



2021

Home Trend Forecast



It's no secret that 2020 changed the way we experience our homes. With more time at home than ever - in many cases working at home, and for children, remote learning - the trends in 2021 will inevitably be influenced by the shift in our lifestyles. In collaboration with [Athena Calderone](#), celebrated design expert and founder of [Eyeswoon](#), we've identified the top home trends for the year ahead, according to Yelp data.

To forecast trends for the coming year, our data science team surfaced the terms experiencing a meteoric rise in interest among consumers. They looked at the words used in searches and review mentions to pinpoint the terms experiencing the largest increase in 2020, compared to 2019. Additionally, they identified trends on the rise in the last several months. Home updates and design weren't exactly the biggest priority for most during the beginning of COVID-19 shutdowns in the spring, however, terms experiencing a large spike since the summer, coupled with those rising year-over-year, helped us determine the home trends that are poised to take off in 2021. Finally, we tapped one of your favorite Yelp fans, Athena Calderone, to offer expert insights and bring the data to life with home design trends.

Of note, searches and review mentions for interior designers increased **372%** in September 2020 compared to the same month in 2019*, indicating a rising interest among consumers in redesigning and redecorating their homes.





“We’re spending more time at home than ever before, myself included, which has inspired so many of us to update our homes to reflect this cultural shift and create a personal sanctuary that feels calm and cozy. I’ve personally been seeking out more natural light and warmth at home so my first project for 2021 will be adding a skylight to the kitchen, where I spend so much of my time. But before I do anything, I need to see if the project will fit within my budget,” says Calderone.

“One of the easiest ways to do that is through Yelp’s Request a Quote feature where you can message local businesses, compare pricing estimates, and schedule a consultation. Working with the right professionals who understand your vision and can bring it to life is absolutely essential when making changes to your home.”

As you consider how to maximize your space in the coming year, make sure to use Yelp to hire highly-rated, trusted professionals for these home updates and design elements. Millions of users come to Yelp each month to find trusted home pros, in fact, in September and October, nearly **1.6 million projects** were generated using the [Request a Quote](#) feature.

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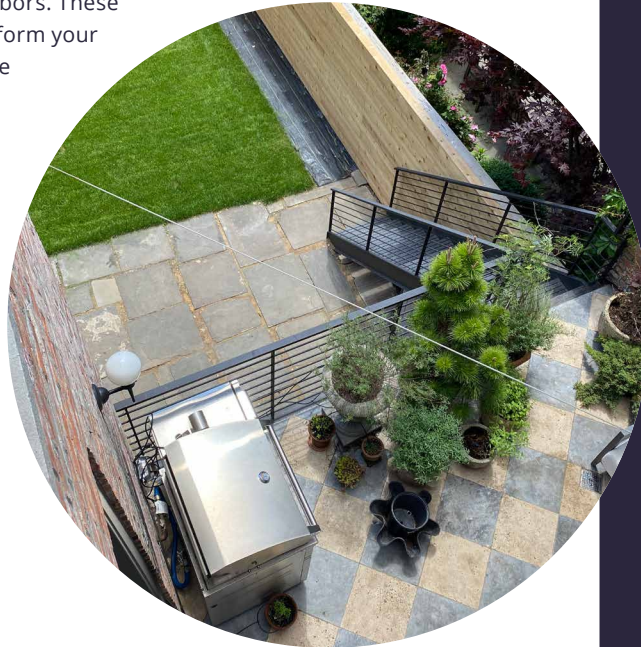
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Outdoor Design & Hardscaping

This year, outdoor living was more important than ever. In 2021, expect yards to get even more attention, including cleaning out weeds and overgrown areas, removing stone, laying sod, planting vegetable gardens, and adding outdoor lighting. Hardscaping will be one of the biggest home trends of 2021, as people look to spruce up and elevate their natural areas with stone walls, patios, and arbors. These additions can work wonders to transform your outdoor space into a quiet and serene retreat within your own home.

In 2020, searches and review mentions for backyard remodels (up **864%**) went up dramatically. We expect pool installation (up **374%**), decks and patios (up **272%**), gazebo and pergolas (up **111%**), and firepits (up **97%**) to trend in 2021 as part of the outdoor overhauls.



