

# Home Improvement Market Size to Reach USD 854.68 Billion by 2032: Trends, Share, Forecast, Demand & Competitive Analysis

*The home improvement market is growing as consumers invest in renovations, smart upgrades, and DIY projects to enhance comfort, efficiency, and property value.*

WILMINGTON, DE, UNITED STATES, December 4, 2025 /EINPresswire.com/ -- Global [Home Improvement Market](#) Size Worth USD 524.25 Billion in 2024, Projected to Reach USD 854.68 Billion by 2032 at 6.3% CAGR.

## Market Overview:

Global Market Disruption 2025:

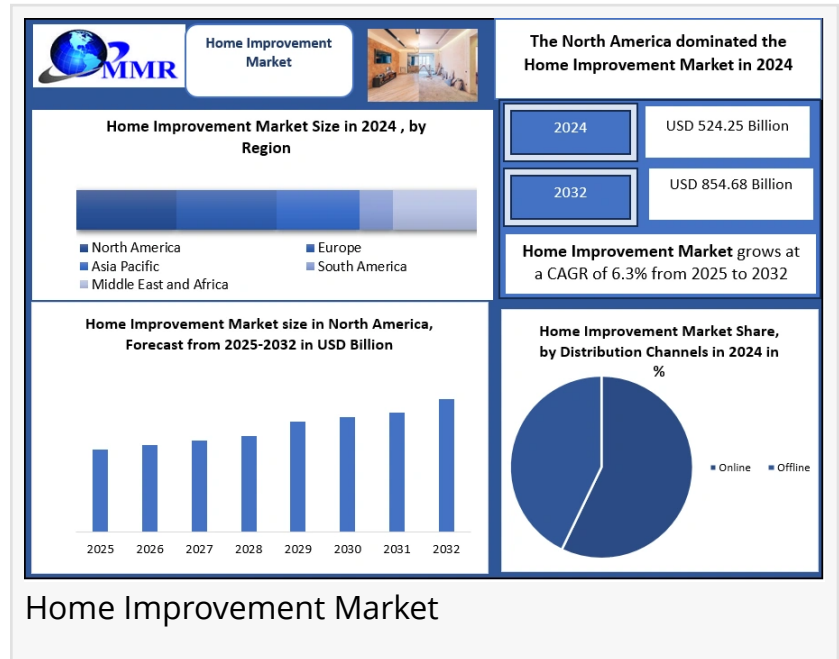
Emerging Trends, Hidden Growth Drivers, and Billion-Dollar Opportunities Revealed

Global Home Improvement Market Report 2025 delivers a comprehensive analysis of market

size, trends, and growth forecasts through 2032. The industry is experiencing strong momentum driven by rising investments in residential remodeling, smart home upgrades, and energy-efficient renovation solutions. Increasing adoption of sustainable materials, IoT-enabled home systems, and premium kitchen & bathroom remodeling technologies is reshaping the global market landscape.

Surging demand for DIY and DIFM services, coupled with growing e-commerce penetration and government

incentives for green retrofitting, is accelerating market expansion. Rapid urbanization, aging housing infrastructure, and consumer preference for modernized living spaces continue to



strengthen global Home Improvement Market growth. Sustainable construction, smart renovation technologies, and regional expansion across North America and Europe remain key catalysts fueling long-term market development worldwide.

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What’s Powering the Rapid Rise of the Global Home Improvement Market?

Discover How Smart Renovation, Sustainability, and Premium Remodeling Are Shaping 2032

Global Home Improvement Market Segments Covered	
By Project	Do It Yourself (DIY) Do It For Me (DIFM)
By End Use	Bath Improvements & Additions Kitchen Improvement & Additions Exterior Replacements Interior Replacements Property Improvements System Upgrades Others
By Distribution Channel	Online Offline
By Region	<b>North America</b> (United States, Canada and Mexico) <b>Europe</b> (UK, France, Germany, Italy, Spain, Sweden, Austria, Turkey, Russia and Rest of Europe) <b>Asia Pacific</b> (China, India, Japan, South Korea, Australia, ASEAN (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Viet Nam etc.) and Rest of APAC) <b>Middle East and Africa</b> (South Africa, GCC, Egypt, Nigeria and Rest of MEA) <b>South America</b> (Brazil, Argentina, Colombia and Rest of South America)

Home Improvement Market is surging as homeowners invest in energy-efficient upgrades, smart home technologies, and premium kitchen & bathroom remodeling. Rising demand for sustainable materials, DIY & DIFM services, and digital renovation tools is transforming the industry as consumers prioritize modern, eco-friendly, and high-value living spaces.

