

Home entertaining continues to rise with 5+ kinds of entertainers

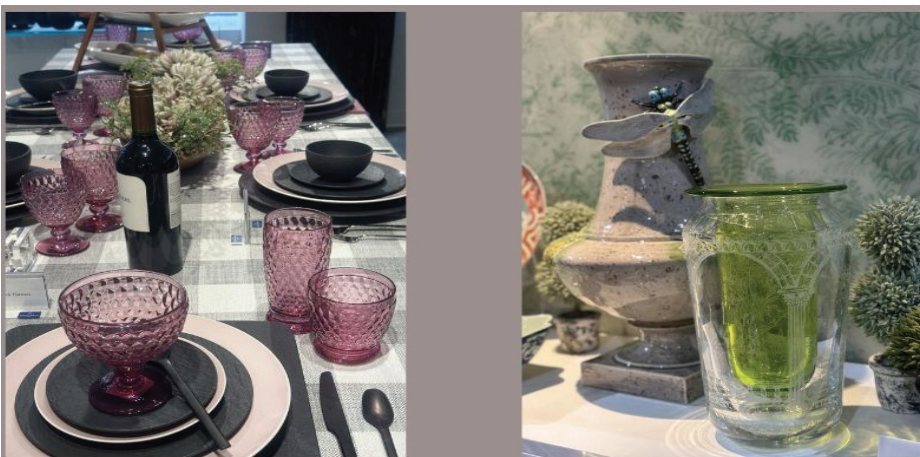
When it comes to entertaining at home, there are several different personality types. And for each different personality, there are tabletop and housewares products to match. So says the latest edition of the InSight Trend Index, a series presented by HomePage News (a service of the International Housewares Association) together with Tom Mirabile of Springboard Futures.

For the Purist, that means sleek, minimalist looks that make a bold statement (think smoked glass, highly polished stainless-steel cookware, maybe a matte black coffeemaker.)

Naturalists, on the other hand, are inspired by nature and much prefer earth-toned dinnerware, wooden or marble accessory pieces, and dinnerware or serving pieces decorated with owls, mushrooms or other natural creatures.



Then there are the Romanticists, the more expressive types who crave a sense of ease but can't resist an impromptu indulgence. These are the people who can entertain for 20 as easily as 2 and cannot resist a pastel, iridescent or floral touch on everything they put their hands on in the kitchen.



Anthropologists, meanwhile, have "sense of history, a dash of mystery and a passion for craftsmanship," according to the report. They prefer unique finishes and unexpected proportions. These are your more crafted, artisan or artisan-inspired types of products.



Finally, there is the Connoisseur, or the gourmand. Every detail matters for this group, from the tools used to prepare and cook food to the pieces in which it is served. These are the people who will splurge on the latest Jura coffee machine or high-style carbonator.

According to the report, 80% of us plan to entertain in our homes in the coming year, and one out of four are planning to host even more than last year.

Home entertaining continues to rise, according to reports, and has become a primary catalyst for home and housewares growth, the IHA said. "Trend today isn't just about what's new and next, it's often driven by what's now, what resonates with us and the way we want to live in this moment," said Mirabile. "That's why successful trend analysis and forecasting always starts with an understanding of the consumer's mindset."

InSight will release nine more themed portfolios through the end of 2024. Next up will be "Easy Does It: How products answer consumers' demands for time, space and experience." ■

Source: www.hfndigital.com

Blurring the Lines Between Indoors and Out

The seamless blending of indoor and outdoor living is emerging as one of the biggest outdoor trends, according to industry experts surveyed by Fixr, an online home improvement guide.

The poll, which covered architects, home builders, remodelers and land specialists, placed indoor and outdoor coherent design as the top trend for 2024, with more than three-quarters (78 percent) citing it.

Fixr's 2024 Outdoor Living Trends Report said homeowners want a smooth transition between interior and exterior spaces with designs that use colors, materials and styles that are complementary rather than contrasting.

Multi-functional spaces were second at 48 percent, tying in closely to the coherent design aesthetic. Products that can help with this transition include furniture, appliances, heat, fans, lighting and media systems that allow outdoor sites to be functional year-round and serve as an extension of the indoors.

Easy maintenance/long-lasting furniture that withstands the elements no matter the season was mentioned by 35 percent of respondents as a key trend. Materials that fit in- range from steel and aluminum to natural ones such as rattan.

Other trends mentioned included more plants and greenery (30 percent); sustainability (24 percent); the use of indoor design elements for the outdoors, such as rugs and comfortable furniture (20 percent); and Zen style (13 percent).

Asked which items or features homeowners were likely to buy or install this year, 73 percent said outdoor kitchens, while 64 percent said sliding doors that facilitate the indoor/outdoor living lifestyle. Outdoor work-from-home spaces were named by 16 percent, while other options included swimming pools (31 percent), fire pits (58 percent) and pizza ovens (11 percent).