Athena's Take: Lay the Groundwork

If there is a silver lining to quarantine, it is undoubtedly our reunion with nature. Months at home have strengthened our affinity for the outdoors and heightened our appreciation for the beauty of our environment. It's little wonder outdoor design and hardscaping is one of the biggest home trend predictions for 2021. When we approached the redesign of our outdoor space in Brooklyn it was nothing like what you see today. It was completely overgrown with dying trees, and overgrown weeds - not to mention, the stone was displaced and cracked with an old fence that had vines growing through it. Knowing that we'd be spending more time outdoors, we hired a landscaper from Yelp in the spring to help clear it out, build a new fence, lay sod, and replace the heavy stone, so that we could enjoy the outdoors while staying safe. While I had a vision for what I wanted, hiring a professional to help execute the heavy lifting (pun intended) was key to the final look coming to life. When the redesign was complete, I added the finishing touches—grill, firepit, lounge furniture, and chairs—to make it feel like home.

Designing for Organization

2020 has been an unpredictable, and at times chaotic, year. With so much uncertainty in the past months, people will be looking to make a shift towards clean lines, tranquil spaces, and neatly organized rooms that lend a sense of calm to the entire home. On Yelp, we saw searches and review mentions spike for closet design (**71%** from August to September**) and home organizers (up **39%**), signaling a shift towards home projects that offer new ways to keep a space organized, and involve editing down your wardrobe and donating any excess items to those in need. People in Washington D.C. and Virginia are leading the home organization trend, with the most searches for closet design this year.



Athena's Take: Let's Get Organized

With so much uncertainty in the world outside, it's no surprise that many of us have chosen to focus on the world we can control: Our homes. Getting organized is my secret weapon for relieving stress - but sometimes the "getting organized" part can also be stressful. By hiring a home organization expert you can clear the clutter and streamline your space but also build out and maximize those underutilized areas in the home or customize your closets so they function better for you. I did this with my closet in our townhouse. We took advantage of my high ceilings and maximized the vertical space by adding shelving from the ground up to compartmentalize my clothing and accessories and more importantly, get everything off the floor. For my laundry room and tool closet, we hired a millworker we found on Yelp to create some shelving, enclose the washer and dryer, and add cabinets to store tools and home supplies. Just the visual of a clean, organized space has an instant calming effect—trust me!

Home Offices

In the coming year, home office design will be all about practical additions that offer a place to think, create, dream, and call your own. On Yelp, our data indicates a desire to search for local professionals to help update or add a space to work from home. In 2021, many people will be taking their home offices a step further than simply having a proper desk and chair, and will be painting their spaces and hiring professionals like interior designers to create areas where they can join virtual events, conferences and meetings - and feel confident about their Zoom lighting, and a background that reflects their personal style.



Athena's Take: Put a Pin in It

Now, more than ever, it's important we all make space to separate our work from home (no matter how big or small) and to make room for our artistic pursuits. That's why I created my home office upstairs, and clearly, I'm not alone in this quest. On Yelp, searches and review mentions for "home office" saw an **80%** increase in 2020 compared to 2019. As a deeply visual person, I need this separate space to escape the day-to-day. That's also why mood boards are an essential part of my creative process. I love to bring my visual language and concepts to life by physically arranging them. I created these pin-boards in my home office when I couldn't find any boards that matched my aesthetic. After receiving so many inquiries about them, I made a [tutorial about the process for EyeSwoon](#) and it's been so inspiring to see our community bring them to life in their own homes. I hung the boards in my home office upstairs and because I like to keep the space minimal and clean, I hired a handyman through Yelp to install built-in storage. These cabinets now hold all of my office essentials from pens to paper and even my printer.

Kitchen Refresh



As we continue to spend more time than ever in our own kitchens, baking bread and perfecting home-cooked meals, next year you can expect to see a major spike in kitchen remodels. Kitchen material upgrades can include small changes that make a big difference and create a more modern look. By changing the countertop stone, adding a butcher block, adding cement countertops, painting existing cabinetry or adding a window or skylight - a kitchen can feel like an entirely new space.

Yelp data shows that searches and review mentions for kitchen remodels are up **84%**, kitchen islands are up **83%**, and quartz countertops saw a **49%** increase, and quote requests in the cabinetry category were up **34%**, indicating that the desire for a kitchen refresh is on the rise.



