

2017

LANDSCAPE TRENDS- INTERNATIONAL COMPARISON MAY 2017



Big Ideas

FRONT AND BACK YARDS ARE A CHOICE

In most surveyed countries,* more than one in five homeowners who are renovating their outdoor space report they are focusing on their front yards. Interestingly, nearly two in three Russian renovating homeowners are opting for that upgrade location (64%). British homeowners upgrading their outdoor space really seem to love their back yards (84%) vs. other countries (40%-78%). Italy is standing out with only one in four opting for back yard upgrades (23%).

GETTING TO KNOW YOUR NEIGHBOURS

Across the globe, increased neighborly interaction is apparent following an outdoor renovation, with more than one in ten interacting more with their neighbors. The friendliest country seems to be the U.S. with 18% increased interaction, and the smallest increase in interaction is among those who upgraded their outdoor projects in Italy and France (each 12%, respectively).

PROFESSIONAL HELP

Many homeowners in countries across the globe turn to professional help when upgrading their outdoor space. More than two-thirds of Australians hire professionals for outdoor upgrades (69%). Other countries are range between 46%-67% professional hiring frequency, with Denmark showing the least overall pro hiring (37%).

AWARDS GO TO....

Sweden – for most frequent lighting upgrades during outdoor projects (71% vs. 24%-69% for all other countries)

Canada – for most frequent existing lawn among renovating homeowner who are upgrading their outdoor project (80% vs. 25%-78% for other countries)

Italy– for most frequent outdoor element upgrades, with one in five opting for outdoor kitchens with a grill and built-in cabinetry, sinks or refrigerators (20%) vs. 3%-18% in other countries.

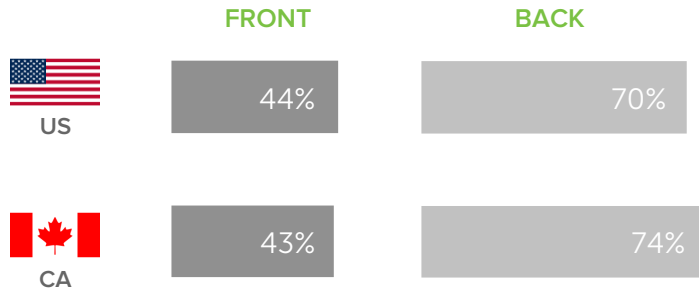
*Houzz Research studies trends in the U.S.A., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom.

Where We Focus Our Outdoor Project: *Location and Focus*

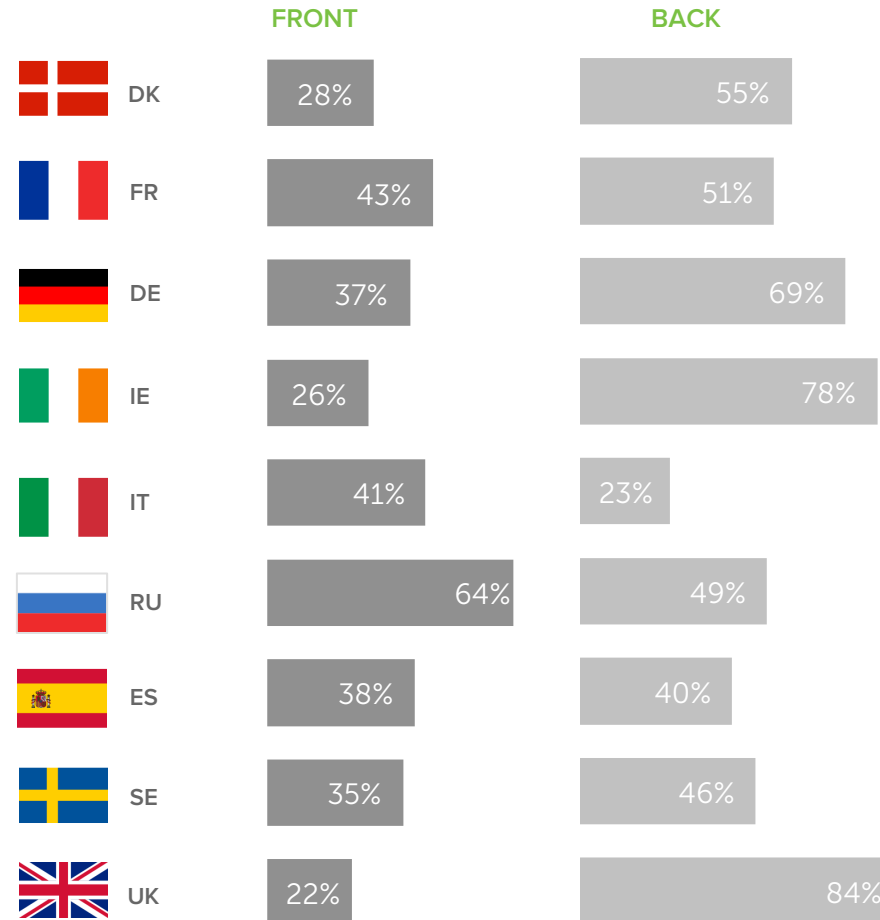
Charts below show the frequency of homeowners' focus in outdoor projects as well as the location of the project in relation to the home, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months



