Home Organization in the U.S.: General Purpose, Closets, Garages, and Storage Sheds, 4th Edition

Description:

Although household composition by number of persons is generally decreasing, Americans continue to move in with each other for various reasons, creating more clutter and additional storage product opportunities. Kids are staying at home longer. Boomerangers, college graduates, and others who need a place to live are moving back in with their parents. Parents are moving into grandparents’ homes and elderly parents are frequently moving into their kids’ homes to be taken care of.

Because of these trends, two thirds of American adults somewhat or strongly agree with the statement “I could use more home organization products (not including food storage) in my home. Bedroom closets rank highest when consumers are asked “are there any places or uses for which you could use more home organization products”. Kitchen/pantry ranks second after bedroom closets, while bathroom comes in third.

Contents:

CHAPTER 1 EXECUTIVE SUMMARY
SCOPE OF THE REPORT
Market Definition
THE MARKET
Retail Sales of Home Organization Products Reach $16 Billion in 2016
Figure 1-1 U.S. Retail Sales of Home Organization Products, 2012-2016 (in millions of dollars)
Retail Sales by Product Category
Retail Sales by Product Segment
Sales of DIY Products by Retail Channel
Figure 1-2 Share of U.S. Sales of DIY Home Organization Products by Retail Channel, 2016
Projected Market Growth
Figure 1-3 Projected U.S. Retail Sales of Home Organization Products, 2016–2021 (in millions of dollars)
THE MARKETERS
Introduction
MARKETING AND NEW PRODUCT TRENDS
Decluttering with KonMari
Illustration 1-1: Marie Kondo’s KonMari Method
Customized and Flexible Storage Options
Custom Closets Still Most Important for Many
Illustration 1-2: Arc Shelf
Specialty Storage Still in Demand
Decor Important to More Consumers
She Sheds Compete with Man Caves
Made in USA to Get Stronger
DISTRIBUTION AND RETAILING
Private Label Store Brands and Exclusives Important to Retailers
Omni-Channel Retailing Essential
Illustration 1-3: Home Depot’s Interconnected Retail Initiative
THE CONSUMER
Consumers Still Cautious Despite Optimism and Confidence
Figure 1-4 Confidence Level on Simmons’ 8 Point Purchase Propensity Scale, 2006-2016 (percent of adults)
Being Efficient and Organized: 40% of Adults Below Average, 34% Above Average
Increasing Internet Use for Product Research and Shopping
American Nests Continue to Expand
People Need More Home Organization Products
Figure 1-5 Places or Uses for Which People Could Use More Home Organization Products, 2016 (percent)
CHAPTER 2 THE MARKET
SCOPE OF THE REPORT
Methodology
Market Definition
Retail Sales of Home Organization Products Reach $16 Billion in 2016

Figure 2-1 U.S. Retail Sales of Home Organization Products, 2012-2016

Sales by Product Category

Figure 2-2 Share of U.S. Retail Sales of Home Organization Products by Category, 2016 (percent)

Figure 2-3 U.S. Retail Sales of Home Organization Products by Category, 2012-2016 (in millions of dollars)

Sales by Product Segment

Figure 2-4 Share of U.S. Retail Sales of Home Organization Products by Segment, 2016 (percent)

Figure 2-5 U.S. Retail Sales of Home Organization Products by Segment, 2012-2016 (in millions of dollars)

Sales of DIY Products by Retail Channel

Figure 2-6 Share of U.S. Sales of DIY Home Organization Products by Retail Channel, 2016 (percent)

Regional Sales Differences

Figure 2-7 Full or Partial Basements in New Single-Family Houses Completed: 2005, 2010, and 2015 (percent of houses)

Factors Affecting Market Growth

Housing and Households

Figure 2-8 Number of U.S. Households, 2005-2015 (in millions)

Figure 2-9 U.S. Home Ownership, 2004-2016 (percent)

Figure 2-10 Annual Existing Home Sales and Housing Starts, 2002-2016 (total number)

Economy and Spending

Figure 2-11 U.S. Unemployment Rate, 2004-2016 (percent)

Figure 2-12 Real Median Household Income, 2004-2015 (dollars)

Figure 2-13 Change in Real GDP and Personal Consumption Expenditures, 2007–2016 (percent change)

Figure 2-14 U.S. Consumer Credit Outstanding, 2004-2016 (in billions of dollars)

Figure 2-15 U.S. Mortgage Debt Outstanding on One to Four Family Homes, 2004-2016 (in billions of dollars)

Remodeling Market Index, 2004-2016

Figure 2-17 Total CPI and CPI for Household Furnishings/Operations, 2006-2016

Continued Popularity of Self-Storage Facilities Shows Need for Home Storage

Projected Market Growth

Figure 2-18 Projected U.S. Retail Sales of Home Organization Products, 2016–2021 (in millions of dollars)

CHAPTER 3 THE MARKETERS

INTRODUCTION

Leading Marketers

Mergers, Acquisitions, Divestitures

Competitive Profiles

CHAPTER 4 MARKETING & NEW PRODUCT TRENDS

PRODUCT TRENDS

Decluttering with KonMari

Illustration 4-1: Marie Kondo's KonMari Method

Shimau (Smart Storage)