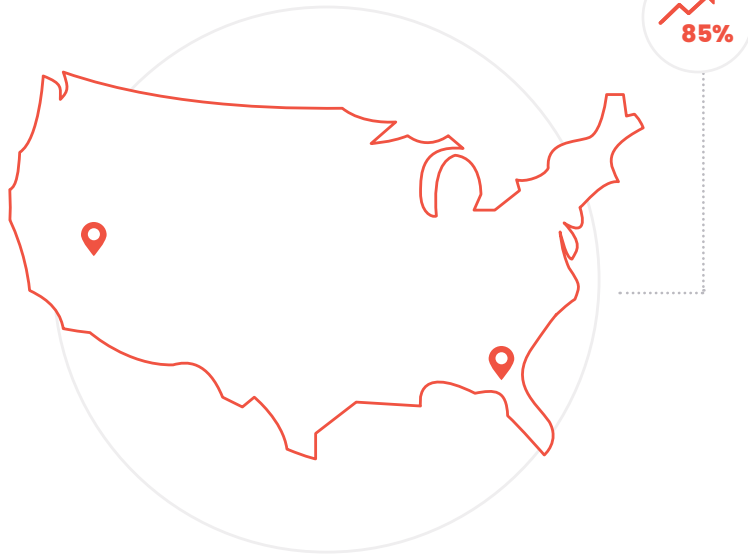
Athena's Take: Let There Be Light

I believe wholeheartedly in the power of decor and this point is exemplified in my Amagansett redesign. Nothing changed structurally, the architecture remained intact, and the updates were all cosmetic, but it's amazing how much a little paint, furniture, decor, and new materials can completely transform a space. Now, I feel like I am living in a brand new home. [The kitchen refresh](#) was the biggest change aesthetically. After my husband and I demoed it ourselves, we hired an artisan to clad the island in a plaster finish and found a stone fabricator to install the new marble. The updated finishes and new stone transformed the space without actually altering the kitchen layout. Now, I plan on adding a skylight to bring more natural light and warmth into the space which will help when shooting content, too. For this, I'll hire an expert through Yelp who understands light and can ensure the placement maximizes the amount of sun coming through.

Initially, a renovation wasn't possible in our [Cobble Hill, Brooklyn townhouse](#) because I couldn't justify pouring money into a kitchen to only rip it out in a few short months. But it was in desperate need of an update so, instead, I focused on the changes I could make. I hired someone to swap out the countertops with an inexpensive butcher block and paint the old wooden cabinets a dark graphite hue. It sounds simple enough but it really made a big difference to the space.

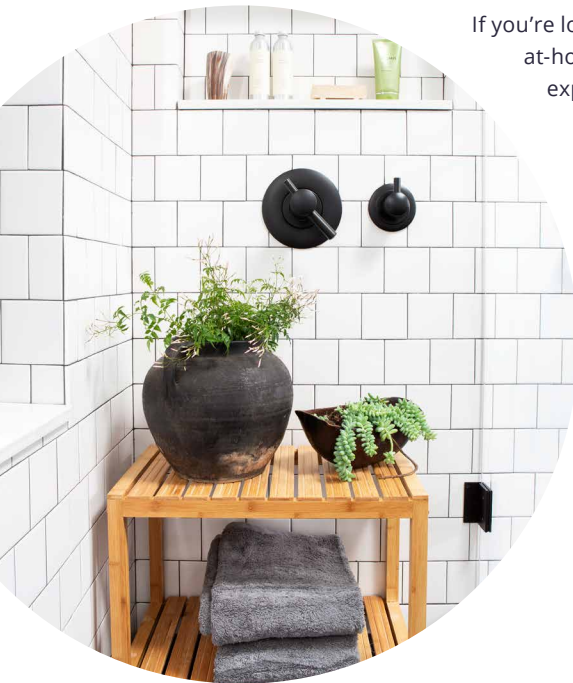
Indoor/Outdoor Living Spaces

One of the biggest trends we expect to see in 2021 is the continued rise of home updates to create outdoor kitchen and dining spaces. Searches and review mentions for outdoor kitchens have risen **85%**, with Florida and Nevada leading as the states searching the most for outdoor kitchen projects. As many have shifted to hosting intimate gatherings at home, in lieu of pre-pandemic nightlife and social activities, people will be looking to create indoor/outdoor spaces where they can gather with small groups of family and friends. When choosing a room to update, find an area where you can move from the kitchen or living room, and immediately be outside - and update the space by installing large glass doors or moveable walls (glass door installation is up **51%**). Use harmonizing colors in both areas for a fluid feel between indoors and outdoors.



Creating a Bathroom Sanctuary

This year, we took to doing our entire beauty routines at home - creating mini spa days when we could steal a few moments, coloring our own hair, doing home manicures and pedicures - and our bathrooms became even more essential as places to recharge, unwind and take care of ourselves. In 2021, people will create their very own bathroom sanctuaries; through something as simple as adding plants, or a larger project like working with a professional to re-lay or re-grout tile for a completely refreshed look.



