

Opendoor

2024 Home Decor Report

How consumers are spending
and decorating right now



As the housing market poses challenges for buyers and sellers alike, consumers are choosing to put their hard-earned dollars back into their spaces. From renovation projects to decor upgrades, design plays a considerable role in how homeowners approach investing in their environments.

Ahead of the new year — and the kick-off to the spring real estate season — [Opendoor](#) surveyed homeowners to explore their home design priorities and preferences. This report reveals a glimpse of what's to come in home design and real estate in 2024, including **redefined neutrals and color trends**, and how homeowners are tackling renovation and decor spending in the face of economic uncertainty.



2024 HOME PRIORITIES: SPENDING + COLOR PREFERENCES

Despite external factors, Americans spend \$5,635 on home renovation/remodeling projects and \$1,598 per year on home decor. Many consumers are investing in projects and accessories that breathe new life into their existing spaces. Notably, Millennials spend an average 23% more on home decor than their Baby Boomer counterparts. This spending is happening despite homeowners feeling locked into their current homes due to inflation, limited housing supply, and rising interest rates.

The top home colors will be traditionally neutral tones, suggesting that there is a need to redefine what is considered “neutral.” The new neutrals of 2024 are muted tones that are grounding and offer stability. Paint color brands’ 2024 Colors of the Year validates this notion, with many showcasing subdued greens and blues. Beiges, tans and whites can provide a sense of calm. After all, traditional neutrals offer a blank slate for home shoppers to easily envision their style.

Bright color trends had a big moment in 2023, but pink is overwhelmingly cited as the least appealing color for exterior (43%), interior (34%), and front door colors (28%). And the emerging colors? Light green is rising for interiors, blues and greens for exteriors, and red, black and blue for front doors. In 2024, muted colors in green, blue, dusty pink, coral, and eggshell yellow will likely become the “new neutrals” — adding warmth to a space without overwhelming the senses.

THE SHADES OF HOME: TOP HOUSE COLORS OF 2024

*From the exterior to the interior, these are the colors homeowners are most excited about. Consider this the **2024 real estate color palette**.*

THE TAKEAWAY: Consumers overwhelmingly do not want pink on or in their homes: Pink was cited as the least appealing exterior color choice. In contrast, traditional neutrals like beige/tan, gray, and white will continue to be preferred colors for exteriors, interiors, and front doors. Muted versions of bold colors could become the “new neutrals” in 2024.

THE GREAT OUTDOORS: THE IDEAL EXTERIOR COLOR PALETTE

THE STAT:

- 9 in 10 consumers say that exterior color impacts a potential house purchase, while 43% indicate that it greatly influences their decision.

THE GREAT INDOORS: INTERIOR COLOR TRENDS

THE STAT:

- When it comes to flooring preferences, 34% of consumers are most likely to use mid-tone warm brown wood tones (e.g., natural oak, walnut), 24% gray wood tones, 24% light wood tones, and 18% dark wood tones.

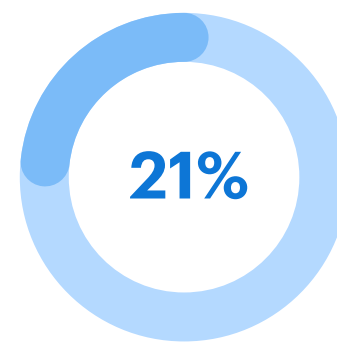
The 2024 homeowners' color palette

The most (and least) appealing paint color choices inside and out.

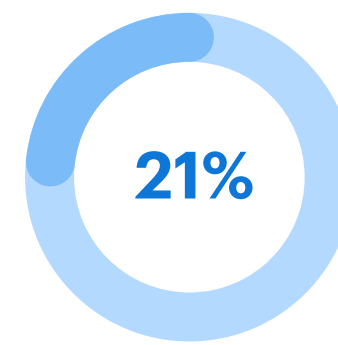


The exterior color palette

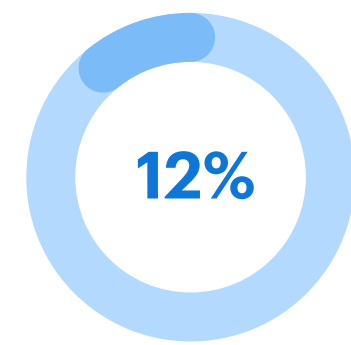
Most appealing:



