2024

Houzz U.S. Emerging Winter Trends Report





Smart Entertaining Solutions

Kitchen islands with a drop leaf	up 202%
Pop up trundle daybeds	up 179%
Professional organizers	up 50%
Vinyl record storage	up 46%



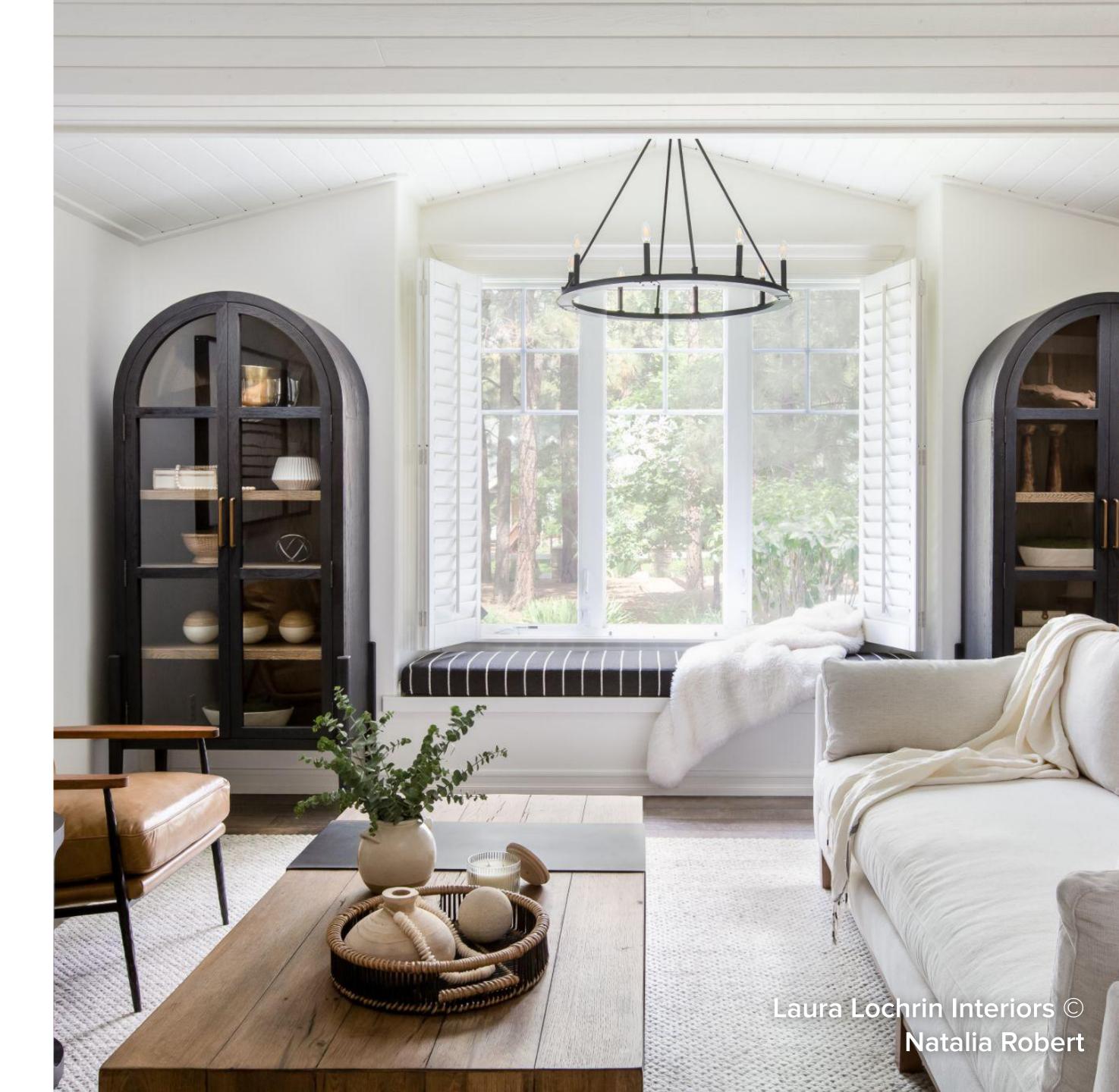
Embracing Seasonal Cheer

Green decorative pillows	up 285%
Blue decorative pillows	up 101%
Green table lamps	up 82%
Red rugs	up 55%
Wool rugs	up 36%



Geometric Decor & Designs

Arched cabinets	up 156%
Square coffee tables	up 47%
Checkerboard floors	up 47%
Oval mirrors	up 41%



Methodology

Data reflects year-over-year growth in U.S.-based searches on Houzz from January-September 2024 versus January-September 2023.