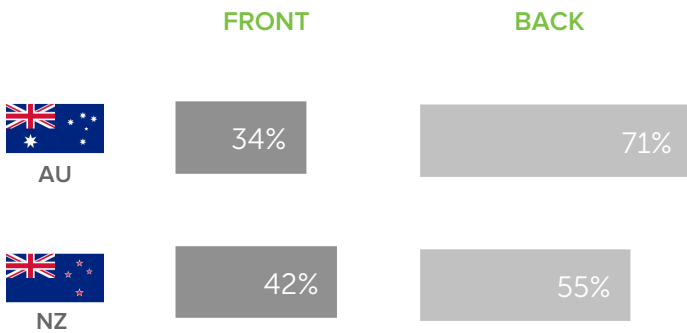
USA & Canada



Europe



Asia - Pacific

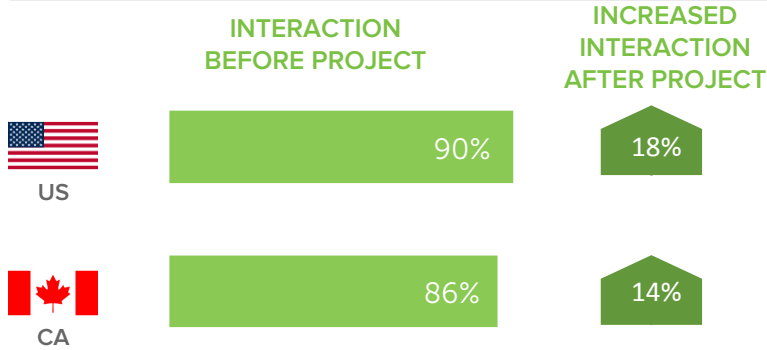


How We Engage With Our Neighbors: *Neighborly Interaction*

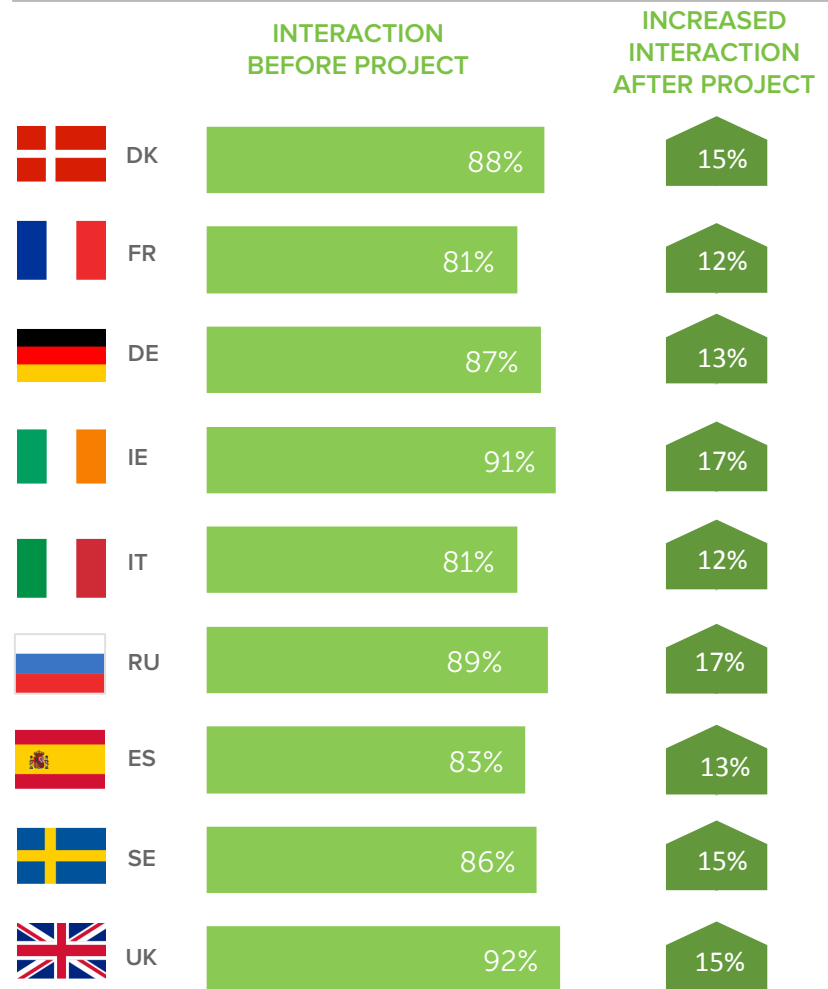


Charts below show the frequency of homeowners engagement with their neighbors, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months

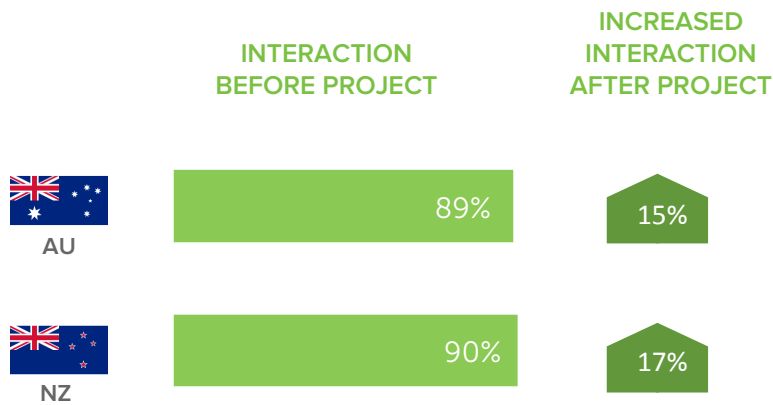
USA & Canada



Europe



Asia - Pacific





Why We Update Our Outdoor Projects: *Top Challenges and Triggers*





