



# Home Improvement in the US

May 2024

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## Home Improvement in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Home improvement impacted by economic downturn and lower consumer spending

Decorative paint sees growth, as it is an affordable way to revamp a home

Behr is valued for its quality and innovation, while still being affordable

#### PROSPECTS AND OPPORTUNITIES

Home improvement expected to see a further decline, before growth stabilises in 2025

Floor covering expected to be impacted by sourcing disruption and rising materials costs

Refurbished power tools expected to gain traction, as they are cost-effective

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