If you're looking to majorly upgrade your at-home beauty and wellness experience, we predict Infrared Saunas will be on the rise in 2021 (just ask [Gwyneth Paltrow](#)), as searches and review mentions for sauna installation spiked **413%** this year.



Athena's Take: New Lease on Life

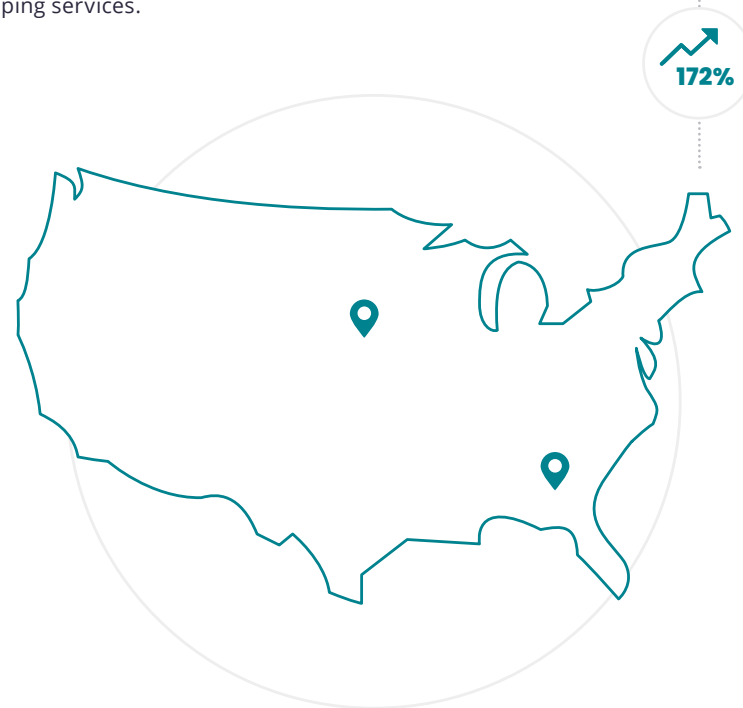
Self-care has taken on an entirely new meaning this year with many of us retreating to our bathrooms to seek out solace and sanctuary. Whether it's for a rejuvenating soak in the tub (as I love to do!) or a mini facial, it's here where we press pause and reclaim our rest. This also explains why Yelp has seen a **2,000%** increase in search and review mentions for reglazing bathtubs, and I can understand why—reglazing a tub can bring it back to its glistening glory. And I speak from experience. I reglazed an [entire tiled bathroom](#), taking it from gritty and grubby to clean and pristine for \$800. There's something incredibly satisfying about making something old into something new and beautiful again—giving it a new lease on life.

And it doesn't need to be expensive to look like it is either. I am always thinking about how I can use simple materials in clever ways to stretch my dollars. I got creative with square matte subway tiles from Home Depot in [Jivan's bathroom](#) at the townhouse by hiring a craftsman to lay them with black grout. The end result was a teen-approved graphic edge that we both loved.

Eco-friendly Landscaping & Design



In the past year, searches and review mentions for sustainable landscaping - which takes into account energy and water conservation, among other practices - have increased **172%**. With the environment top of mind for many, sustainable landscaping will see an even larger spike in the coming year, along with solar panel installation (up **13%**). We expect to see people making the switch to clean energy through adding solar panels to their homes in 2021; an update that's not only good for the environment, but may also [increase the value of a home](#), and [lead to savings](#) on energy bills for decades to come. In the U.S., Georgia and Nebraska are the states leading the eco-friendly home trend, with the most searches for sustainable landscaping services.



