



Spring Cleaning, Home Organization, and Décor Trends

Geo: Global

Methodology

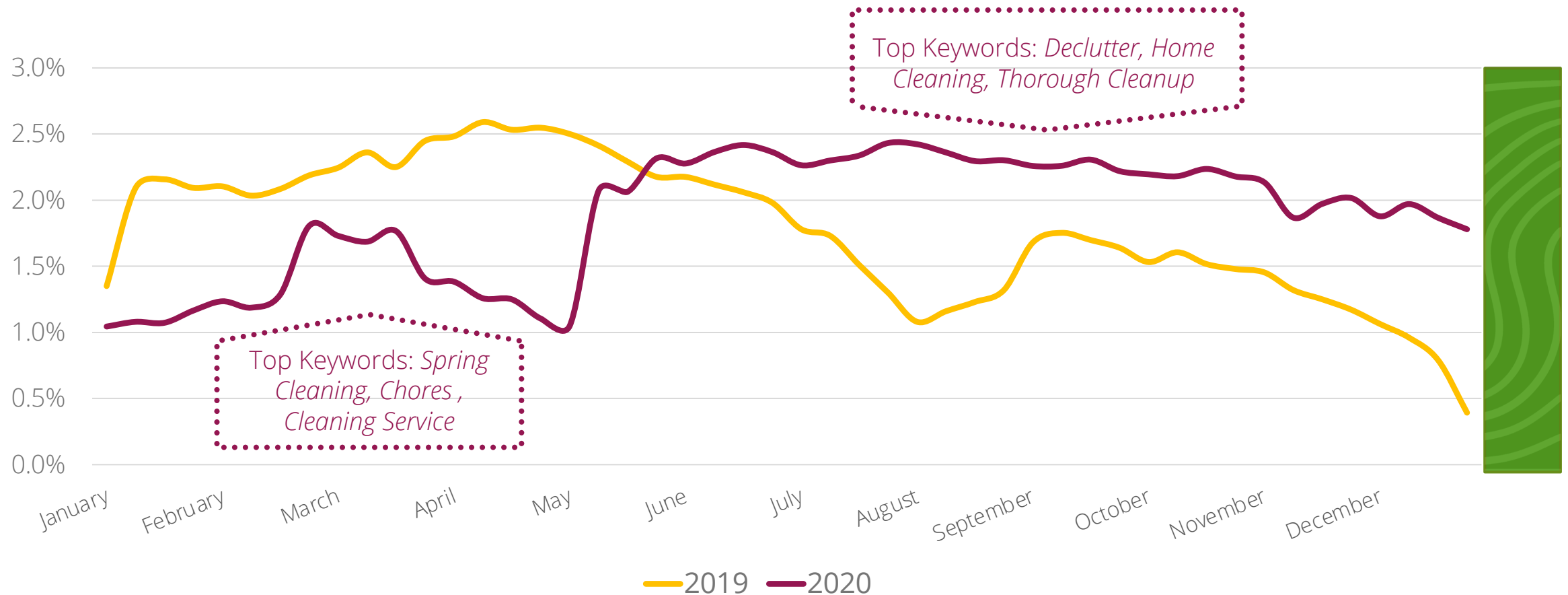
ShareThis examined the social behaviors of global users in a home cleaning audience, home organization audience, and home décor audience to determine current home trends.

Leverage the following insights to learn more about these audience's online patterns and behaviors.

Geo: Global

Stay At Home Orders Have Altered the Spring Cleaning Season

Seasonality of a Home Cleaning Audience by Share of Total Engagement (%):



While 2019 followed a traditional spring cleaning season with a peak across April and May, 2020 began with a short peak in engagement in March and April followed by continuously high engagement all the way through to December. Its likely that more time at home inspired more consistent deep cleaning habits.

