

U.S. Outdoor Furniture And Kitchen Market Size, Share & Trends Analysis Report By Product (Outdoor Furniture, Outdoor Kitchen), By Material (Wood, Plastic), By End Use, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Outdoor Furniture And Kitchen Market Growth & Trends

The U.S. outdoor furniture and kitchen market size is expected to reach USD 14.60 billion by 2030, registering a CAGR of 6.9% from 2025 to 2030, according to a new report by Grand View Research, Inc. The demand for outdoor furniture and kitchen has been driven by homeowners' growing desire for bringing an indoor ambiance outdoors. One of the most common trends among homeowners looking to upgrade their living spaces is to improve the outdoor space.

In the five years leading up to 2019, rising home values caused homeowners' equity to double, signaling a surge in spending power on home improvement projects. This increased spending power increased demand for outdoor furniture, including kitchen furniture. The National Association of Realtors (NAR) estimates that existing-home sales in the U.S. increased by 10.5% YoY in August 2020 to reach a seasonally adjusted annual pace of 6 million units.

In addition, many service providers have created programs like Outdoorsy, ESCAPE Camp, and different adult summer camps specifically for older campers as consumers seek out non-strenuous recreational activities. The scope of the outdoor furnishings and kitchen markets in the U.S. is likely to increase as a result of such initiatives. In addition,

millennials are the majority of adventure seekers and frequently choose outdoor activities like camping, which is also expected to fuel the market development.

The COVID-19 outbreak led to worldwide lockdowns, work-from-home, and school closures that resulted in increased demand for chairs, sofas, and convertible furniture. Owing to the pandemic, consumers experienced long working hours and children are attending classes online, necessitating a separate space to accommodate themselves comfortably for working from home and long school hours, which is contributing to the increased demand for outdoor furniture items.

Furthermore, the demand for outdoor furniture is increasing as the population grows, and simultaneously, the improving employment rates have enabled a large portion of the population to spend on both necessary and recreational items, which is likely to favor market growth in the U.S. For instance, according to the World Bank, the number of working people in the U.S. increased from 164.3 million in 2016 to 167.2 million in 2020.

U.S. Outdoor Furniture And Kitchen Market Report Highlights

The outdoor furniture segment held the largest share of the market in 2024. In recent years, there has been a shift towards outdoor living and a desire to create comfortable and functional outdoor spaces. The combination of changing consumer preferences, innovation in design and materials, and retailer strategy has led to the dominance of outdoor furniture in the market.

Wooden furniture constituted a majority share in the material category owing to its appeal, durability, availability, and versatility. Wooden furniture can be used in a variety of outdoor settings, including gardens, patios, decks, and porches. It can also be used for a range of furniture types, such as chairs, benches, tables, and lounges.

Commercial end-use segment is set to rise at the highest rate. Growing hospitality industry, increase in outdoor events, workplace wellness programs, and government projects are expected to drive the demand for outdoor furniture in the commercial end-use segment.

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