Global Home Improvement Market Drivers: Renovation Demand & Smart Home Trends

Global Home Improvement Market is witnessing unprecedented growth, fueled by rising renovation demand as aging homes in North America and Europe drive homeowners to invest in kitchen remodeling, bathroom upgrades, smart home solutions, and energy-efficient retrofits. These high-impact trends boost market size, share, demand, forecast, and competitive growth, creating lucrative opportunities for both DIY enthusiasts and DIFM services.

Global Home Improvement Market Challenges: Rising Costs, Labor Shortages & Inflation Impact

Global Home Improvement Market faces significant challenges from rising raw material costs and skilled labor shortages, affecting project timelines and DIFM services. Surging prices for lumber, steel, cement, roofing shingles, and PVC, combined with inflation and higher interest rates, constrain market size, growth, demand, trends, and competitive opportunities, prompting innovative and cost-efficient renovation solutions.

Global Home Improvement Market Opportunities: Smart Homes, Sustainable Renovations & DIY Growth

Global Home Improvement Market offers vast opportunities as homeowners increasingly adopt smart home upgrades, sustainable renovations, and modular kitchen and bathroom solutions.

Growth in DIY adoption, energy-efficient retrofits, AR/VR digital design tools, and eco-friendly materials drives market size, share, trends, demand, and forecast, enabling service providers to capture new revenue streams and deliver profitable, innovative home improvement solutions.

## Global Home Improvement Market Segmentation: DIFM, DIY, and High-Value Kitchen Renovation Trends

Global Home Improvement Market showcases dynamic growth opportunities across project type, end use, and distribution channels. Dominated by DIFM projects for complex renovations, and supported by rising DIY adoption, the market sees Kitchen Improvements & Additions as the highest-value segment. With smart home integration, energy-efficient solutions, and modular designs, these trends are driving market size, share, demand, forecast, trends, and competitive growth, creating lucrative opportunities for industry players.

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## Global Home Improvement Market Trends: Smart Homes, Sustainable Renovations & Digital Design Revolution

Smart Home Renovation Boom: The Global Home Improvement Market is experiencing a major shift as homeowners rapidly adopt AI-enabled security systems, smart thermostats, automated lighting, and connected HVAC units. These high-impact innovations drive market size, growth, demand, trends, and competitive opportunities, transforming homes for comfort, convenience, and futuristic living.

Sustainable & Energy-Efficient Renovation Surge: Rising demand for solar-powered roofing, energy-efficient windows, and advanced water management solutions is reshaping the market. Eco-conscious homeowners are fueling market trends, forecast, and growth opportunities, combining environmental responsibility with long-term cost savings and premium home upgrades.

Digital & Personalized Design Revolution: The adoption of AR/VR visualization apps, AI-driven design tools, and digital twins enables homeowners to plan and customize renovations with precision. This trend accelerates DIY and DIFM projects, expanding market share, high-value renovation trends, and profitable growth across the home improvement ecosystem.

## Global Home Improvement Market Developments: The Home Depot & Lowe's Drive Smart Renovation, DIY, and DIFM Growth

In March 2024, The Home Depot launched four new Pro-focused distribution centers across Detroit, Southern Los Angeles, San Antonio, and Toronto, enhancing delivery speed and reliability for professional contractors. With advanced inventory, digital order-management tools,

trade credit options, and ProXtra loyalty benefits, this strategic expansion drives market size, growth, trends, demand, and competitive opportunities in the Global Home Improvement Market.

On Dec 11, 2024, Lowe's introduced its Total Home Strategy, featuring generative AI frameworks, online marketplaces, enhanced Pro services, and unified loyalty programs. These innovative initiatives accelerate DIY and DIFM adoption, high-value remodeling projects, and smart home renovation trends, boosting market share, demand, growth, and forecast across the Global Home Improvement Market.

#### Global Home Improvement Market Competitive Landscape:

Global Home Improvement Market is moderately consolidated, dominated by industry giants like Home Depot, Lowe's, ACE Hardware, Menards, and Kingfisher. With revenues exceeding USD 150 billion, Home Depot leads the market, leveraging private-label product lines, AI-powered design tools, smart home innovations, and e-commerce advancements to capture both DIY and DIFM customer segments, driving market growth, trends, forecast, demand, and competitive opportunities.

