



2024 OUTDOOR LIVING TRENDS

Outdoor living is more popular than ever. In fact, many major studies show that adding an outdoor living space is now the most popular home improvement, surpassing even kitchen remodels. There is a newfound awareness that having a high-quality outdoor living space is a key contributor to living a healthier, more balanced life. Medical and scientific communities now show that as humans, we need a daily connection to nature. Having that connection reduces stress and anxiety, and can bring a sense of peace and calmness. This newfound awareness is the biggest overall shift that we are seeing within the outdoor living industry. Understanding this trend can help you create a custom space with life changing impacts for your client.



MULTI-PURPOSE SPACE

This shift in thinking, away from outdoor living spaces being purely used for entertainment, has affected many design trends. Now that homeowners are considering how to make daily use out of their outdoor space, overall project footprints have grown. On average, spaces are 25% larger than they were a few years ago. Clients generally want the three core zones of a full outdoor living space; living, dining, and kitchen. Many are also adding spaces for working remotely, gardening, doing meditation, and exercising. You may also see requests for fun-inspired zones such as outdoor games, movie projectors, hot tubs, pools, and dedicated pet playgrounds.

PRIVACY

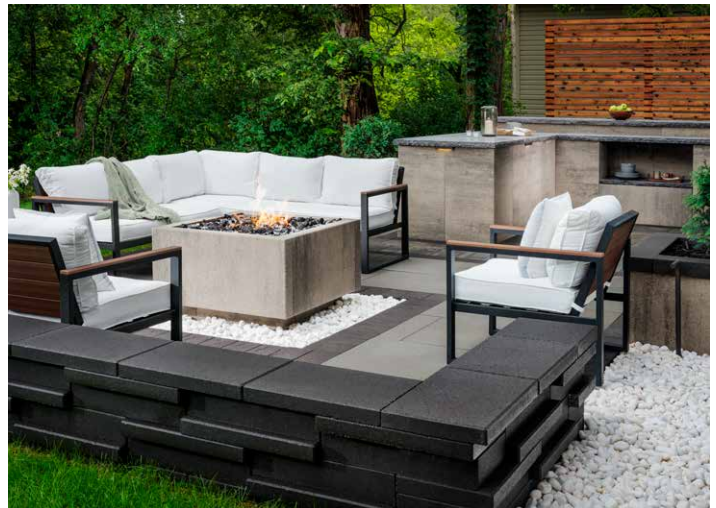
Privacy is a top priority for today's homeowners, and there are more options than ever to offer your client. Fencing has evolved beyond traditional wood, with low-maintenance vinyl that mimics wood and is available in a variety of styles and shapes. Decorative screen panels are a great option for those not wanting a full fence, and usually come in a wide variety of modern styles.





MICROSPACES

Another big trend we are seeing is the need for Microspaces. Microspaces typically have many of the features of a larger outdoor space in a more compact footprint. Creative designs can make even a 10 x 20, 8 x 15, or 10 x 10 space functional and stylish. Built-in seating, vertical gardens, and flexible layouts allow these small spaces to deliver the same benefits as their larger counterparts.



BIOPHILIA

Lastly, the shift toward nature, is reflected in the trend of biophilic design. Biophilic design is the idea of blurring the line between the built and natural worlds. This can be done physically by design features such as fragmented edges, entangled hardscapes and turf, and using natural textures. All these will provide a softer, more natural appearance that blends into the natural landscape. Incorporating other features such as native plants, pollinator gardens, and rain gardens can also create a more natural landscape.

It's never been a more exciting time to be in the outdoor living business. Here at Belgard, we appreciate our partnership with our contractors, and look forward to a bright future together. Let us know what we can do to help you achieve your greatest success!