

# **Home Improvement Services Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Kitchen Renovation and Addition, Bathroom Renovation and Addition, Exterior and Interior Replacements, System Upgrades, Other Types), By City Type (Metro Cities, Other Non-Metro Cities and Towns), By Buyers Age**

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## **Abstracts**

The Home Improvement Services Market is valued at USD 314.6 billion in 2025 and is projected to grow at a CAGR of 5.7% to reach USD 516.8 billion by 2034. The Home Improvement Services market has grown into a dynamic and resilient industry, driven by evolving consumer preferences, increasing property investments, and the desire for personalized living spaces. Homeowners across urban and suburban regions are prioritizing upgrades that enhance aesthetics, energy efficiency, and functionality, ranging from kitchen remodels and bathroom renovations to smart home integrations and exterior improvements. The rise in remote work and extended time spent at home has significantly contributed to this trend, encouraging people to invest in creating more comfortable and productive environments. Additionally, aging housing stock in developed markets and rising disposable incomes in emerging economies have propelled demand for both DIY and professional renovation services. With a broad scope encompassing remodeling, repair, and specialized services, the market attracts diverse players, from local contractors to large service chains and digital platforms offering end-to-end solutions. The Home Improvement Services market experienced robust activity, with strong consumer spending and increased project backlogs driven by elevated housing market activity. Sustainability emerged as a key theme, with homeowners showing greater interest in eco-friendly materials, energy-saving installations, and green certifications. The market also saw a surge in bathroom and

kitchen renovations, as these areas were prioritized for both functional and design upgrades. Digital tools, such as virtual consultations and 3D visualization software, became increasingly mainstream, helping service providers improve customer engagement and project accuracy. Major retail players and service aggregators expanded their offerings to include financing options and subscription-based maintenance services. Meanwhile, inflationary pressures on material costs led to more strategic budgeting and planning by homeowners, pushing professionals to adopt more cost-efficient, modular renovation approaches. Despite economic uncertainties, the market remained buoyant, supported by a continued shift toward home-centric lifestyles. The Home Improvement Services market is expected to evolve through technological integration, personalized service models, and increased automation in design and project management. As smart homes become more widespread, demand for connected systems like lighting, HVAC, and security upgrades will further drive specialized renovation services. The market will also witness a deeper penetration of AI-driven project estimators and augmented reality tools to streamline planning and execution. In aging housing markets, essential upgrades such as roofing, plumbing, and insulation will remain in focus, while growing urban populations in developing regions will boost demand for space optimization and multipurpose design solutions. Sustainability will become not just a preference but a requirement, with energy codes and environmental regulations pushing builders and renovators to comply with green standards. Additionally, with younger generations entering the housing market, there will be greater demand for modern, minimalist designs and digital-first service experiences that prioritize transparency, speed, and customization.

## Key Insights Home Improvement Services Market

Increased adoption of smart home upgrades, including automated lighting, smart thermostats, and voice-controlled systems, is shaping the future of home improvement.

Rising demand for eco-friendly renovation solutions is encouraging the use of sustainable materials, solar panel installations, and energy-efficient appliances.

Virtual consultations and augmented reality tools are revolutionizing the design and visualization stages of renovation projects.

Multi-functional living spaces, such as home offices and gym rooms, are driving remodeling projects tailored to hybrid lifestyles.

Subscription-based home maintenance services are gaining popularity, offering long-term support and value-added convenience to homeowners.

Growth in residential property values motivates homeowners to invest in improvements that enhance resale value and comfort.

Remote and hybrid work models are increasing the need for home modifications and flexible interior layouts.

Government incentives and energy rebates support eco-friendly home improvements, driving consumer participation in green renovation projects.

Technological advancements and mobile apps simplify contractor selection, budgeting, and project management, encouraging consumer engagement.

Rising labor shortages and skilled workforce gaps are delaying project timelines and increasing service costs, especially for specialized or large-scale renovations.

## Home Improvement Services Market Segmentation

### By Type

Kitchen Renovation and Addition

Bathroom Renovation and Addition

Exterior and Interior Replacements

System Upgrades

Other Types

### By City Type

Metro Cities

## Other Non-Metro Cities and Towns

### By Buyers Age

Under 35

35-54

55-64

Above 65

### Key Companies Analysed

The Home Depot Inc.

Lowe's Companies Inc.

Lennar Corporation

Henkel Corporation

Sherwin-Williams Company

PulteGroup Inc.

Toll Brothers Inc.

Owens Corning

Masco Corporation

KB Home

Meritage Homes Corporation

JELD-WEN Inc.

Andersen Corporation

FirstService Corporation

Servpro

Pella Corporation

Belfor

Trex Company Inc.

Armstrong Flooring Inc.

Power Home Remodeling Group LLC

Steves and Sons Inc.

Mr. Handyman International LLC

Rainbow International Restoration

Dreamstyle Remodeling

Coit Services Inc.

DKI Ventures LLC

Venturi Restoration

American Exteriors

Neil Kelly Company

Crane Renovation Group

Simpson Strong-Tie Company Inc.

D.R. Horton Inc.

MI Windows and Doors LLC

Ply Gem Holdings Inc.

Whirlpool Corporation

Mohawk Industries Inc.

USG Corporation

## Home Improvement Services Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Home Improvement Services Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

## North America — Home Improvement Services market data and outlook to 2034

United States

Canada

Mexico

## Europe — Home Improvement Services market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

## Asia-Pacific — Home Improvement Services market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Home Improvement Services market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Home Improvement Services market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Home Improvement Services value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Home Improvement Services industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Home Improvement Services Market Report

Global Home Improvement Services market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Home Improvement Services trade, costs, and supply chains

Home Improvement Services market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Home Improvement Services market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Home Improvement Services market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Home Improvement Services supply chain analysis

Home Improvement Services trade analysis, Home Improvement Services market price analysis, and Home Improvement Services supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Home Improvement Services market news and developments

#### Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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