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2021 Trend Report: Outdoor Living Space is “More Valuable Than Ever Before”

90% of Americans Agree Their Outdoor Living Space is More Valuable Than Ever Before, with 78% Making Outside Upgrades During COVID-19

HIGH POINT, N.C. – Volumes of scientific research prove the physical and mental health benefits of spending time in nature. And, while the COVID-19 pandemic has kept the majority of us at home for the past year, 90 percent of Americans with outdoor living space have been taking greater advantage of their decks, porches and patios, and consider their outdoor living space is more valuable than ever before.

According to an exclusive January 2021 survey conducted for the International Casual Furnishings Association, people are doing more relaxing, grilling, gardening, exercising, dining, playing with pets and children, and entertaining outside.

“In normal times, outdoor spaces are areas of recreation for ourselves and our families, yet today we need them for restoration for our bodies and minds,” said Jackie Hirschhaut, vice president of the American Home Furnishings Alliance and executive director of its outdoor division, the International Casual Furnishings Association.

The survey also revealed that nearly six in 10 Americans (58%) plan to buy at least one new piece of furniture or accessories for their outdoor living spaces this year. This significant and increasing percentage of planned purchases is likely due, at least in part, to the amount of time we are spending at home due to COVID-19, as well as social distancing regulations, and the proven health benefits of exposure to nature. Atop the list of Americans’ planned purchases are grills, fire pits, lounge chairs, lighting, dining table and chairs, umbrellas and sofas.

Top 2021 Trends for Outdoors:

Youth Will Be Served Al Fresco.

Millennials are reaching the perfect age to entertain, and they are determined to do it in a big way, with new outdoor pieces for the new year. Over half of Millennials (53%) will be buying multiple pieces of outdoor furniture next year, compared to 29% of Boomers.

Can’t Get No Satisfaction.

With a clear majority of Americans with outdoor spaces saying they’re dissatisfied with these spaces (88%), it stands to reason they’ll want to upgrade in 2021. Of those who have an outdoor space, two in three (66%) are not completely satisfied with its style, nearly three in five (56%)

are not completely satisfied with its function, and 45% are not completely satisfied with its comfort.

Hosts with the Most.

Entertaining-minded Millennials are selecting traditionally “indoor” pieces for their outdoor spaces. Millennials are more likely than Boomers to have a sofa or a sectional (40% vs. 17% Boomers), a bar (37% vs. 17% Boomers) and décor such as rugs or throw pillows (25% vs. 17% Boomers) on their shopping lists.

Party First, Earn Later.

Judging by their wish lists, it is no surprise that Millennials are more likely to upgrade their outdoor oases out of a desire to entertain than their older counterparts (43% vs. 28% Boomers). What is surprising, however, is the pragmatism with which Millennials are approaching their property. Nearly a third of Millennials (32%) want to renovate their outdoor spaces to add value to their homes, compared to just 20% of Boomers.

Renovation Nation.

Those who plan to give their outdoor spaces a makeover know what they want. Outdoor lighting (52%), lounge chairs or chaises (51%), a fire pit (49%), and a dining table with chairs (42%) top the lists of those who want a refurbished outdoor living area.

The Fun in Functional.

Americans do not just want their decks, patios and porches to be aesthetically pleasing showpieces, they want to get real use out of them. Over half of Americans (53%) want to create enjoyable and functional space. Other top reasons include the ability to entertain (36%) and to create a private retreat (34%). Only a quarter want to upgrade their outdoor spaces to add value to their homes (25%).

Put Your Feet Up.

While building equity is great, most Americans are more interested in building spaces that work for them now. Three-quarters (74%) of Americans use their patios for relaxation, while nearly three in five use them for socializing with family and friends (58%). Over half (51%) use their outdoor spaces for cooking.

“At the beginning of 2020, we were focused on creating outdoor spaces that complement our homes and lifestyles,” said Hirschhaut, “and today, we are creating outdoor spaces that supplement our sense of wellbeing and transform an outdoor area into an outdoor room.”

The research was conducted by Wakefield Research on behalf of the American Home Furnishings Alliance and International Casual Furnishings Association among 1,000 nationally representative U.S. adults ages 18 and older between January 4 and 8, 2021.

The International Casual Furnishings Association, a subsidiary of the American Home Furnishings Alliance, based in High Point, N.C., represents more than 100 manufacturers and distributors of outdoor furniture and accents, along with retailers, independent sales representatives and suppliers to the industry. For a downloadable version of this press release, as well as the hi-res images shown here, please visit the News page of www.icfanet.org.