Illustration 4-2: Panasonic "Shimau" (Smart Storage) Storage Products

Customized and Flexible Storage Options

Illustration 4-3: Icube

Custom Closets Still Most Important for Many

Illustration 4-4: His and Hers Closets

Consumers Want Easy Solutions

Illustration 4-5: ID and Write n' Wipe Storage

Illustration 4-6: Lazy Lee 360 Organizer

Portability

Illustration 4-7: Meori Foldable Boxes

Illustration 4-8: Poppin's Storage Box Seat and Bench

Illustration 4-9: Cosy Home Portable Clothes Closet

Long-Term Storage

Illustration 4-10: Totes Designed for Long-Term Storage

Specialty Storage Still in Demand

Illustration 4-11: Arc Shelf

Illustration 4-12: Park-a-Purse Organizer

Illustration 4-13: Glideware

Storage Opportunities in Wasted and Empty Space

Illustration 4-14: Wall Storage

Maximizing Storage in Small Spaces

Illustration 4-15: YouCopia Cabinet Organizers

Kids Storage Continues Growing
Illustration 4-16: Target's Pillowfort Kids Private Label Brand
Partnerships and Licensing Deals Still Attractive
Illustration 4-17: Caterpillar Garage Storage
Illustration 4-18: Paula Deen Specialty Organizers
Decor Important to More Consumers
Illustration 4-19: Container Store's Knit Collection
Illustration 4-20: Honey-Can-Do Twisted Totes
Illustration 4-21: Easy Closet's New Wood Grain Textured Colors
Illustration 4-22: Cynthia Rowley and Paperchase Collections at Staples
Illustration 4-23: Office by Martha Stewart
Outdoor Storage More Decorative
Illustration 4-24: Stylish Pent Sheds
Illustration 4-25: She Sheds
Awareness, Availability and Cost Biggest Obstacles for Green Products
Illustration 4-26: Koziol's Sustainably Made Storage Products
Illustration 4-27: Mindora Storage Baskets
MARKETING PRACTICES AND TRENDS
Illustration 4-28: Organized Living Web Redesign
Consumers Need Help
Illustration 4-29: Closetmaid's 3D Design Tool
As Seen On/In: Product Placement in Media Builds Awareness and Trust
Illustration 4-30: As Seen On/In
Houzz Remains Major Internet Community for Manufacturers
Illustration 4-31: Houzz Blogs Build Community
Illustration 4-32: Gladiator Blog
Back to School Key Selling Season
Illustration 4-33: Container Store Dorm
Illustration 4-34: Back-to-College Promotions and Products
Consumers Like Contests
Illustration 4-35: Manufacturer Contests
Price Remains Important for Consumers
Illustration 4-36: Sales Events
Made in USA to Get Stronger
Illustration 4-37: Promoting Made in the USA
CHAPTER 5 DISTRIBUTION AND RETAILING
DISTRIBUTION CHANNELS
SALES OF DIY PRODUCTS BY RETAIL CHANNEL
Figure 5-1
Share of U.S. Sales of DIY Home Organization Products by Retail Channel, 2016 (percent)
Figure 5-2 Share of U.S. Sales of DIY Home Organization Products by Retail Channel, 2016 (percent)
Discount Stores
Home Centers and Hardware Stores
Specialty Channel
Other Outlets
Private Label Store Brands and Exclusives Important to Retailers
Illustration 5-1: Target's Pillowfort Kids Private Label Brand
Illustration 5-2: Menards Dakota Private Label Brand
Distribution
Omni-Channel Retailing Essential
Illustration 5-3: Home Depot's Interconnected Retail Initiative
Key Retailers
Illustration 5-4: Lowe's Omni-Channel
Illustration 5-5: Ikea Sektion Kitchen
Illustration 5-6: Wayfair's The Way Home TV Series
Illustration 5-7: Houzz
CHAPTER 6 THE CONSUMER
Sources
Consumer Confidence Reaches New Highs
Figure 6-2 Percent of Highly Confident Consumers by Age Group, 2004-2015
Consumers Optimistic About Future
Figure 6-3 Percent Agreeing “I Am Optimistic about the Future,” 2015
Figure 6-4 Percent Agreeing “My Job Prospects Look Good over the Next Few Years,” 2015
Adults' Level of Confidence on Simmons' 8 Point Purchase Propensity Scale, 2006-2016 (percent)

- Men and 25 to 54 Year Olds Have Highest Purchase Propensity
- Being Efficient and Organized: 40% of Adults Below Average, 34% Above Average
- Americans Spend Most on Housing and Homes
- Recent Uptick in Home Remodeling
- Recent Increase in Do-It-Yourself Home Remodeling

Who Did Interior/Exterior Home Remodeling in Last 12 months, 2006-2016 (percent of households)

Total Home Improvement Product Spending, 2006-2016 (percent of households)

- Over 2 Million Households Purchased a Storage Shed in 2016
- Over 2 Million Households Purchased an Outdoor Storage Shed in 2016
- Over 2% of Households Plan to Remodel Basements, Attics, or Garages in Next 12 Months

Lifestyle/Psychographic Attitudes of Remodelers
- Lifestyle/Psychographic Attitudes Measured with Simmons Segmentation System
- Increasing Internet Use for Product Research and Shopping
- Awareness, Availability and Cost Biggest Obstacles for Green Products
- Consumer Demographics and Impact on Storage, Organization
- American Nests Continue to Expand

Illustration 6-1: Lennar's Next Gen Home

People Need More Home Organization Products

- Figure 6-10 Percent Agreeing with Statements about Home Organization Products, 2016
- Figure 6-11 Percent Strongly Agreeing with Statements about Home Organization Products, by Age Group, 2016

Style and Attractiveness Important; Brand Name Not So Much

- Figure 6-12 Percent Agreeing with Style and Brand Statements about Home Organization Products, 2016
- Figure 6-13 Percent Strongly Agreeing with Style and Brand Statements about Home Organization Products, by Age Group, 2016

Consumers Need More Storage Most in Closets, Kitchen and Pantry

- Figure 6-14 Places or Uses for Which People Could Use More Home Organization Products, 2016 (percent)
- Figure 6-15 Places or Uses for Which People Could Use More Home Organization Products, by Age Group, 2016

APPENDIX

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