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Outdoor Improvements Up in 2022

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Here's another entry in the ongoing series of "what do consumers want" information: Axiom Marketing's just-released annual Home Improvement Outlook Survey concluded that more Americans will be tackling outdoor home improvement projects this year. Nearly 67% of American homeowners will spend more time on outdoor projects than in 2021, with 60% of respondents saying they'll spend between \$1,000 to \$5,000 on the projects. More than 15% indicated they'll spend more than \$10,000.

According to the study, 58% of respondents feel that, after having spent a good amount of time inside the home during the pandemic, they've finished indoor improvement projects. The top five outdoor projects they intend to tackle this year are:

- Adding new shrubs or trees
- Building or renovating a deck
- Adding a fence
- Expanding or creating new flower and vegetable gardens
- Exterior painting

Two of those top five projects are in our wheelhouse! And with the way some painters destroy foundation plantings, that might be another way garden retailers will benefit. Download the Axiom Home Improvement Outlook Survey at axiomcom.com/2022-outdoor-home-improvement. **GP**