

NIQ

Perspectives

Spring 2026

Outdoor projects are a top focus for spring renovations and upgrades.

Consumers are already acting on spring projects—from backyard transformations to kitchen refreshes—blending DIY confidence with selective pro help and smart home upgrades.

For retailers and brands, this points to an opportunity. Anchor your spring storytelling in specific projects, provide decision support when it comes to DIY help and lead with the benefits shoppers care most about.



Sam Michel
Director, Retail Tech & Durables
NielsenIQ



Loren Postma
Director, Durable Goods
NielsenIQ

Get more insights!

Access NIQ's [Spring Upgrade Guide >>](#)

NielsenIQ

© 2025 Nielsen Consumer LLC. All Rights Reserved.



Shoppers Plan for 2026 Spring Upgrades

Renovations and Upgrades Focus On the Outdoors

Shoppers expect outdoor projects to be a top focus for their home renovations and upgrades.

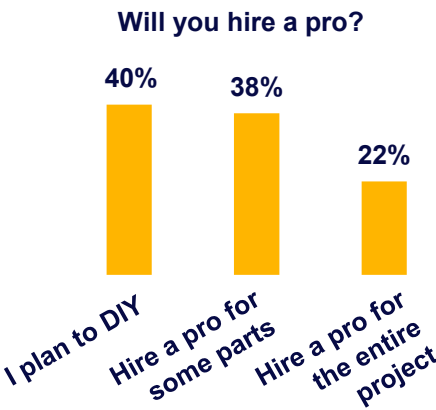


58%

...of shoppers planning smart home upgrades seek **lower utility bills**. This is followed by safety/security and convenience.

Will Shoppers Hire a Pro?

When is it time to bring in a professional or do it yourself (DIY)? For shoppers, it's a mix of project complexity and whether they own vs. rent.

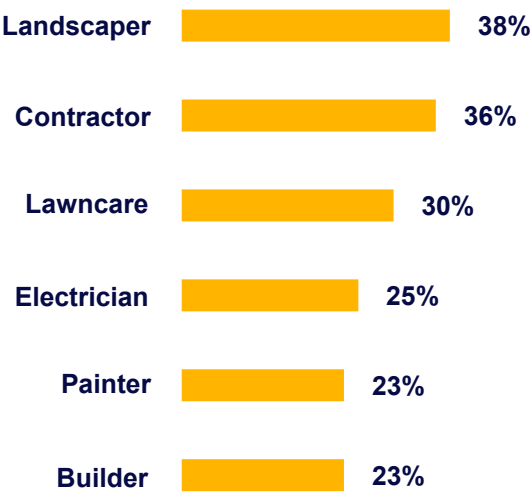


42%

...of owners plan to hire a pro for part of their projects.

Renters are more likely to DIY (52%).

Which Pros will Shoppers Hire?



While owners primarily seek out pros in nearly all categories, **renters are more likely to hire a painter** (by 5 points).

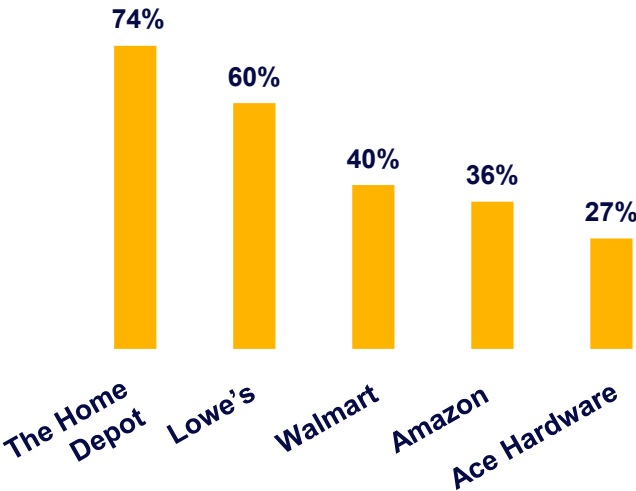


Seasonal Standouts

Which retailers are spring shoppers visiting and what are they buying?



Where Spring Upgraders Plan to Shop?



Which Factors are Driving Retailer Choice?



79% of shoppers cite price as the primary factor in choosing a retailer followed by reputation (51%) and familiarity (49%).

Renters vs Owners

While The Home Depot shoppers are evenly split between renters and owners, Walmart gains a higher share of renters (by 10 points) followed by Amazon (by 2 points)..

Renovation/Upgrade Products

What is On Your Spring Prep List?



Gardening Equipment

56%



Paint Supplies

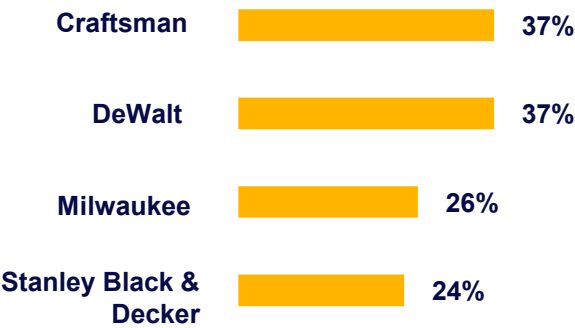
55%



Power or Hand Tools

36%

Top Power Tool Brands for Shoppers



Smart Home Trends

The Top Smart Home Upgrades



Smart Appliances

34%



Intelligent Outdoors

33%



Energy Management

31%

Smart Tech Brands that Top the List

