

# Home Organization Market in the US

## Industry Study with Forecasts for 2021

Study #3502 | February 2017 | \$5300



Sales of home organization products in the US will benefit from a heightened interest in higher value products, the ongoing trend of storing “in plain sight” instead of behind doors, and elevated growth in improvement and repair spending during major renovations. However, further gains, particularly among lower-end, commodity products will be limited by rising price competition, mainly from low cost foreign suppliers and key retailers of home organization products.

### Lifestyle trends impact usage

Several lifestyle trends will impact usage of home organization products.

- The rising number of consumers -- primarily millennials and baby boomers -- living in urban areas has led to a greater need to remain organized.
- Empty nesters and baby boomers are downsizing, thereby spending additional money and time on keeping their homes organized, both during an initial move and once they are settled into a new home.
- Financial concerns have resulted in a growing number of families living with multiple generations in one home.
- Interest in decluttering trends and minimalist living will further limit demand for home organization products to a certain degree as some consumers are choosing to sell, discard, or donate less frequently used items instead of storing them.

### Modular units to post fastest gains

The number of consumers using modular units in typical storage areas such as closets and garages will continue to grow. Usage in closets will benefit from the limited space

within these areas, even in newer homes. In addition, a growing number of consumers will choose to install these systems in other areas of their homes as they become familiar with the organizational benefits of modular units.

### Aesthetics will result in shifting material trends

The trend toward utilizing home organization products in plain sight has led to rising consumer interest in a number of specialty material types. Bins, baskets, and totes made from a variety of natural fibers -- such as banana leaves, hyacinth, and seagrass -- will continue to gain popularity, though at the expense of more common natural fibers such as wicker and rattan. Modular units and shelves made from high-end decorative laminates will also see continued growth in market share.

### Study coverage

This Freedonia industry study analyzes the \$9.7 billion US home organization market. It presents historical demand data through 2016 plus forecasts for 2021 by material (wire and metal; plastic; wood; wicker, rattan, and other), product (shelving; modular units; bins, baskets, and totes; hanging storage; accessories and other), room (closets, garages, family rooms, bedrooms, pantries and kitchens, bathrooms and utility rooms, others) and market (do-it-yourself, professional installation). The study also analyzes company market share and provides competitive analysis on industry players such as California Closet (FirstService), Emerson Electric, Newell Brands, and Sterilite.

## PRODUCTS

### Modular Units

#### Modular Units: Scope

Modular organization systems feature standardized components that can be put together in nearly limitless combinations to provide a set custom system. This segment includes products such as closet, garage and other organization and storage kits or systems that can be stacked mounted on walls, or assembled in the manner that is most appropriate for the specific location or application. The modular unit product category also includes the various components of these systems -- drawers, bins, open racks, shelves, and rods -- when such components are sold as part of a system, or as an addition to or replacement for components in a previously installed modular system.

#### Modular Units: Sales Trends

Continued growth is expected to be driven by the increasing number of new homes being incorporated into the housing market. This is a primary concern, and will continue to support demand. In addition, the rising trend of new suite closets and individual dressing rooms will also provide opportunities for modular units. Rising demand in other areas of the home is driven by the interest among empty nesters and baby boomers with time, disposable income, and the drive to organize their homes.

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**Table 3-2 | Metal & Wire Home Organization Product Demand, 2006 - 2021 (million dollars)**

Item	2006	2011	2016	2021
Home Organization Product Demand % metal & wire				
Metal & Wire Home Organization Products				
Bins, Baskets, & Totes				
Shelving				
Modular Units				
Hanging Storage				
Accessories & Other				

Source: The Freedonia Group

**Table 5-11 | Pantries & Kitchens: Home Organization Product Demand, 2006 - 2021 (million dollars)**

Item	2006	2011	2016	2021
Home Organization Product Demand % pantries & kitchens				
Pantry & Kitchen Organization Products				
Bins, Baskets, & Totes				
Shelving				
Modular Units				
Hanging Storage				
Accessories & Other				

