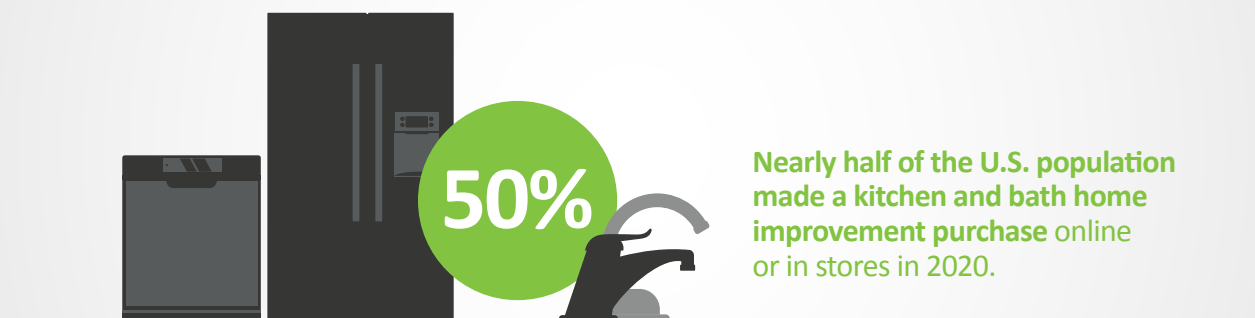
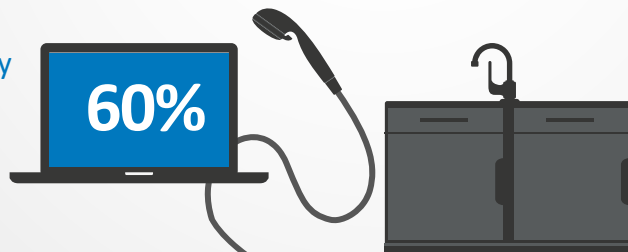


Nailed It! Women Lead Kitchen and Bath Improvement Spending

Whether it is the project strategy and design or the spending itself, women are a leading force in the U.S. kitchen and bath home improvement market. **Take a closer look.**



Last year, women accounted for nearly **60% of kitchen and bath products sold online** and **52% of in-store sales.**



Women were much more likely to **purchase kitchen cabinets in stores**, while making more **showerhead and faucet combo purchases online.**



Marketing efforts need to reflect the leading role women of all ages are playing in home improvements and engage them accordingly. Retailers must innovate and make a stronger connection, fostering the consumer's loyalty as they continue to address current and evolving lifestyle needs throughout the home.

Source: The NPD Group/Checkout, 12 ME December 2020

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