Light gray

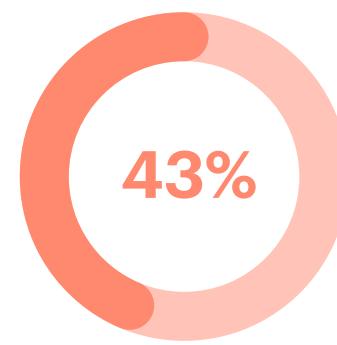


Beige/tan

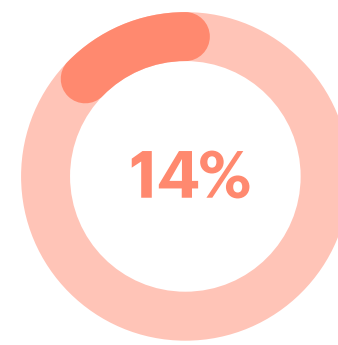


White with black accents

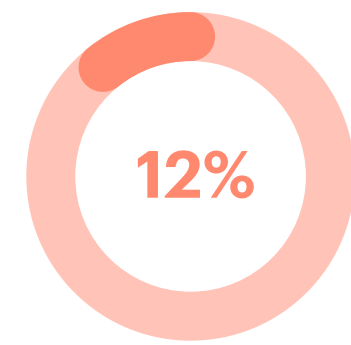
Least appealing:



Pink

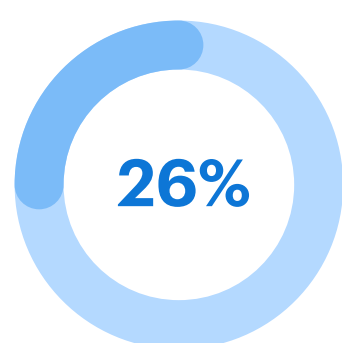


Yellow

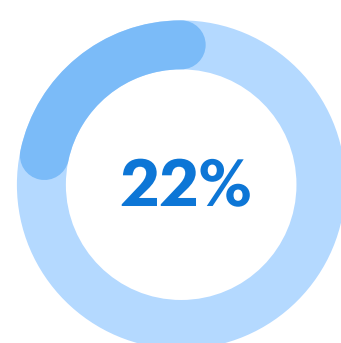


Black

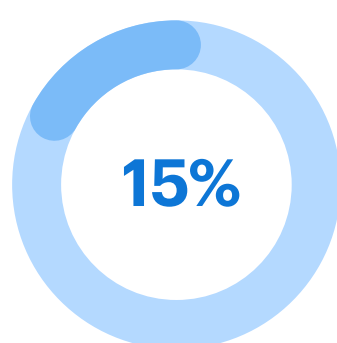
Most appealing:



Off-white



Light gray

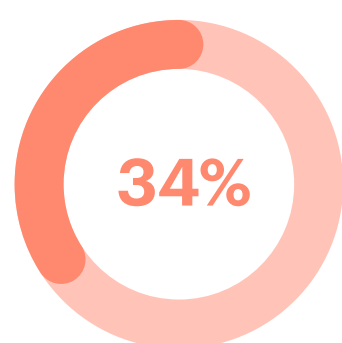


Beige

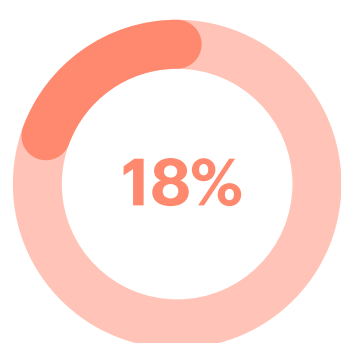


The interior color palette

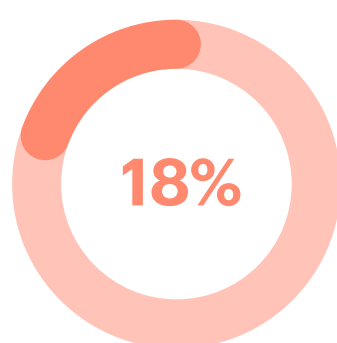
Least appealing:



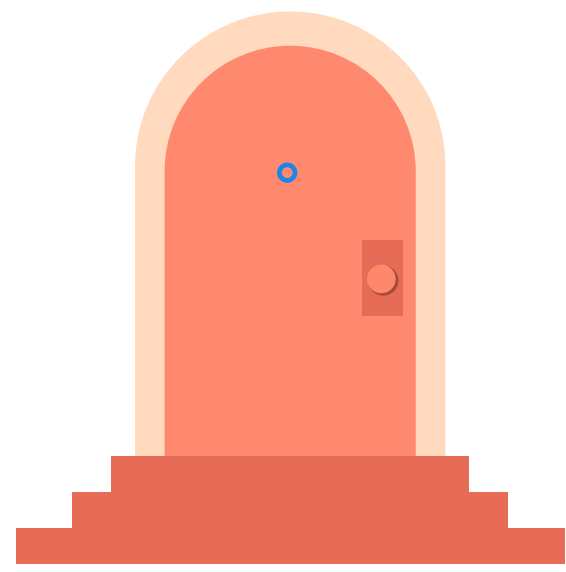
Pink



Black

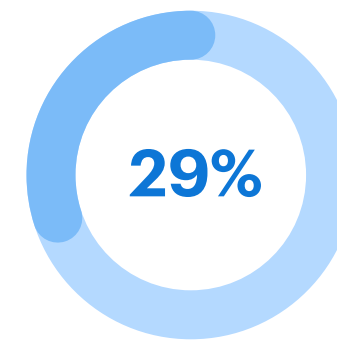


Deep purple

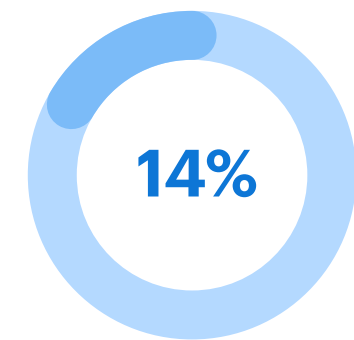


The front door color swap

Most appealing:

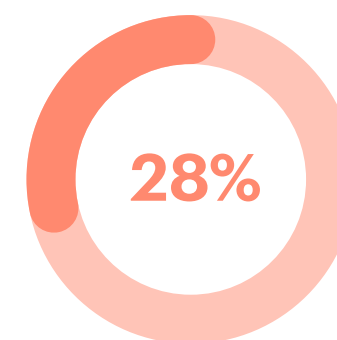


Natural or stained wood

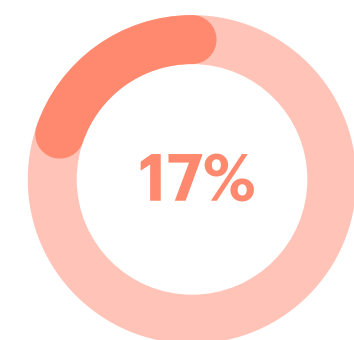


White

Least appealing:



