovation activities collectively support long-term industry growth.

The U.S. home improvement market is experiencing steady growth, driven by rising homeowner investments in residential modernization, repair and renovation activities, and long-term property value enhancement. Increasing housing tenure, aging residential infrastructure, and the growing preference for renovating existing homes instead of relocating continue to support market expansion across the country. Remodeling and renovation activities remain major demand drivers, particularly across interior improvements, flooring replacement, painting, lighting upgrades, and multifunctional space development. In addition, consumers are increasingly prioritizing personalized and practical living environments that improve comfort, usability, and overall residential aesthetics. For instance, according to Houzz 2026 renovation insights, homeowners are increasingly focusing on functional and personalized home upgrades, reflecting the growing shift toward long-term comfort-oriented renovation spending.

The market is also witnessing strong demand for repair & maintenance services due to the increasing need for roofing repairs, HVAC servicing, plumbing upgrades, insulation replacement, and electrical maintenance across aging residential properties. At the same time, rising consumer awareness regarding sustainability and energy optimization is accelerating adoption of smart and energy-efficient home improvement solutions. Homeowners are increasingly investing in smart thermostats, automated lighting systems, connected security solutions, and energy-efficient insulation materials to improve convenience and reduce long-term operational costs. For instance, Houzz trend insights indicate growing consumer preference for wellness-focused and energy-efficient home environments, highlighting the increasing adoption of sustainable and technology-enabled residential upgrades across the U.S. home improvement market.

U.S. Home Improvement Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. home improvement market based on type, end use, project, and distribution channel.

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Remodeling & Renovation

Kitchen remodeling

Bathroom renovation

Flooring replacement

Roofing replacement

Exterior renovations

Repair & Maintenance

Plumbing repairs

Electrical repairs

HVAC servicing

Wall and ceiling repairs

Window and door repairs

Paint touch-ups

Home Decor & Interior Improvements

Furniture upgrades

Lighting fixtures

Modular storage solutions

Interior painting

Curtains and blinds

Wall decor

Smart & Energy-Efficient Upgrades

Smart lighting systems

Home automation devices

Solar panels

Project Outlook (Revenue, USD Billion, 2021 - 2033)

DIY (Do-It-Yourself)

DIFM (Do-It-For-Me)

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Online

Offline

End Use Outlook (Revenue, USD Billion, 2021 - 2033)

Residential

Rental Properties

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