Narrowing the focus to small outdoor spaces, 74 percent of those surveyed said multifunctional furniture — benches that turn into tables and footrests that double as seating — was tops on the list. On that same theme, furniture with hidden storage solutions (48 percent) was also seen as important to homeowners with smaller spaces. Having an updated, usable outdoor space adds to a home's value, said respondents, with 70 percent agreeing it has a big impact. And homeowners are spending accordingly, the survey found, with 72 percent of the experts saying about 25 percent of home improvement budgets are dedicated to exterior spaces. *Source: www.giftsanddec.com*



Houzz, USA identifies 7 emerging trends in 2024 summer report



Houzz has released its 2024 Emerging Summer Trends Report, surveying the popularity of searches for the latest design trends and noting a collective desire among homeowners to create calming, stylish and functional spaces.

Based on the most recent search data, trends highlighted in the report include a mix of organic modern design, Japanese influences, wellness features, reading rooms and bold, dark interiors, along with a notable increase in interest in leisure and kids' spaces.

Organic Modern Style — The rise of organic modern design blends sleek lines and neutral surfaces with natural elements. This style is becoming popular across various rooms, with searches for “organic modern bedroom” increasing nearly 3.5 times year-over-year and similar spikes for dining rooms, kitchens, bathrooms, and living rooms.

Dark and Moody Décor — Dark and moody interiors are also gaining traction, with searches for “moody living room” and “moody kitchen” more than doubled since last year. This trend is seen as a counter to the previously dominant bright and airy themes, with homeowners opting for cozy, intimate or dramatic spaces using rich, dark colors.

Reading Rooms — The “dark academia” aesthetic has expanded from fashion into home design, driving a 3x increase in searches

for reading-related spaces in the first quarter of 2024. The British-style “snug” and other reading nooks are also on the rise, as homeowners seek to create dedicated areas for literary pursuits.

Japanese Influence — Japanese design principles, emphasizing simplicity and harmony, are making a comeback. There's a notable increase in searches for “Japandi living

room,” combining Japanese minimalism with Scandinavian functionality, up by 48%. Other Japanese concepts like “wabi-sabi” and “zen garden” are also gaining popularity.

Wellness Features — Wellness remains a priority, with growing searches for features like “cold plunge,” “indoor sauna” and “home spa.” Homeowners are also keen on bringing in more natural light through “large windows” and “skylights,” recognizing their benefits for well-being.

Leisure Spaces — Leisure activities are influencing home design, with “listening room” searches doubling and a 39% increase for “living room pianos.” Outdoor and indoor recreational spaces, including “bocce court,” “bowling alley” and “game room,” are also trending.

Kid Zones — Creating personalized spaces for children is increasingly important, with significant search increases for “race car bed,” “Jack-and-Jill bathroom,” “teen lounge” and “kids gaming bedroom.”

These emerging trends underscore a diverse range of homeowner interests, from serene and natural designs to bold and functional spaces, all aimed at enhancing the living experience. The survey reflects year-over-year growth in U.S.-based searches on Houzz from January-March 2024 vs. the same period in 2023. ■ *Source: www.hometextilestoday.com*

Home beginning to make a comeback at Walmart U.S.

Home is lifting at Walmart U.S. as the general merchandise segment generated Q1 increases in units, traffic and share. And on Walmart Marketplace, home was booming – up 20% for the quarter ended April 30. Other categories that grew by 20% on marketplace included furniture, sporting goods and kids' apparel.

Walmart "Store of the Future" remodels are also boosting performance, executives said during its Q3 investor call. "We're seeing higher engagement across income cohorts, with upper income households continuing to account for the majority of the share gains," said John David Rainey, EVO/CFO.

Combining stores, first-party e-commerce and Walmart Marketplace, Walmart U.S. generated share gains in home, fashion and hardlines during the quarter, according to John David Rainey, EVO/CFO. That growth isn't yet showing on the comp line, however. General merchandise same-store sales fell in the low single-digit range due to price deflation, executives said.

At Sam's Club U.S., the Home and Apparel segment also saw a comp decrease in the low single-digit range. The warehouse club pointed to softness in seasonal and furniture, partially offset by strength in apparel and auto.

Walmart U.S. delivered better than expected growth with comp sales up 3.8%, including strong ecommerce growth of 22%. Traffic and sales were strong across both stores and digital



channels. Still, the company cautioned that shoppers remain under pressure. Many consumer pocketbooks are still stretched, and we see the effect of that in our business mix as they're spending more of their paychecks on non-discretionary categories and less on general merchandise," said Rainey.

Total Walmart Inc. company revenues reached \$161.5 billion, with strength across all operating segments. Revenues were up 6.6% year-over-year and up 5.8% on a constant currency basis. Global e-commerce net sales grew by 21%. The company's net income more than tripled compared to the year-ago quarter, coming in at \$5.10 billion, or 63 cents per share.

Walmart Inc. now expects full-year results to hit the high end of its previous guidance, or perhaps even top it. The forecast calls for net sales growth of 3% to 4% and adjusted EPS between \$2.23 and \$2.37. ■ Source: www.hfndigital.com