

North America Interior Design Market By Type (New Construction, Remodeling), By End Use (Residential, Commercial), By Country, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

Market Overview

The North American Interior Design Market was valued at USD 45.76 billion in 2024 and is anticipated to reach USD 56.10 billion by 2030, expanding at a CAGR of 3.45% during the forecast period. This industry comprises a comprehensive range of professional services aimed at enhancing the aesthetics, functionality, and value of interior environments across residential, commercial, and industrial spaces. Demand is being fueled by rising consumer interest in personalized, high-quality interiors and the continued momentum in real estate development. Urbanization and changing lifestyle preferences are pushing the need for innovative, space-saving layouts. Additionally, the rise of remote and hybrid work models is reshaping interior layouts into multi-functional environments. Technological advancements—such as 3D visualization tools, smart home integrations, and virtual reality walkthroughs—are making design services more interactive and accessible. Environmental consciousness is also influencing market growth, as clients increasingly opt for sustainable materials and energy-efficient designs. Coupled with the influence of social media and home improvement content, these factors are contributing to greater investment in professional design services, positioning interior design as a strategic component of modern living and business environments.

Key Market Drivers

Expansion in Residential Construction and Urban Housing

The growth of residential construction and urban housing projects across North America continues to be a key driver of the interior design market. With urban migration and population growth fueling demand, both high-density urban developments and suburban housing are on the rise. Younger demographics are seeking personalized and design-forward spaces, prompting developers to incorporate interior design services into new projects to enhance market appeal. Renovation and remodeling activity is also high, as homeowners modernize older properties with smart technologies and energy-efficient interiors. Accessible financing options and collaborative planning between architects and designers are making design services more integrated into development workflows. As residential spaces increasingly serve multiple purposes—such as work, relaxation, and wellness—the demand for well-designed, adaptable interiors is set to grow further.

Key Market Challenges

High Cost of Professional Services and Project Implementation

A major constraint in the North American interior design market is the high cost of professional services and project execution. Comprehensive design work involves concept development, space planning, material procurement, and on-site coordination—activities that require specialized expertise and drive up overall costs. Inflation, labor shortages, and supply chain disruptions are further elevating expenses, particularly for premium or imported materials. While sustainable and energy-efficient solutions are gaining popularity, their initial investment can deter adoption. Additionally, in less urbanized regions, interior design is still often seen as a luxury, reducing its market reach. Designers face pressure to maintain profitability while managing client expectations and project budgets. Cost-related challenges continue to hinder market penetration and highlight the need for more affordable, scalable service models.

Key Market Trends

Smart Home Technology Integration in Residential Design

The integration of smart home technologies into residential interiors is becoming a defining trend in North America's interior design market. Homeowners are increasingly prioritizing digital convenience, energy efficiency, and enhanced security, pushing designers to incorporate automated lighting, climate control, and voice-activated systems into design plans. This requires close coordination with technology experts and thoughtful spatial planning to preserve aesthetic integrity. As smart systems become

more accessible, mid-income households are also embracing connected living, further expanding demand for design expertise. Designers who can combine spatial functionality with digital fluency are gaining competitive advantage as the role of interior design evolves to include intelligent, intuitive, and responsive environments.

Key Market Players

M. Arthur Gensler Jr. & Associates, Inc.

The Cannon Corporation

NBBJ L.P.

HKS, Inc.

HOK Group, Inc.

SmithGroup Companies, Inc.

LEo A DALY, LLC

Stantec Inc.

Report Scope:

In this report, the North America Interior Design Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Interior Design Market, By Type:

New Construction

Remodeling

North America Interior Design Market, By End Use:

Residential

Commercial

North America Interior Design Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Interior Design Market.

Available Customizations:

North America Interior Design Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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