Focusing on the Basics

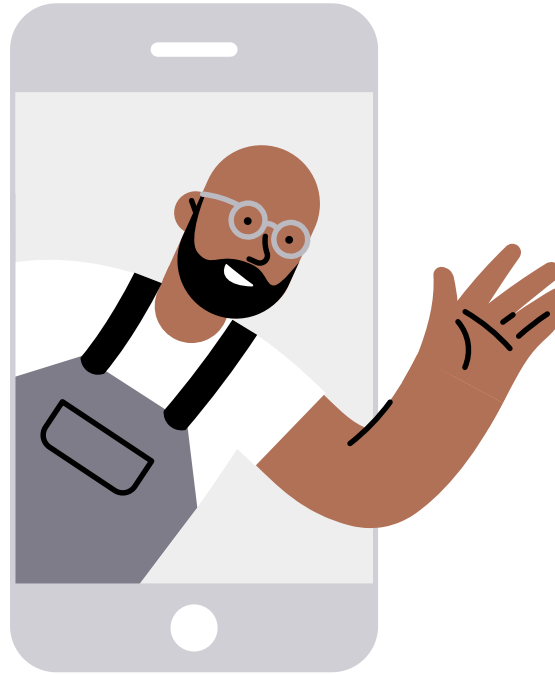
This year, many have found that they have the time to reevaluate the foundation of their relationships, habits, and even their homes. We saw Americans searching for and hiring pros for tuckpointing (up **121%**), gutter installation (up **134%** in September), hardwood installation (up **420%** in September), exterior house painting (up **469%**) and chimney masonry (up **253%**), to keep the bones of their home strong for generations to come. As we continue this slower pace of life, taking more time to reflect and consider what matters most to us, maintaining our beloved spaces will be a priority for many in the coming year.



Home Updates Go Virtual

With COVID-19 changing how we interact with businesses, Yelp saw a large spike in searches for and review mentions of virtual consultations (**191%** increase in September). This “new normal” will become even more popular in 2021, especially with home services businesses. Virtual consultations allow for home professionals like contractors, landscapers and interior designers to learn more about your project, so that when they arrive to do the work, they’re ready to roll, and are able to maintain social distancing.

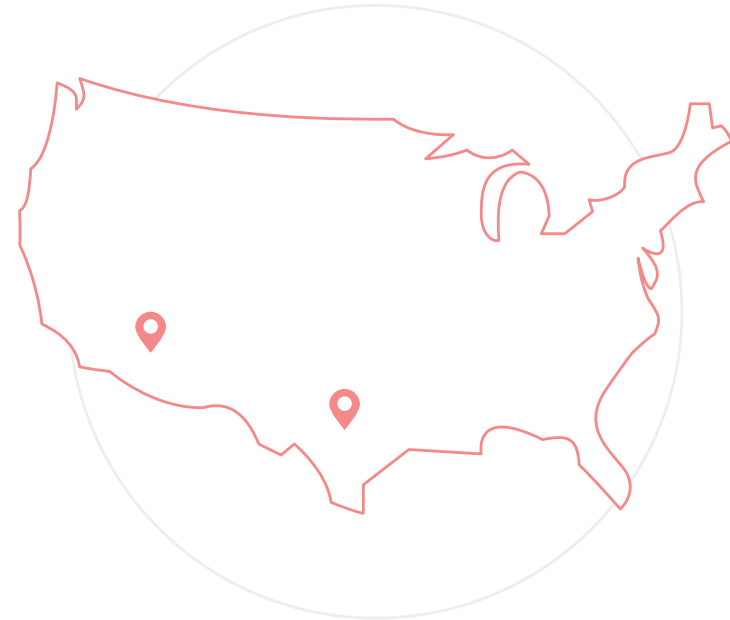
In March and April, home services businesses pivoted quickly - implementing [new safety measures](#) and updating their Yelp pages to indicate that they would be wearing masks, gloves, providing contactless payment, and more, so that they could keep serving their customers. Since May, **500,000 businesses** on Yelp have indicated they are offering virtual services and consultations.



Unconventional & Textural Finishes

On Yelp, we saw searches and review mentions for stained concrete increase **30%**, and expect this and other unconventional materials and textural finishes to be among the top home trends in 2021. Stained concrete can be used for kitchen countertops or bathroom sinks, and the material is popular for its zero-maintenance appeal, and industrial look that gets better with time. Texas and Arizona are the states setting the trend when it comes to unconventional materials, with the highest amount of searches for stained concrete.

Plaster wall finish (“plaster” is up **473%**), which Calderone [added to her Amagansett home this year](#), will also be on the rise, with people seeking out artisans skilled in plasterwork who can update their space with the textured version of the material. Updating a room in your home with a textured plaster wall finish, or mineral-based natural limewash, is an easy way to completely transform your space, adding warmth and character.



**Let us know which 2021 home trend you'll be trying out
in the coming year on Twitter and Instagram @Yelp.**

*All stats are year-over-year unless otherwise specified. September 2020 compared to September 2019.

**All mentions of increases in September of this year are referring to a rise in September 2020 up from August 2020.