Rising consumer demand for smart home upgrades, energy-efficient renovations, and sustainable remodelling solutions intensifies competition, prompting companies to invest in digital retail strategies, omnichannel logistics, AI-driven project planning, and contractor partnerships. Strategic acquisitions, store expansions, and eco-friendly product portfolios are fueling market size, share, high-value remodelling trends, and profitable growth across the Global Home Improvement Market.

#### Global Home Improvement Market Regional Insights: North America Leads, Europe Follows with Smart, Sustainable Renovation Trends

North America Home Improvement Market leads global growth, fueled by high consumer spending, strong DIY culture, and aging housing stock. Surging demand for kitchen and bathroom remodelling, smart home upgrades, energy-efficient retrofits, and sustainable renovations drives market size, share, trends, demand, and forecast. Innovative DIFM services, e-commerce platforms, and government incentives accelerate premium, high-value home renovation opportunities.

Europe Home Improvement Market ranks as the second-largest region, driven by aging homes, rising smart home adoption, and strong sustainability initiatives. Increasing demand for kitchen, bathroom, and energy-efficient renovations, combined with DIY and DIFM projects, fuels market size, share, trends, demand, and forecast. Government incentives and leading retailers further boost premium, eco-friendly, and high-value remodelling opportunities, shaping the future of home improvement.

## Home Improvement Market Key Players:

The Home Depot, Inc.  
Lowe's Companies, Inc.  
Kingfisher plc  
Masco Corporation  
The Sherwin-Williams Company  
Ace Hardware Corporation  
Menard, Inc.  
Wesfarmers Limited  
B&Q  
OBI Group Holding GmbH  
Leroy Merlin  
Hornbach Holding AG  
Travis Perkins plc  
Fastenal Company  
True Value Company  
84 Lumber Company  
Tractor Supply Company  
Floor & Decor Holdings, Inc.  
Mr. D.I.Y. Group (M) Berhad  
Mr. Bricolage SA  
Pella Corporation  
Kohler Co.  
Andersen Corporation  
Watsco, Inc.  
Beacon Roofing Supply, Inc.  
Builders FirstSource, Inc.  
FirstService Corporation  
Dreamstyle Remodeling  
DuPont de Nemours, Inc.  
Henkel AG & Co.

## Strategic Growth Drivers and Innovation Trends Shaping the Global Home Improvement Market | Forecast 2025–2032

- Rising Home Renovation Demand: Growing investments in kitchen and bathroom remodeling, energy-efficient upgrades, and premium interior redesigns are accelerating global Home Improvement Market growth.
- Aging Housing Stock: Millions of older homes across North America and Europe require structural repairs, insulation upgrades, roofing replacements, and modernization, driving consistent long-term demand.
- DIY & DIFM Expansion: The surge in Do-It-Yourself (DIY) culture and the rapid adoption of Do-It-

for-Me (DIFM) services are reshaping the market, supported by digital tutorials, e-commerce platforms, and professional contractor networks.

□ Sustainability Shift: Rising consumer awareness and green regulations are boosting demand for eco-friendly materials, energy-efficient appliances, low-VOC paints, and renewable-powered home systems.

□ Smart Home Revolution: Increasing adoption of IoT-enabled security systems, automated lighting, HVAC optimization, and connected appliances is transforming renovation priorities worldwide.

## FAQs:

What is the expected size of the Global Home Improvement Market by 2032?

Ans: Global Home Improvement Market is projected to reach USD 854.68 billion by 2032, growing at a 6.3% CAGR.

Which region dominates the Global Home Improvement Market?

Ans: North America dominates the market, driven by high consumer spending, DIY culture, and aging housing stock.

What are the main drivers of the Home Improvement Market growth?

Ans: Rising demand for renovations, smart home upgrades, and energy-efficient retrofits are the core drivers.

What major challenges does the Home Improvement Market face?

Ans: Global Home Improvement Market faces rising material costs, labor shortages, inflation, and higher interest rates, affecting project timelines.

Which companies lead the Global Home Improvement Market?

Ans: Key leaders include Home Depot, Lowe's, ACE Hardware, Menards, and Kingfisher, supported by strong digital and retail innovations.

## Analyst Perspective:

Industry analysts observe that the Home Improvement Market is entering a high-growth phase driven by rising demand for smart home upgrades, sustainable renovations, and advanced digital design tools. The sector shows strong long-term return potential as DIY and DIFM activities expand across major regions. Competitive intensity remains high, with players like Home Depot, Lowe's, and Kingfisher accelerating innovation. Analysts note that new investments are increasingly directed toward smart technologies, eco-friendly materials, and digital retail platforms that enhance customer experience and operational efficiency.

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