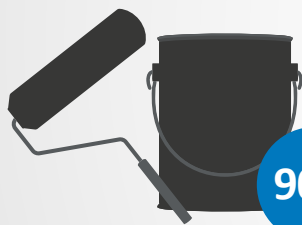


# Age Matters in the Home Improvement Market

The Gen Z and Millennial age groups act differently than their older counterparts. They may enter the U.S. home improvement market later, but it's easier to connect with them online and across social media. Understanding your consumers' differences helps you attract and retain them. **Here's a closer look at shopping behaviors across generations ...**

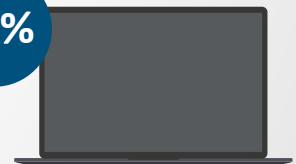


90%

Gen Z (18 – 24) and younger Millennials (25 – 34) were the least-penetrated segment, **but more than 90% purchased a home improvement product in the last year**

**Older Millennials (35 – 44) had the highest online penetration (58%)**  
compared to other generations

58%



\$400

**The average Gen X (45 – 54) consumer spends more than \$400**  
on home improvement products per year

**Boomers (55+) accounted for 44% of total home improvement dollars**  
compared to 35% of total general merchandise



44%

Multiple generations use home improvement products to customize the spaces where they live, entertain, and work. This presents opportunities for you to turn customers' dream homes into realities. We provide best-in-class data so you can understand the market landscape and make the best-informed decisions to grow your business.

*Source: The NPD Group/Checkout Omnichannel Tracking, 12 ME August 2022*

**Get more insights like this.**

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