Charts below show the frequency of key motivations driving homeowners to update their outdoor space, as well as the challenges they face as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.










USA & Canada

	TOP CHALLENGE	TOP TRIGGER
 US	31% Drainage	33% Personalize recently purchased home
 CA	34% Poor use of space	33% Personalize recently purchased home

Asia - Pacific

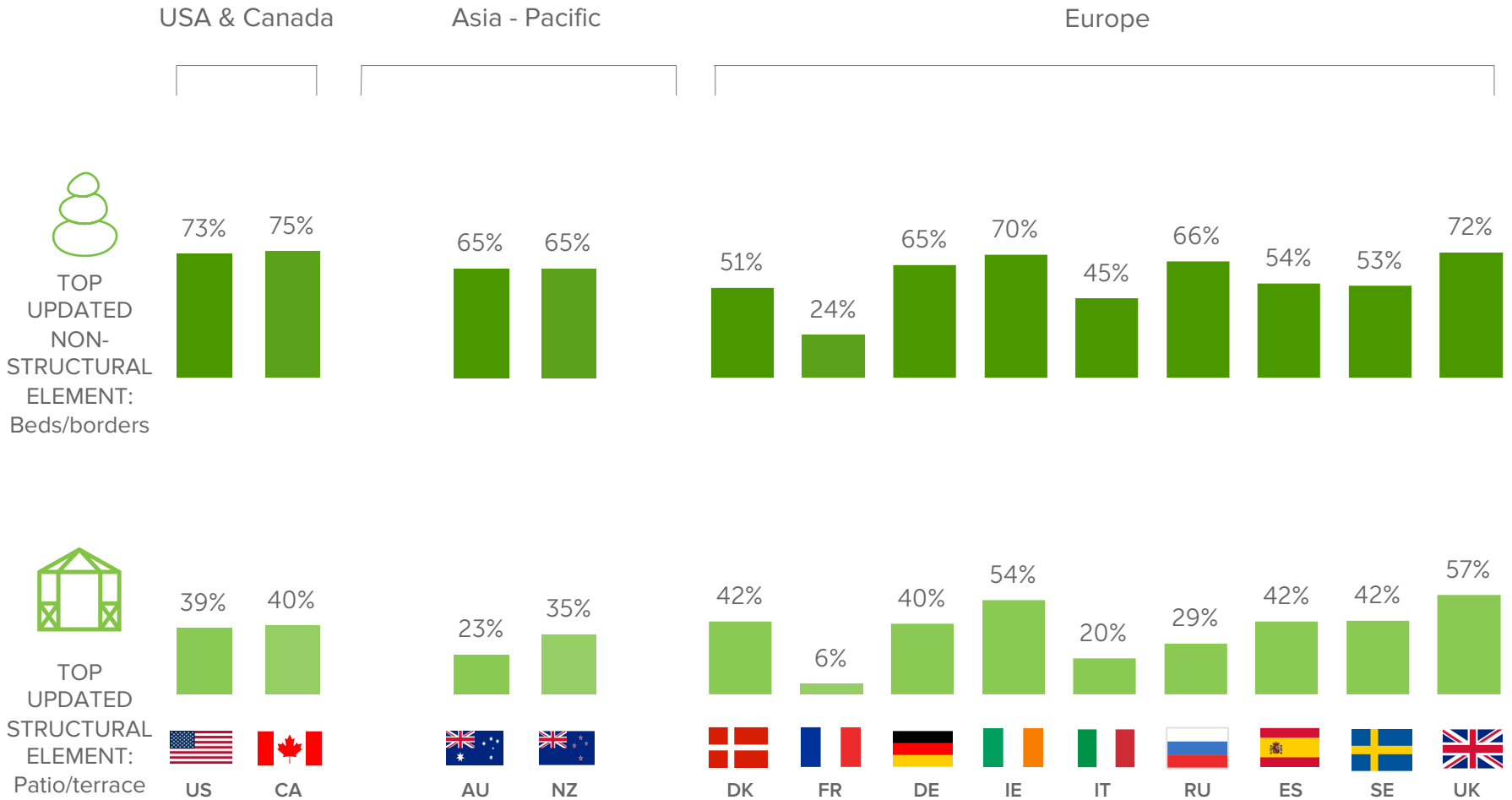
	TOP CHALLENGE	TOP TRIGGER
 AU	35% Poor use of space	32% Personalize recently purchased home
 NZ	32% Poor use of space	31% Personalize recently purchased home