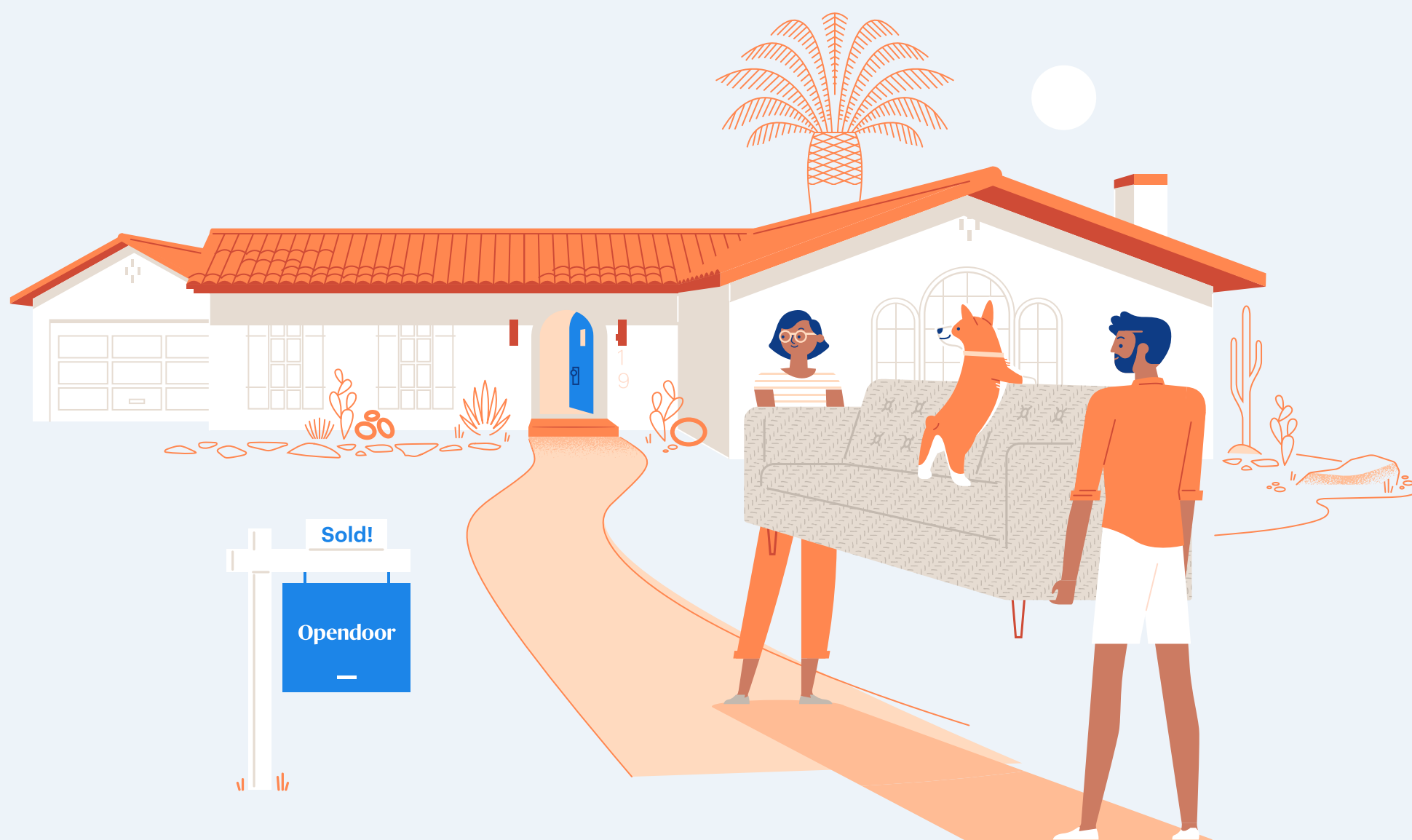
Pink



Orange

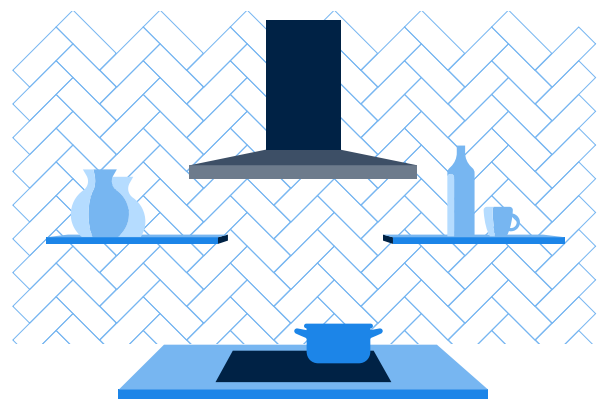
54%

change the front door color when they buy a new home



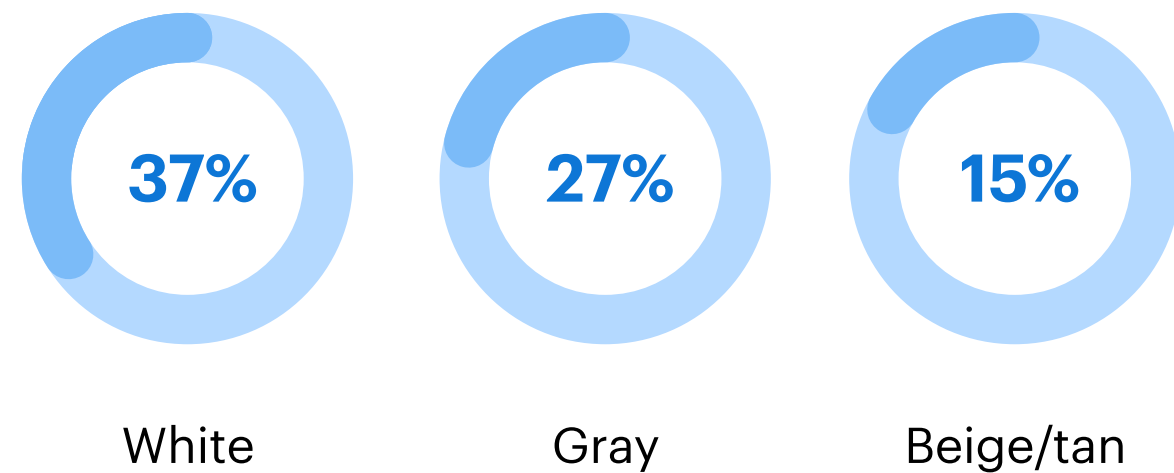
Top 2024 paint color choices by room

The preferred (and least preferred) colors for the home's most used spaces.

