

## Front Lines

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### Accenting the Outdoors

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As this is the garden decor issue, the results of the annual Outdoor Living Trend Report commissioned by the International Casual Furnishings Association (ICFA) is a perfect fit. The research is conducted by Wakefield Research and shows a whopping 77% of consumers don't spend as much time outside at home as they would like to.

Furthermore, 54% said they have little or no outdoor furnishings or need to replace everything. Of the consumers who responded, 85% said they had some type of outdoor space, whether that was a porch, patio, balcony or

deck. Here are more stats:

- 59% plan to purchase new outdoor furniture or accessories in 2025, with 39% planning to purchase multiple pieces of decor. Millennials are especially likely to make purchases (76%).
- 80% have at least one item on a wish list. Top items include lounge chairs, lighting, fire pits/outdoor fireplace, shade products (umbrellas or pergolas), dining table/chairs and accent pieces (benches, porch swings, sofas, rugs and pillows).
- 57% said they would give precedence to buying exactly what they want for their outdoor space, even if it means paying more, while 43% will purchase at a discount, even if it's not exactly what they want.
- Once updating the outdoor space, consumers said they would use it to do more relaxing (72%), spending time with family and friends (60%), eating al fresco (55%), socializing (48%), and entertaining (44%).

Where can retailers find all these items to sell to consumers looking for outdoor decor? The Casual Market in Atlanta is a great place to start with more than 120 permanent and temporary showrooms for furniture and outdoor accessories. The summer market runs July 15-17 (Atlanta Market for gift and home overlaps these dates at July 15-21, too) and the fall market runs September 16-19.

"Casual Market Atlanta reflects the strength and diversity of the outdoor furnishings industry," said Siri Scott, ICFA Executive Director. "With a wide scope of established leaders and emerging brands across both permanent showrooms and temporary exhibits, the market creates meaningful opportunities for connection, discovery and growth within our community."

Find out more at [casualmarketatlanta.com](https://casualmarketatlanta.com). GP