

Amplify the Backyard Appeal

Backyard patios are homeowners' sanctuaries, go-to entertaining spots and extensions of their living rooms. To create these relaxing and inviting spaces, consumers are updating or adding to their current backyard areas.

To the right are five outdoor elements highlighted in *Hardware Retailing's* September issue, which consumers, retailers and home improvement organizations identified as trending items.

Applied to Retail:

Since expanding outdoor spaces is an ongoing movement, it is important that store owners and sales associates are aware of the recent trends in outdoor living products. This knowledge will allow them to help customers update and add harmony between their indoor and outdoor living spaces.

How to Sell:

Promote these popular items through shelf talkers and bold signage. When customers browse your lighting aisle, they may have difficulty finding solar lights, so make sure signage clearly displays these items. Signage would also be useful to promote native and low-maintenance plants by calling attention to their attributes, such as easy to care for and low water.



GRILLS, BARBECUES, SMOKERS

Consumers are seeking high-quality grills and are willing to spend the money. This high-end interest comes from consumers' desires to spice up their routine by preparing a variety of foods on the grill.



LIGHTS FOR PATIOS AND PATHS

Updating and adding outdoor seating and living areas requires additional lighting. Solar and LED lights are favored by consumers and are popular for lighting patios, decks and walkways.



OUTDOOR FURNISHINGS

Outdoor dining furniture is now similar to what people have in their kitchens or living rooms. It is larger, comfortable pieces that can accommodate a group for entertaining.



FIRE PITS AND FIREPLACES

Fire pits and fireplaces are becoming a focal point in many backyards by creating a gathering space for entertaining as well as keeping the space warm throughout several seasons.



NATIVE AND EDIBLE PLANTS

With the recent environmental concerns and consumers growing their own food, homeowners are updating their landscape with regional, low-maintenance plants along with edible plants.