



2025 AT-HOME ENTERTAINING REPORT

Home Ownership

Although the real estate market may be tumultuous, people must live and move as their circumstances evolve, so plenty of housewarming and new home celebrations are upcoming. In fact, 30% of the respondents to the Occasions survey said that it's at least somewhat likely they'll attend such a celebration as the next 12 months progress, which is down just two points year over year. Then, 24% of respondents are considering a housewarming/new home celebration in their own lives, up a point year over year.

Of the 31% of consumers thinking about a home or housewares gift for a housewarming, kitchen gifts are tops on the minds of consumers for participants at 56%, followed by organization or home décor items at 46%, and tied at 37%, bedroom products and cleaning or home environment products. 28% of consumers would give a gift card.

When it becomes a matter of men and women, male consumers are more likely to purchase a kitchen-related product at 57% to 55%. Women, however, are more likely to gift bathroom or personal care products, 35% to 34%, and a big lead, 51% to 41%, in organization or home décor products.

Regarding cleaning or home environment products, men are the more likely housewarming/new home gifters, at 38%, compared to women at 36%, as with bedroom products, where men lead 38% to 37%. Women are more likely to give a gift card at 29% to the men's 28%.

The top periods for housewarming and new home gifts are July to September, at 23%, and October to December, at 21%.

College graduates are most likely to attend a housewarming or new home event for family and friends, at 38%, followed by post-graduates at 33% and respondents who didn't attend college at 27%. As for holding their own housewarmings, consumers sans college attendance lead at 25% as they look into the immediate future, followed by post-graduate and bachelor's degree holders, both at 22%.

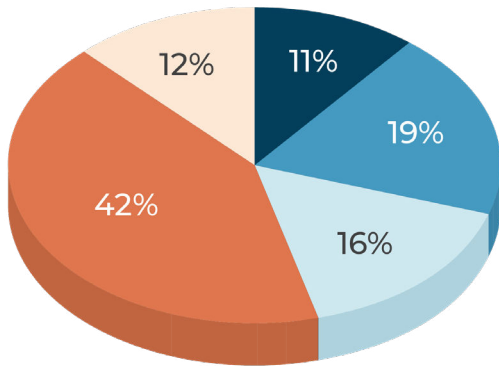
By one percentage point, at 41%, survey respondents aged **35-44** edged out those aged **18-35** for the **top spot** among consumers ready to attend an **upcoming family or friend's housewarming**.

Among respondents **planning a future housewarming/new home** even for themselves, the age group most likely is the **35-44 group, at 34%**, with the 18-34 group just



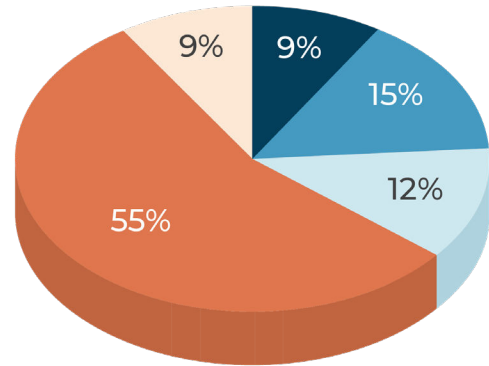
By income, households **earning more than \$100,000** lead other brackets, with **49% considering attendance at a family or friend’s housewarming**, followed by those earning between **\$50,000 and \$100,000 at 33%**, and those earning **less than \$50,000 at 25%**.

For your friends and family, how likely is it, if at all, that a **housewarming or new home event** will take place at least once in the next 12 months?



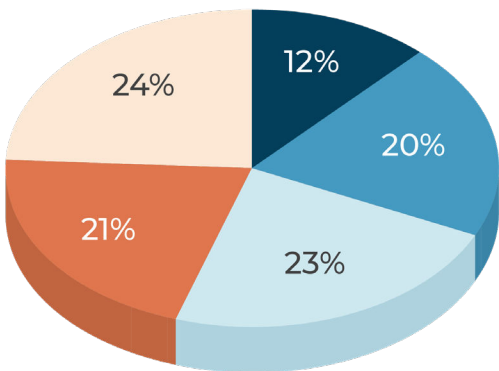
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

For yourself, how likely is it, if at all, that a **housewarming or new home event** will take place at least once in the next 12 months?