Home Organization is Trendy

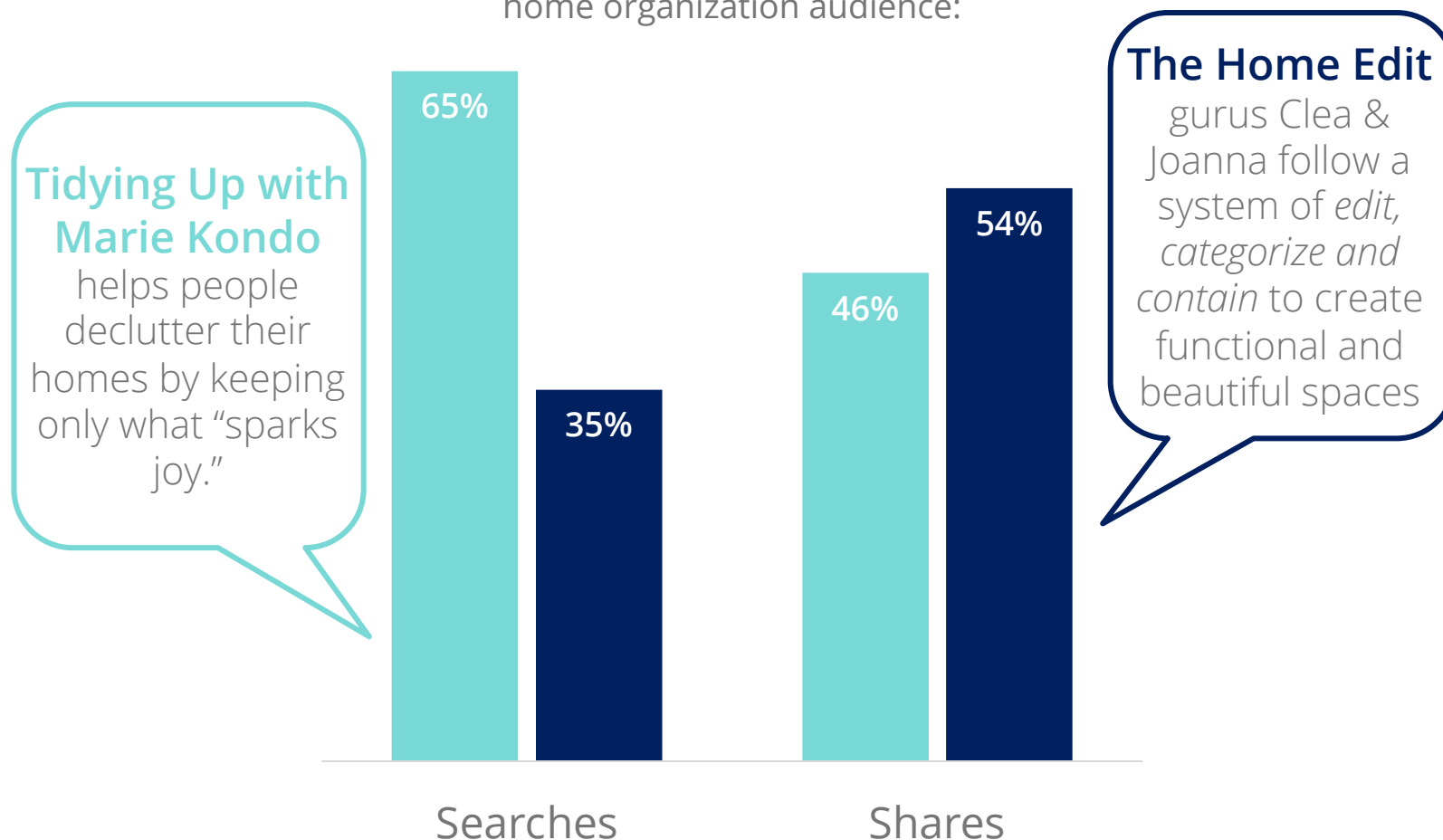
Global year-over-year
increases in engagement:

+42%
Home Organization

+37%
Bins & Baskets

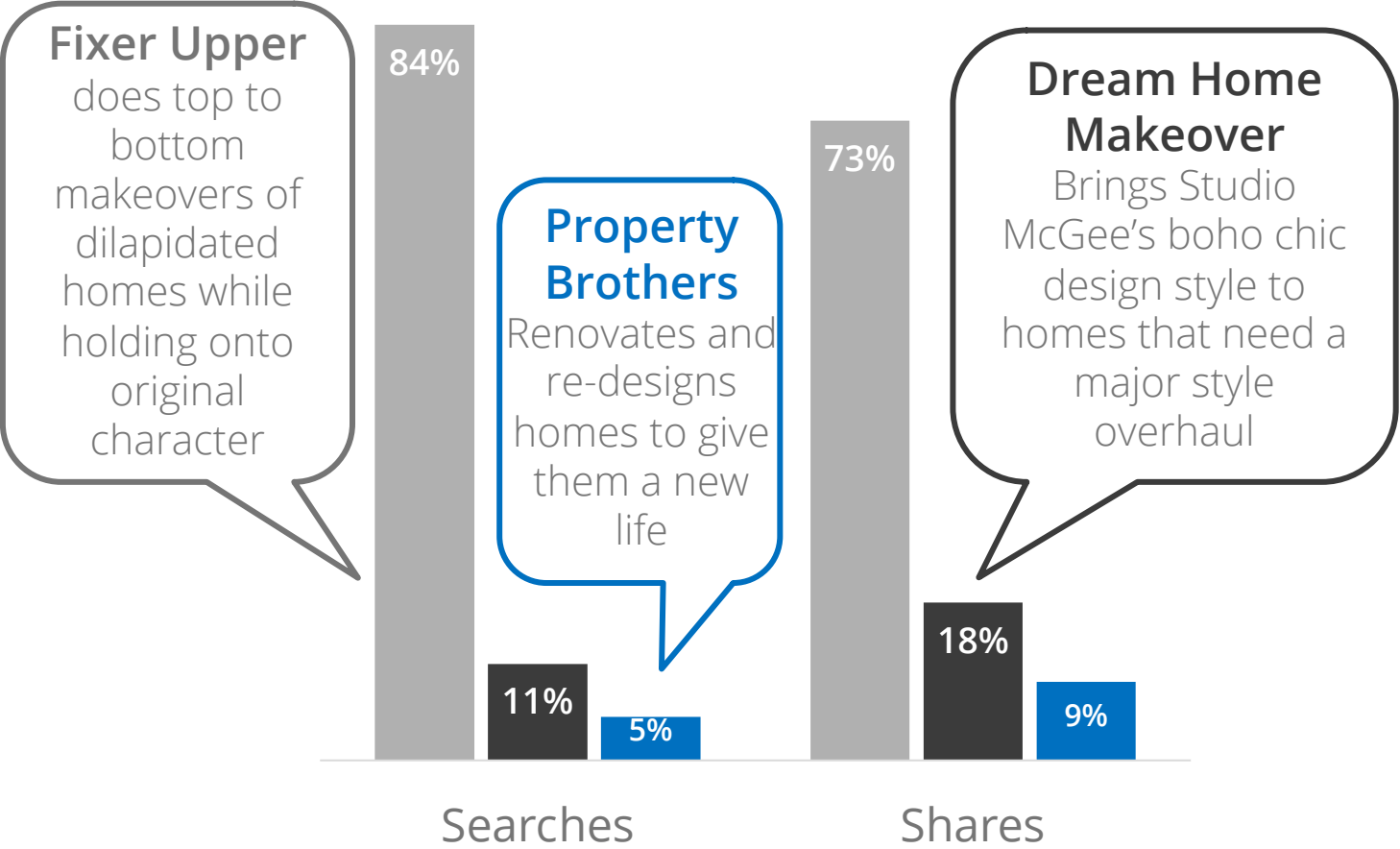
+28%
Storage & Shelving

When popular organizing shows *Tidying Up With Marie Kondo* and *The Home Edit* go head-to-head, Marie is ahead in searches, but the Home Edit content is more often shared. Here are their percentages of recent searches and shares by a home organization audience:



Home Décor Engagement Remains High

Home makeover show *Fixer Upper* is still king when it comes to inspirational home décor. But fledgling show *Dream Home Makeover* from design company Studio McGee has already overtaken design giant *Property Brothers* in recent searches and shares of content, so they're one to watch.



Global year-over-year increases in engagement:

+74%
Interior Décor

+72%
Home Furnishings

Home Décor Trends: Neutrals

Year-Over-Year Increases in Global Engagement



+81%

Natural Wood
Tones

+65%

Beige & Greige

+59%

Rattan & Wicker
Furniture

+47%

Brown Couches
& Chairs

Home Décor Trends: Parisian Chic

Year-Over-Year Increases in Global Engagement

+126%

Ornate Mirrors

+99%

Pastels

+62%

Board & Batten and Wood Framing



Home Décor Trends: Cottage Core

Cottage Core is an aesthetic inspired by idealized rural countryside life and harmony with nature. Originally a fashion trend, it has made its way into décor. Year-Over-Year Increases in Global Engagement:



+237%
Pampas Grass

+78%
House Plants

+204%
Olive Trees

+73%
Dried Flowers



Home Décor Trends: Cottage Core

Cottage Core is an aesthetic inspired by idealized rural countryside life and harmony with nature. Originally a fashion trend, it has made its way into décor. Year-Over-Year Increases in Global Engagement:

+66%

Sustainable
& Eco-Friendly

+53%

Pottery

+48%

Hygge (cozy)

+23%

Shiplap



Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

RELEVANT CATEGORIES

- ShareThis > Business & Industrial > Chemicals Industry > Cleaning Agents
- ShareThis > Hobbies & Leisure > Crafts > Ceramics & Pottery
- ShareThis > Home & Garden > Home Storage & Shelving
- ShareThis > Home & Garden > Domestic Services > Cleaning Supplies & Services
- ShareThis > Home & Garden > Home Furnishings
- ShareThis > Home & Garden > Home Improvement
- ShareThis > Home & Garden > Homemaking & Interior Décor

CUSTOM

Craft your own custom audiences using relevant privacy compliant signals, such as home organization, spring cleaning, and more.



Thank You