Europe

	TOP CHALLENGE	TOP TRIGGER
 DK	19% Poor use of space	34% Personalize recently purchased home
 FR	26% Lack of privacy	45% Personalize recently purchased home
 DE	39% Poor use of space	43% Personalize recently purchased home
 IE	41% Poor use of space	30% Personalize recently purchased home
 IT	35% Poor use of space	41% Personalize recently purchased home
 RU	35% Poor use of space	36% Personalize recently purchased home
 ES	35% Poor use of space	37% Personalize recently purchased home
 SE	31% Poor use of space	37% Finally have the time to do it
 UK	45% Poor use of space	44% Personalize recently purchased home

What we Install in Our Outdoor Project: *Systems and Structural Elements*

Charts below show the frequency of homeowners updating structural elements and non-structural elements during outdoor projects, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.



What Elements We Install in Our Outdoor Projects: *Kitchen Elements With Grill*

Charts below show the frequency of homeowners updating outdoor living elements during outdoor projects, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.

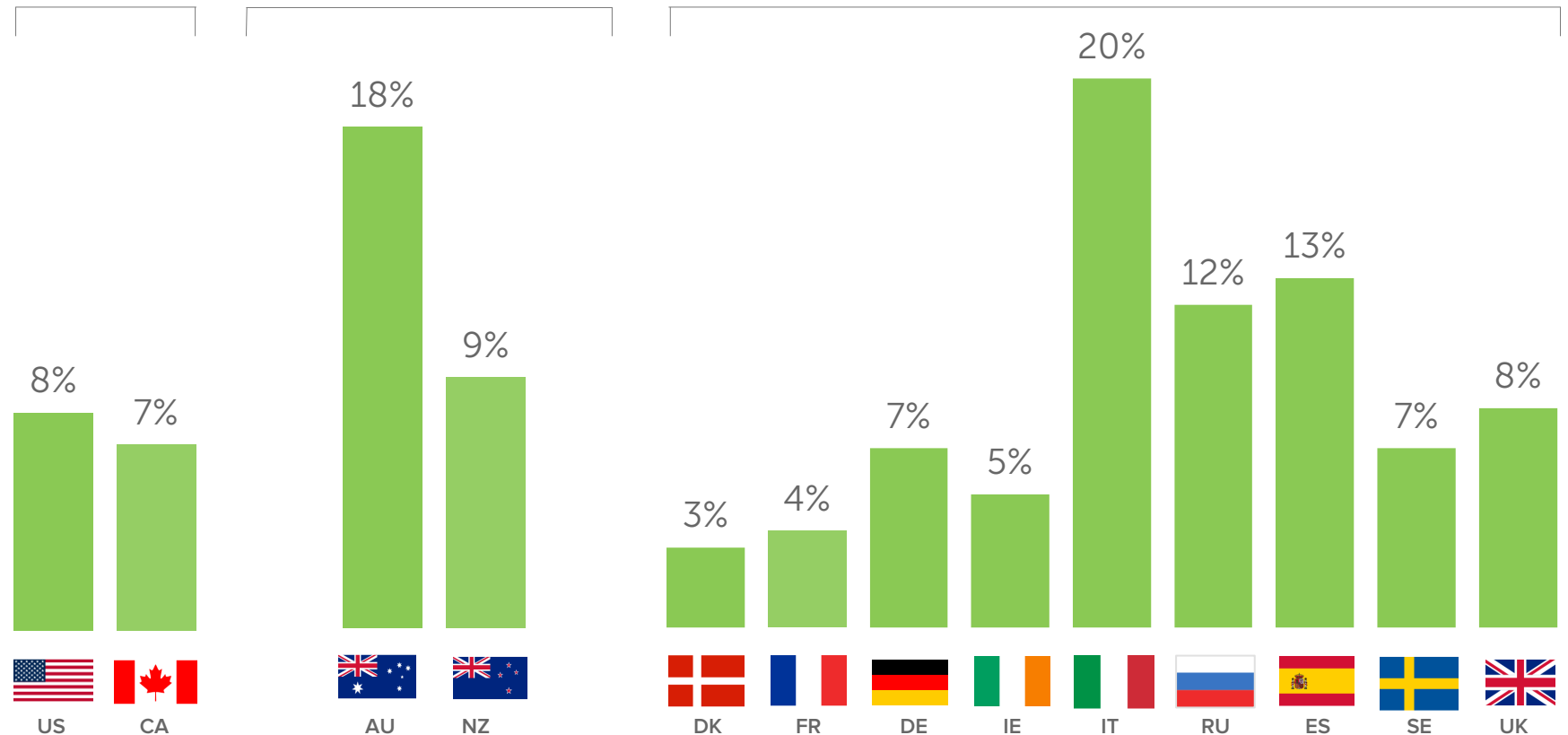


■ OUTDOOR KITCHEN ELEMENTS INCLUDING A GRILL AND BUILT-IN CABINETRY, SINK OR REFRIGERATOR

USA & Canada

Asia - Pacific

Europe



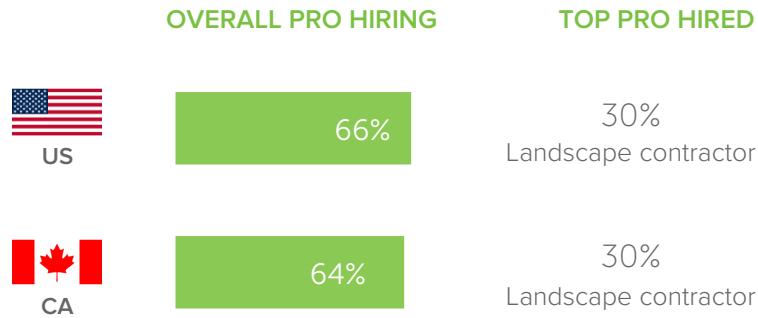
*Survey to be fielded in Australia and New Zealand in August 2017.