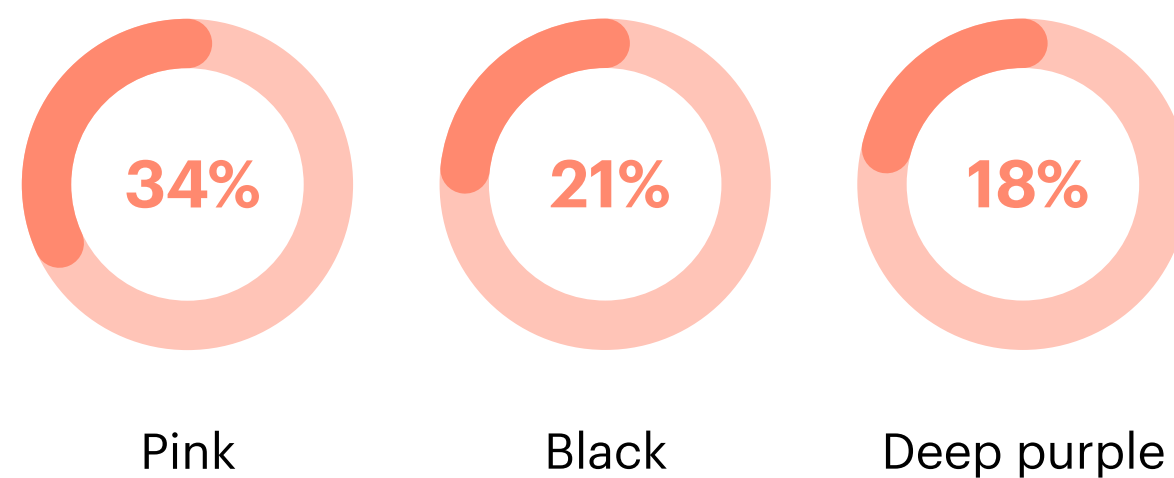


The kitchen contenders

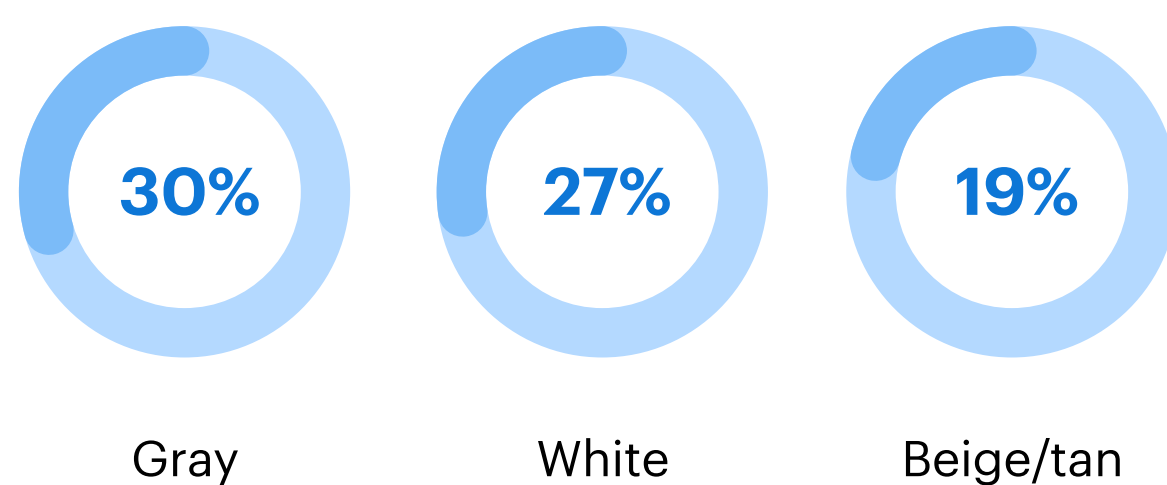
Most appealing:



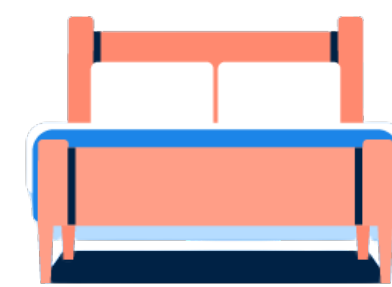
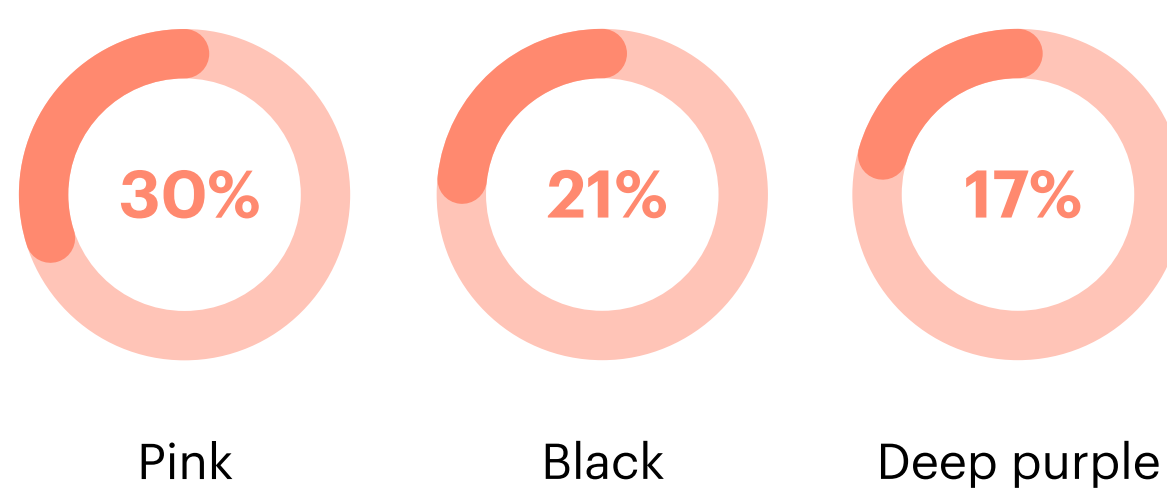
Least appealing:



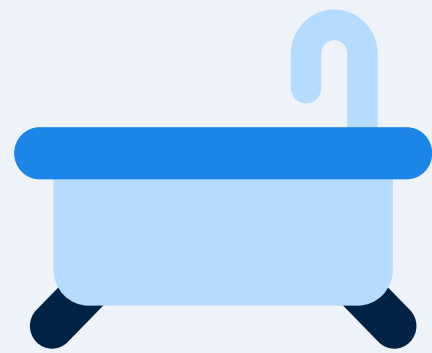
Most appealing:



Least appealing:

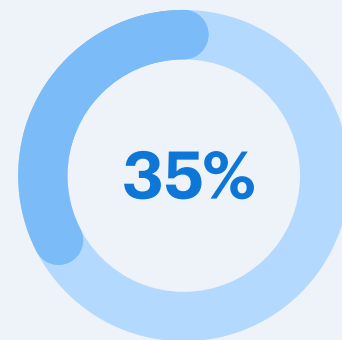


The best bedroom shades

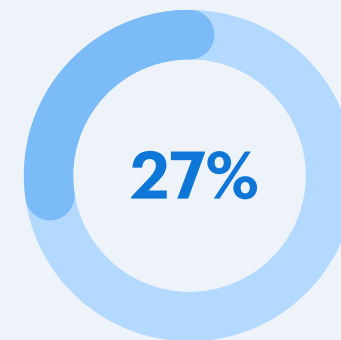


The preferred bathroom hues

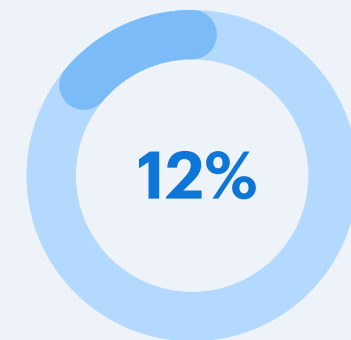
Most appealing:



White

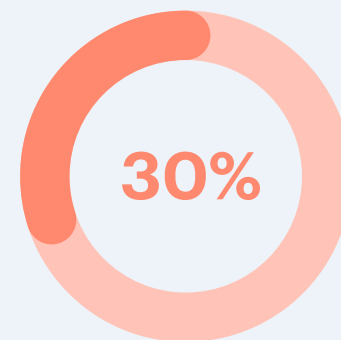


Gray

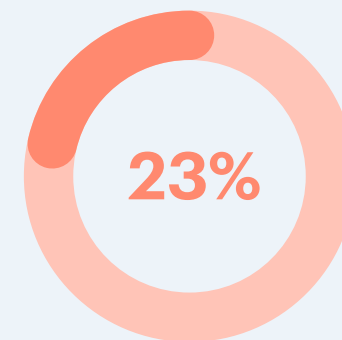


Beige/tan

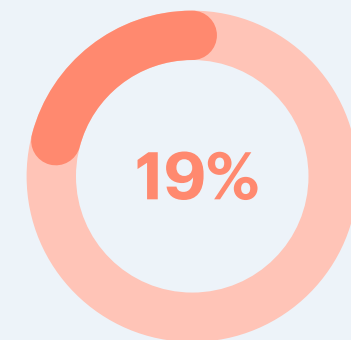
Least appealing:



Pink



Black



Deep purple

THE TOP KITCHEN COLORS + FINISHES

THE STATS:

- 56% of homeowners prefer stained wood kitchen cabinets over painted ones (46%).
- The **most** appealing kitchen cabinet colors are natural/stained (33%) and white (33%).
- The **most** popular kitchen countertop is granite (43%) and quartz (23%).

INVESTING IN HOME DECOR: CONSUMER SPENDING HABITS

When it comes to decorating, investing in home accessories is top of mind for consumers.

THE TAKEAWAY: Despite external factors, Americans spend \$1,598 per year on home decor. Many consumers feel locked into their current homes given elements like inflation, limited housing supply, and interest rates — and yet, they're investing in accessories that breathe new life into their existing spaces. Notably, Millennials are spending an average 23% more on home decor than their Baby Boomer counterparts.

Home decor spending habits

Investing in home accessories is still a priority
— even with inflation and other external factors.

\$1,599

What the average consumer spends per year on home decor



60%

Choose fresh paint as the top way to freshen up home decor



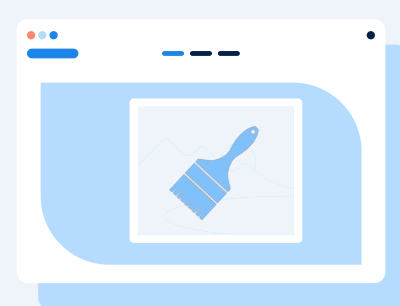
33%

Find cost to be the most intimidating part of home decorating



22%

Choose outdoor dining table and chairs as the most appealing home decor item



THE TOP WAYS TO FRESHEN UP HOME DECOR

THE STATS:

- 60%: Fresh paint
- 55%: Seasonal decor
- 49%: Moving furniture around

THE MOST INTIMIDATING PARTS OF HOME DECORATING

THE STATS:

- 33%: Cost
- 29%: Finding items within budget

THE MOST APPEALING OUTDOOR DECOR ITEMS

THE STATS:

- 22%: Outdoor dining table and chairs
- 20%: Outdoor structures (i.e., arbor, pergola, or gazebo)

THE LEAST APPEALING OUTDOOR DECOR ITEMS

THE STATS:

- 29%: Fountain or statue
- 16%: Outdoor rug
- 14%: Hammock

BUYER MUST-HAVES: HOME HIGHLIGHTS (AND DETRACTORS)

When shopping for a home, consumers want things move-in ready (and eco-friendly) to avoid unexpected costs while ensuring limited environmental impact.

THE TAKEAWAY: In line with past Opendoor Home Decor Reports, buyers look for updated interiors, well-kempt exteriors, and eco-forward features that improve day-to-day living — and potentially help with resale value down the line.

Home buyer design favorites

The features that impress home shoppers the most.

Most appealing design features

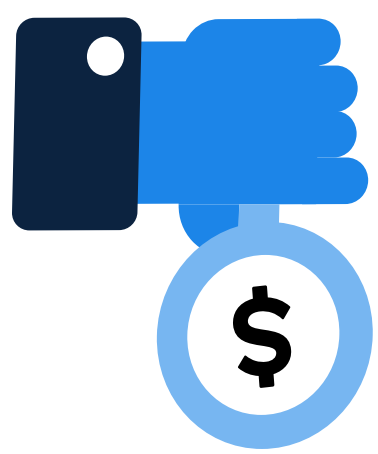


63% Updated kitchens

61% Updated bathrooms

40% New flooring

Least appealing design features



51% Outdated bathrooms

44% Outdated kitchens

44% Old carpet

The curb appeal showstoppers

40% Freshly landscaped lawn

25% Neatly trimmed plants and brush

19% The color of the house



ECO-FRIENDLY LANDSCAPE DESIGN PRIORITIES

THE STATS:

- 49%: Solar-powered lights
- 46%: Drought-resistant landscaping
- 30%: Solar panels
- 24%: Drip irrigation
- 23%: Turf lawn

TOP ECO-FRIENDLY DECOR + DESIGN FEATURES

THE STATS:

- 35%: Refinishing existing materials
- 30%: Investing in dimmers to save energy
- 19%: Refinishing/repainting old furniture

RENOVATION PRIORITIES: REMODELING 101

Putting money and time into remodel projects will be a focus for homeowners in 2024.

