

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%



Paulina Carcach Studio (Interior Designer)
© Michele Willson (photographer)

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%**



Delphinium Design, Balsam Hill
© Tiffany Ringwald

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.