Who We Hire For Our Outdoor Space: *Pro Hiring*

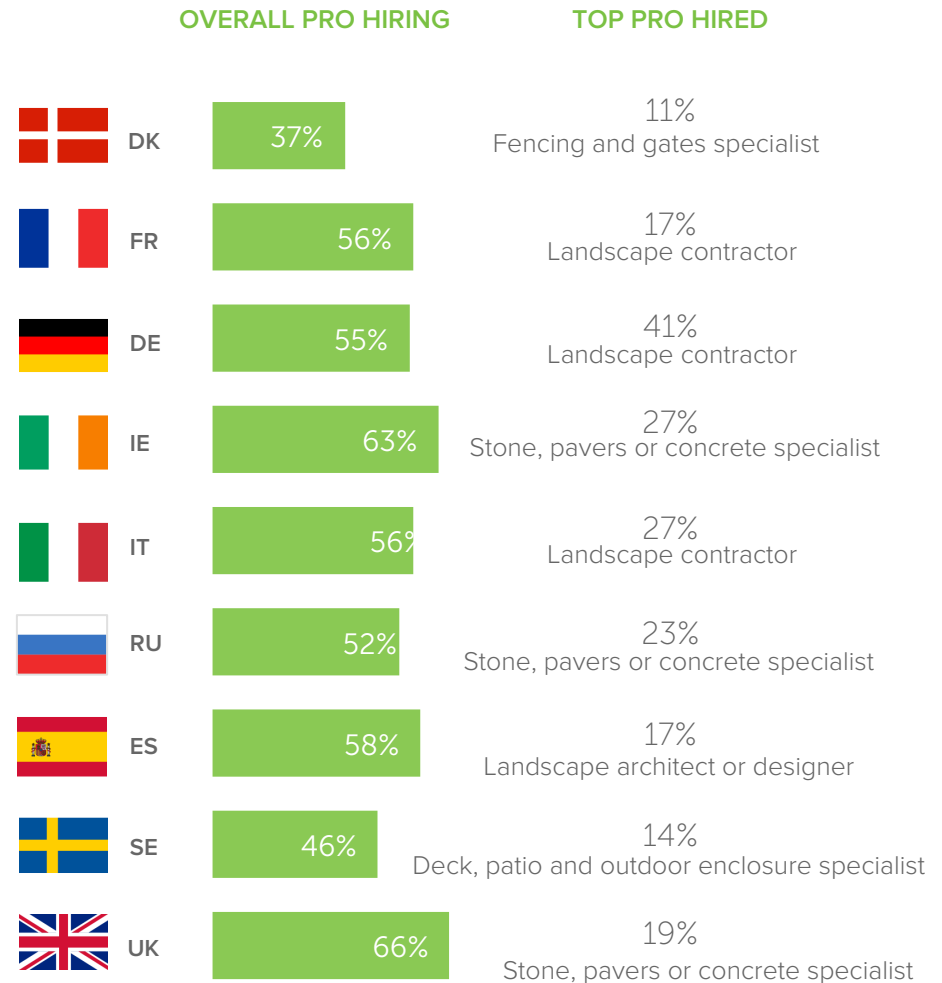


Charts below show the frequency of homeowners hiring professionals and the top professional hired for their outdoor projects, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.

