

# Investing in Home Organization

Home organization products compose a growing category, and DIYers are the most frequent buyers of the cabinets, benches and other storage items they need to put their houses in order.

Packaged Facts, a consumer research firm, projects that home organization sales will reach \$19.5 billion in 2021, reflecting consistent market expansion in the U.S.

Packaged Facts also reports that about 80 percent of sales in the category are for DIY organization projects.

In keeping with that trend, consumers say they are more likely to do their own work on home organization projects than hire professional help, according to recent research from Home Innovation Research Labs.

## Applied to Retail

About 75 percent of consumers install their own closet and garage storage, Home Innovation Research Labs reports.

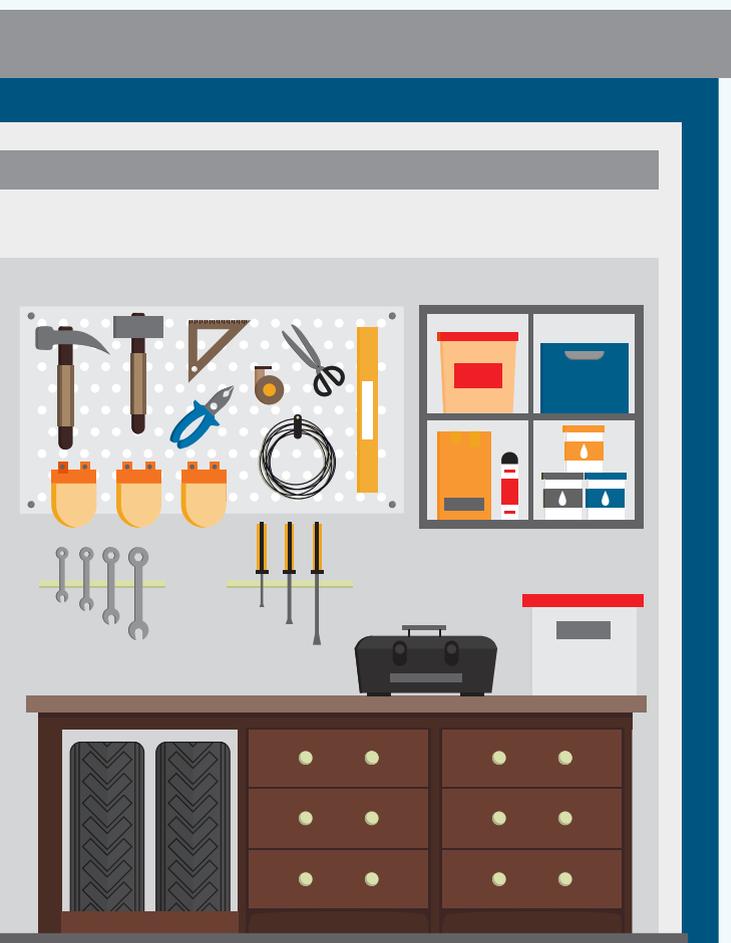
Organization products for closets and garages range from metal hooks and plastic totes to countertops and cabinetry.

Many of the most popular items for garages, such as storage for tools and garden equipment, likely complement your store's product offering.

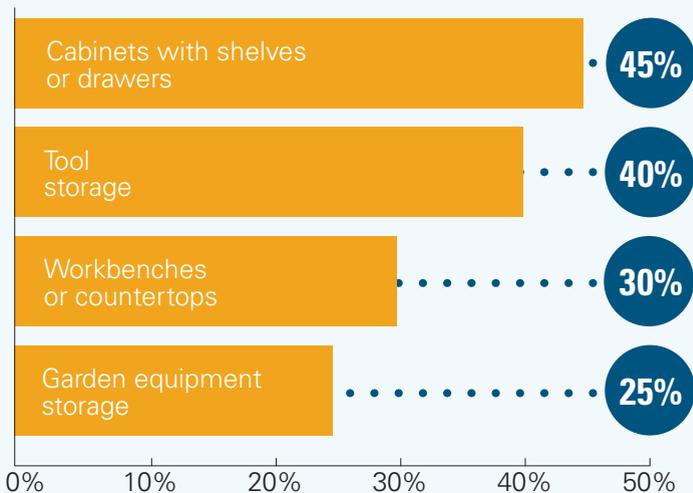
If your business already sells a range of organizational tools and the materials needed for creating full shelving or drawer systems, then consider creating a single display that showcases the capabilities of these types of products.

If your operation hasn't dabbled in the category yet, then starting with hooks, small shelves and bins may help you gauge if your customers are eager for bigger and more complex organization products.

For more on garage storage trends, flip to Page 66. 



## Most Popular Features of Garage Storage Systems



Source: Home Innovation Research Labs Annual Consumer Practices Survey, 2017

## The Home Organization Marketplace



Sales of DIY organization products account for **80 percent** of the market.

Source: Home Organization in the U.S.: General Purpose, Closets, Garages, and Storage Sheds, 4th Edition, Packaged Facts