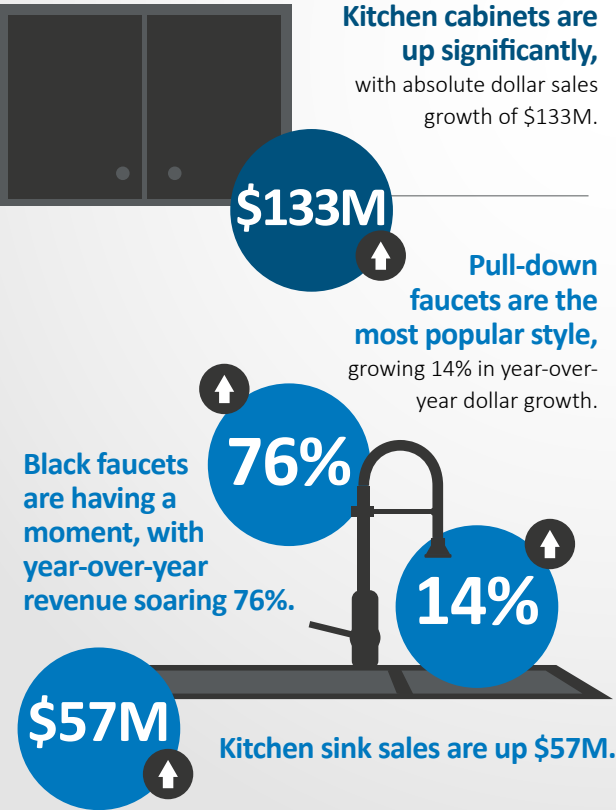


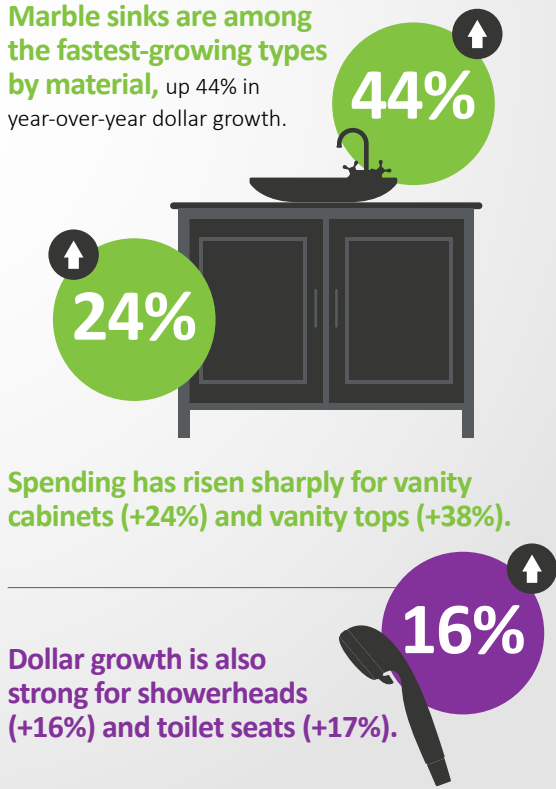
Remodeling Revolution

Our data shows 86% of U.S. meals are consumed at home. It's no wonder consumers are remodeling their kitchens when they spend so much time there. Pandemic-related behaviors and home-centered activities are sticking around, and that means kitchen and bathroom remodels continue to be top sales generators for the home improvement industry. **Here's a closer look.**

In the Kitchen ...



Bathroom Makeovers ...



Understanding consumers' sustained interest in home improvement projects is the key to planning your long-term strategy. Learn more about how NPD can help you achieve data-driven growth.

Source: The NPD Group/Checkout Omnichannel Tracking (kitchen and bath), YTD July 2021, CREST® and NET® (meals data), YE February 2021, Retail Tracking Service (home improvement), YTD August 2021

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