USA & Canada



Europe



Asia - Pacific

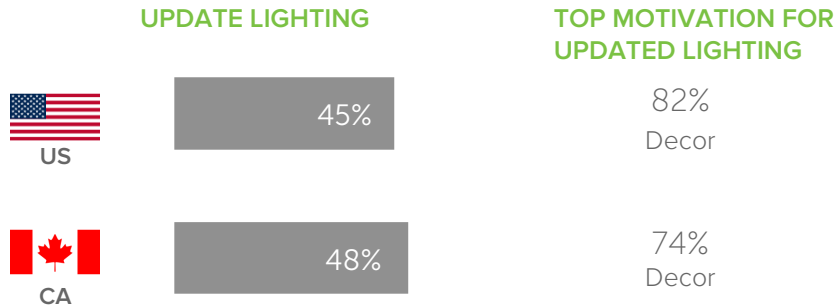


How We Light Our Outdoor Project: *Lighting and Motivation*

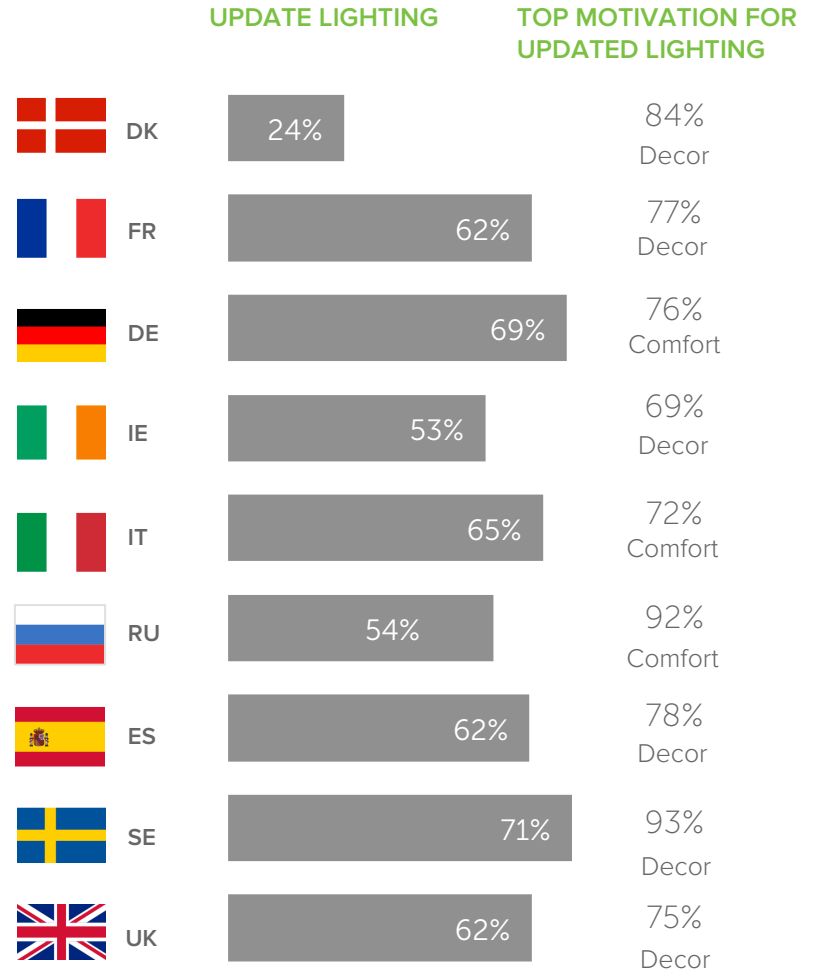


Charts below show the frequency of homeowners updating their lighting during outdoor projects, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.