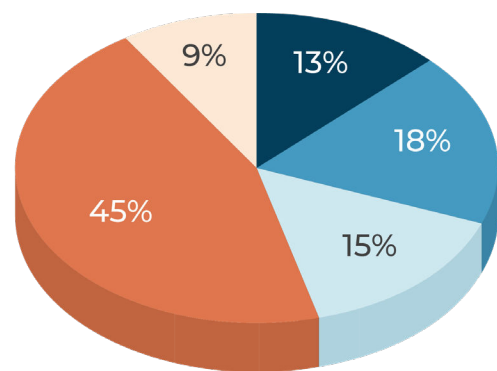
Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

In general, **what time of the year** would you say you are most likely to **purchase home and housewares gifts** for a **housewarming or new home event**?



January - March April - June July - September
October - December Don't know/No Opinion

In the **next 12 months**, how likely is it, if at all, that you will **purchase a home and housewares gift** for a **housewarming or new home event**?

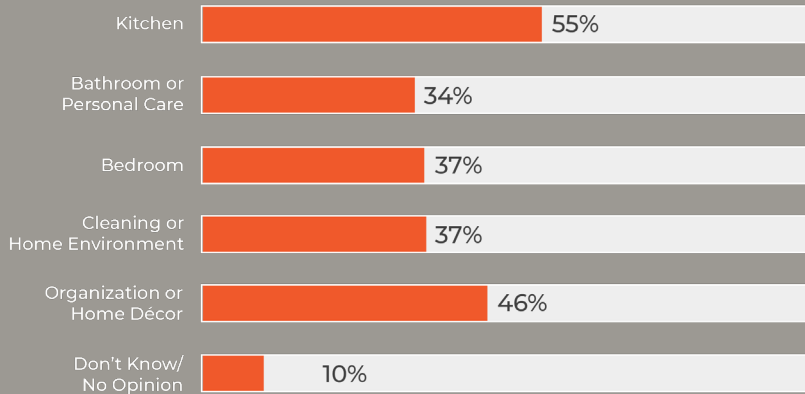


Very Likely Somewhat Likely Not too Likely
Not at all Likely Don't know/No Opinion

In the **lead of consumers planning their own new home celebrations** are those earning more than **\$100,000 a year, at 32%**, followed by those taking in **\$50,000 to \$100,000, at 23%**, and those making **less than \$50,000 a year at 22%**.



What **general product categories of home and housewares gifts** would you be likely to **purchase for a housewarming or new home event**? Select all that apply.



FINAL THOUGHTS

In the United States today, moving means something different than it did. Of course, people still decide to move to be closer to family or because of a job change. However, a North American Moving Services report pointed out that, in 2023, 27% of Americans worked remotely.

Therefore, they could make different and frequently lifestyle-oriented decisions about where to live, including lower-cost suburbs, exurbs, towns and small cities that have gained a reputation for a certain atmosphere. Of course, in some cases, people, often younger people, are moving into high-cost, big-city communities because of the excitement they offer.

As such, shopping for housewarming events has changed. The word lifestyle is essential. A city dweller who moves into a rural environment may go from modern to lodge looks, while a recent grad may move from a large suburban home to a tiny, perhaps even shared apartment, so housewarming and new home gifting may require a bit more thought. The rise of remote work has increased and caused many Americans to move from high-cost areas to more affordable communities.

To help with related gift-giving, both Amazon and Wayfair have housewarming registries. Many retailers have gift registries today, but creating and promoting a housewarming/new home registry may give retailers an edge. According to North American Moving Services, 25.6 million people across the United States moved in 2023. While that was down 9% from 2022, it represents a lot of potential housewarming occasions with a lot to purchase if their homes are primed for lifestyle evolutions.

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