Images & Captions for the 2021 Outdoor Furniture Trends Report

The Addison Collection from Apricity presents a contemporary look for outdoor entertaining with a mix of deep-seating rockers and a square fire pit that provides the ambience, warmth and light of an adjustable flame to give everyone that just-right glow. The group combines rust-free aluminum frames detailed with all-weather wicker, a porcelain tabletop on the fire pit and tailored Sunbrella® cushions for comfortable seating. Five-piece set, about \$2,999. www.apricityoutdoor.com



Create a true private retreat defined with the Vineyard Pergola by Berlin Gardens, about \$6,299. It's the perfect heavy-duty shade structure with optional lattice and shade slats, crafted in clear-grade Southern yellow pine that is ideal for outdoor installations. The Nordic Deep Seating Collection shown here is crafted of marine-grade poly and features crisp cushions, about \$6,999.

www.berlingardensllc.com

The cocoon shape and luxurious rope weave of the Savaii Swivel Chair by Bernhardt Exteriors exudes extra comfort from the faux down topper on its plush seat cushion. The powder-coated aluminum frame is wrapped in polyethylene rope in the natural marled clay colorway for the ultimate enjoyment of relaxation and conversation, about \$4,259. www.bernhardt.com



A colorful umbrella works double duty to deliver shade plus add a fun splash of vibrant style. Choose a solid hue or mix it up with two or more fashion tones. Nine-foot canopy, about \$550 to \$1,200.

www.classic-cushions.com

With a nod to chic Italian design, emuamericas offer Ronda 2.0 seating, one-piece frames that follow the curves of the body in their seats and backs to amplify support and comfort. Decorative steel mesh makes each piece practical and strong as well as lightweight enough to stack. Arm chair, about \$147; side chair, about \$165; and companion Pigalle (Kiss) table, about \$228. www.emuamericas.com



The straight lines of the Lancaster loveseat from Inspired Visions styles a living room for the outdoors with special flair from hand-brushed gold accents in the golden penny finish on the powder-coated aluminum frame, about \$3,799. The casually coordinated setting is accented with Golden Gate drum tables, about \$269 each, and a

set of triangular Charlotte nesting tables with concrete tops, about \$659. www.peakseasoninc.net

Bohemian and rich with texture, the eco-friendly Soleil area rug from Jaipur Living renders a versatile inside handwoven design for outdoor spaces and provides a relaxed, grounding accent to patio settings. The neutral and inviting dark taupe colorway complements any style or look, while the boucle and natural fringe details offer charming additions to this performance rug, 5' x 8' about \$595. www.jaipurliving.com





Kingsley Bate's Lucia collection has a relaxed, airy style that fits in any setting for comfortable dining with family members and friends. The gracefully curved aluminum chair backrests are wrapped with weather-friendly rope in an open vertical pattern, about \$510 each. The rectangular 73" x 41" Avalon teak dining table, about \$1,360.

www.kingsleybate.com

Increasing the value of your home can be easily achieved by adding an outdoor fireplace. Imagine enjoying the gentle flames of an upgraded fire feature in your outdoor living space from The Outdoor GreatRoom Company. Crafted of cement boards and steel framing, the surface of this see-through 60" unit can be designed to match your landscaping or hardscaping, about \$4,499. The frames use liquid propane or natural gas installations. www.outdoorrooms.com



As evening settles in and fireflies come out for their illuminated performance, what better place to relax with a loved one than the Coastal Rope Double Swing from Pawleys Island Hammocks? Handmade in the Carolinas, the design can be made special for your porch with your favorite frame color, rope option and headrest pillow. The outdoor swing is assembled without difficulty from 15 pieces using simple tools in about 40 minutes. An Allen wrench is included with each order. As shown, about \$879. www.pawleysislandhammocks.com

Inspired by mid-century modern design, the clean lines of these Bordeaux chairs by Summer Classics are the perfect pairing with a faux stone table to create a timeless European bistro dining experience. Made of galvanized wrought iron for rust resistance and painted with a three-step, hand-applied antique finish available in either a Midnight or Chalk finish, the back and seat of each frame features resin wicker that mimics hand-woven natural cane. Side chair, about \$639; arm chair, about \$669 and Superstone-top bistro table, starting at \$1,275. www.summerclassics.com



The Palazzo chat set from Winston uniquely blends high function with a bit of drama from the design influence of European architecture illustrated in elegant, gently curving ornamentation. Sculptural arabesque motifs adorn the generous high-back, swivel-tilt lounge chairs, shown with Spectrum Denim cushions. The 44" slat-top fire table showcases the matching Night finish. Five-piece group, about \$3,999. www.winstonfurniture.com