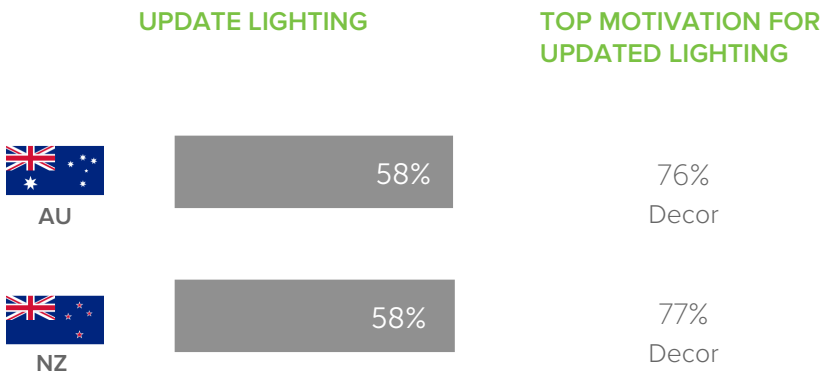
USA & Canada



Europe



Asia - Pacific

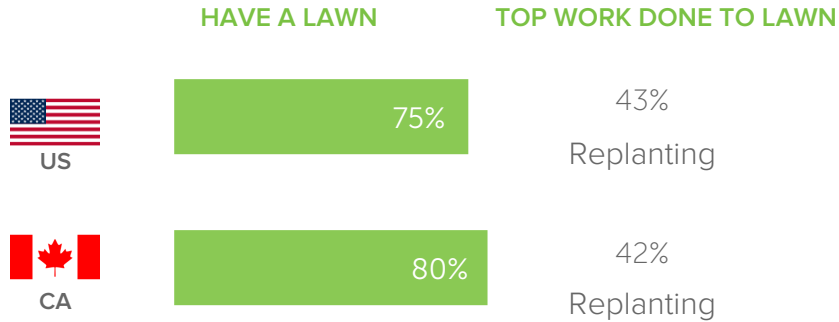


What We Plant in Our Outdoor Space: *Lawn*

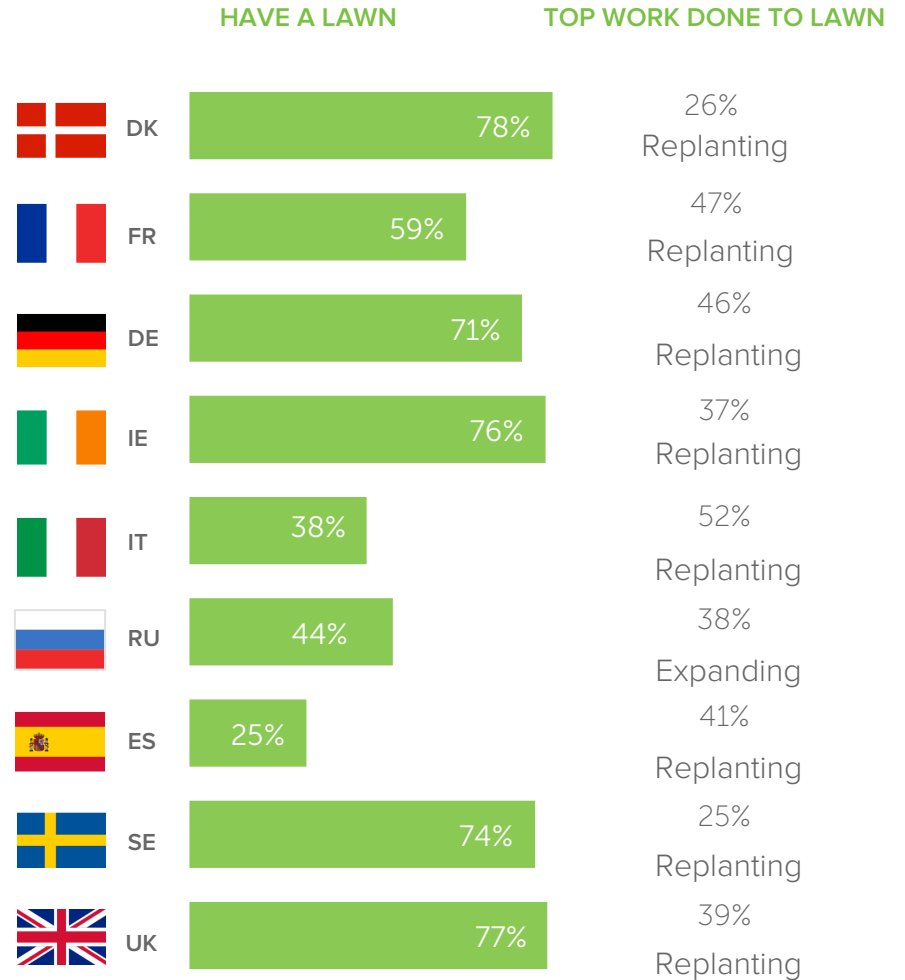


Charts below show the frequency of homeowners updating their lawn during outdoor projects as well as the top work done to the lawn, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.

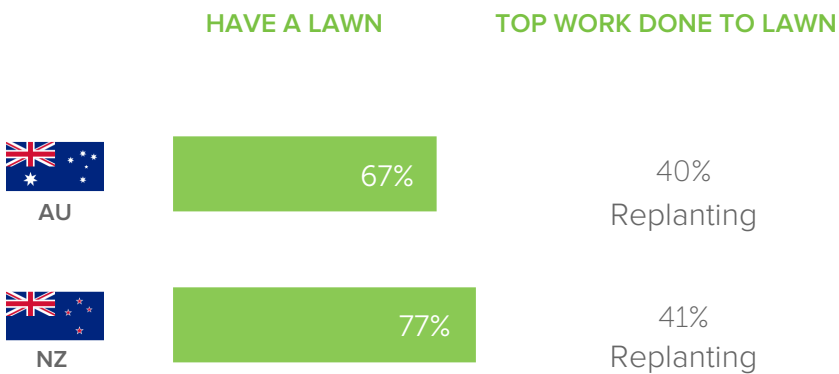
USA & Canada



Europe



Asia - Pacific





What Products & Materials We Install in Our Outdoors: *Hard Surfaces and Plant Type*





Charts below show the frequency of homeowners updating their outdoor plants as well as their hard surfaces during outdoor projects, as reported by homeowners who renovated their outdoor space in the past 12 months, are currently renovating their outdoor space, or are planning to renovate their outdoor space in the next 3 months.










USA & Canada

	TOP HARD SURFACES	TOP PLANT TYPE