THE TAKEAWAY: Americans spend \$5,635 on home renovation/remodel projects each year, focusing primarily on updating their kitchens and bathrooms. Millennials spend about 37% more on remodel projects than Baby Boomers.

Home renovation trends

Improving — and investing in — existing spaces will continue in 2024.

\$5,635

What the average American spends on home renovation/remodeling projects each year

 **31** **59%**

Plan to remodel in the year ahead

 **41%**

Cite cost as the most intimidating part of home renovation

 **33%**

Choose interior painting as their most important home improvement project

 **27%**

Choose kitchens as their top remodeling priority

 **37%**

How much more Millennials spend on remodeling projects than Baby Boomers



REMODEL PRIORITIES

THE STATS:

- 27%: Kitchens
- 20%: Bathrooms
- 14%: Living room

MOST IMPORTANT HOME IMPROVEMENT PROJECTS

THE STATS:

- 33%: Interior painting
- 25%: New lighting fixtures
- 24%: New floors
- 22%: New kitchen cabinets
- 22%: Kitchen counters

MOST INTIMIDATING PARTS OF HOME RENOVATION

THE STATS:

- 41%: Cost
- 19%: Finding the right contractor

GENERATION V. GENERATION: DESIGN PRIORITIES

There are multiple Generations in the housing market today. We looked at how some of these trends are tracking across Millennials and Baby Boomers, in particular. Here's what we found.

THE TAKEAWAY: The biggest difference between Millennials and Baby Boomers when it comes to design? Change. According to survey respondents, Millennials are spending more on remodel and decor investments to update their spaces than their Baby Boomer counterparts.

MILLENNIALS

THE STATS:

- **The top home decor spenders.** Millennials spend an average 23% more on home decor than Baby Boomers: That's \$1,771 each year for Millennials versus \$1,359 for Baby Boomers.
- **The top remodel spenders.** Millennials spend about 37% more on remodel projects than their Baby Boomer counterparts: That's \$6,611 each year for Millennials versus \$4,168 for Baby Boomers.
- **The curb appeal pros.** Millennials (69%) are significantly more likely to change the color of their front door versus Baby Boomers (38%).
- **The vintage decorators.** Millennials are relatively more interested in original features such as wood paneling or brick fireplace (21%) than Baby Boomers (10%).
- **The (kitchen) remodelers.** Three-quarters of Millennials (73%) are planning a remodel, significantly higher than Baby Boomers (45%).
 - Millennials are nearly equally likely to prioritize the kitchen (24%), while Baby Boomers are 26% likelier than Millennials to focus on the bathroom.
 - Millennials lean towards new kitchen cabinets (31%) and counters (32%), new floors (30%), and new lighting fixtures (32%), while Baby Boomers are least likely to have projects in the next year.

BABY BOOMERS

THE STATS:

- **The neutral experts.** Beige/Tan is a more appealing exterior color to Baby Boomers (31%), while Millennials find greater appeal in White with Black accents (16%).
 - Baby Boomers have greater preference for mid-tone wood tones (41%) and light wood tones (30%), while Millennials are more likely to prefer gray wood (29%) and dark wood (25%) tones.
- **The updated kitchen devotees.** Updated kitchens are especially attractive to Baby Boomers (71%), less so to Millennials (52%) — despite Millennials' love for kitchen remodel projects. While the kitchen ranks first for each generation cohort, Baby Boomers are significantly more likely to choose the kitchen (36%) over Millennials (26%).
- **The granite lovers.** Baby Boomers prefer granite countertops (48%) followed by quartz (27%) at a distant second.

Questions? Reach us at press@opendoor.com

Home Decor Report Methodology

The Opendoor survey was conducted online by Strategence among 1,022 nationally representative homeowners ages 25-74 in October 2023 interested in either decorating or remodeling their homes (or have remodeled in the past two years).

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