Source: The Freedonia Group

**Table 6-4 | Professional Market for Home Organization Products, 2006 - 2021 (million dollars)**

Item	2006	2011	2016	2021
Home Organization Product Demand % professional installation				
Professional Installation Market				
Closets				
Bedrooms				
Garages				
Family Rooms				
Pantries & Kitchens				
Bathrooms & Utility Rooms				
Other				

Source: The Freedonia Group

## This study can help you:

- Determine your market & sales potential
- Learn more about industry competitors
- Assess new products & technologies
- Identify firms to merge with or acquire
- Complement your research & planning
- Gather data for presentations
- Confirm your own internal data
- Make better business decisions

# The Freedonia Group

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- Roofing Distribution in the US
- Siding Distribution in the US
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- Asphalt Shingles Market in the US

#### Updates

- Global Countertops Market
- Global Flooring Market
- Pipe Markets in the US
- Plumbing Fixtures & Fittings in the US
- Siding Market in the US
- Windows & Doors Market in the US
- Global Elevators

### Packaging and Consumer Goods

#### New Titles

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- Packaging Films Market in the US
- Consumer Wipes Market in the US
- Meat Packaging Market in the US
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- Foodservice Disposables in the US
- Global Caps & Closures
- Labels in the US
- Global Power Tools
- Home Organization Products in the US

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- Roofing Coatings Market in the US

### Industrial Equipment and Transport

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- Global Construction Machinery
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- Lawn & Garden Equipment in the US
- Global Buses
- North American Automotive Aftermarket
- North American Truck Aftermarket

## Related Studies

### Decorative Laminates

Demand for decorative laminates in the US will rise 2.5 percent annually to 11.6 billion square feet in 2020, valued at \$6.8 billion. Thermoplastic films and saturated papers will be the fastest growing products, while low-basis weight papers will remain the largest segment. The cabinets and flooring markets will outpace furniture uses. This study analyzes the 10.2 billion square foot US market for decorative laminates, with forecasts for 2020 and 2025 by raw material, product and market. The study also evaluates company market shares and profiles industry players.

#3385..... March 2016..... \$5300

### World Major Household Appliances

Global demand for major household appliances will rise 3.0 percent annually through 2019 to 445 million units. Clothes dryers, dishwashers and freezers will be the fastest growing products. China will remain the leading purchaser and producer, while India and Indonesia will record the fastest increases in demand. This study analyzes the 385 million unit world major household appliance industry, with forecasts for 2019 and 2024 by product for 6 world regions and 25 major countries. The study also evaluates company market share and profiles global industry players.

#3366..... February 2016 ..... \$6500

### Cabinets

US demand for cabinets is projected to advance 6.4 percent annually to \$17.3 billion in 2019, spurred by continuing consumer interest in kitchen and bathroom renovation projects. Style trends that call for homes to have larger kitchens and multiple bathrooms will also boost demand. The dominant residential market will be the fastest growing segment. This study analyzes the \$12.7 billion US cabinet industry, with forecasts for 2019 and 2024 by material, product, market and region. The study also evaluates company market share and profiles industry players.

#3372..... January 2016 ..... \$5300

### Janitorial Equipment & Supplies

US demand for janitorial equipment and supplies will rise 2.2 percent annually through 2019 to \$7.1 billion, driven by pent-up demand for automated floor cleaning equipment. Office and institutional buildings will remain the largest and fastest growing markets. In-house purchasers will remain dominant, but will be outpaced by contract cleaners. This study analyzes the \$6.4 billion US janitorial equipment and supply industry, with forecasts for 2019 and 2024 by product, market and purchaser. The study also evaluates company market share and profiles industry competitors.

#3311..... August 2015..... \$5300

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## Freedonia's methods

- Establishing consistent economic & market forecasts
- Using input/output ratios, flow charts & other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts & end users
- Researching a proprietary database that includes trade publications, government reports & corporate literature

## About The Freedonia Group

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