 US	54% Pavers	70% Perennials
 CA	45% Stone slabs	76% Perennials

Asia - Pacific

	TOP HARD SURFACES	TOP PLANT TYPE
 AU	55% Pavers	62% Shrubs
 NZ	57% Pavers	75% Shrubs

Europe

	TOP HARD SURFACES	TOP PLANT TYPE
 DK	52% Pavers	59% Perennials
 FR	41% Gravel/crushed rock	66% Shrubs
 DE	50% Stone slabs	76% Perennials
 IE	47% Stone slab	68% Shrubs
 IT	38% Stone slab	53% Annuals
 RU	49% Pavers	84% Perennials
 ES	38% Stone slab	54% Perennials
 SE	55% Stone slab	63% Perennials
 UK	51% Stone slab	72% Shrubs

Methodology

The survey was sent to registered Houzz users all over the world, and fielded in March-September 2017. Homeowners who completed an outdoor renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=12,093.

Country	N
USA (US)	1,000
Canada (CA)	258
Australia (AU)	2,570
New Zealand (NZ)	844
Denmark (DK)	212
France (FR)	1009
Germany (DE)	897
Ireland (IE)	376
Italy (IT)	1,215
Russia (RU)	552
Spain (ES)	437
Sweden (SE)	262
United Kingdom (UK)	2,461