



2024 OUTDOOR LIVING REPORT

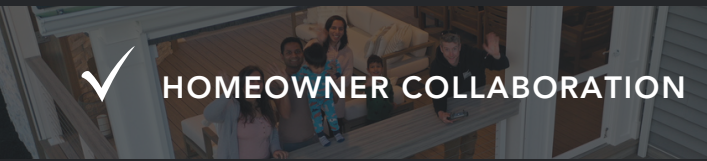
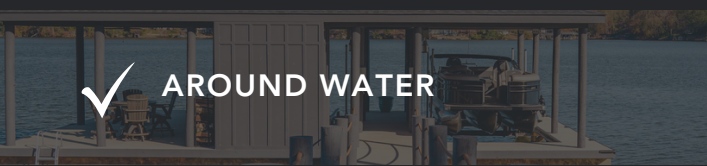
Featuring insights and trends gathered from industry experts and members of the Deckorators Certified Pro Program. Empowering homeowners, contractors and designers to imagine outside.



DECKORATORS: 2024 OUTDOOR LIVING REPORT

Deckorators Pro Deck & Dock Builders Share the Future of Outdoor Living

IN THIS REPORT:



Welcome to Deckorators' 2024 Outdoor Living Insights Report. As a leader in the composite decking industry, Deckorators strives to stay connected with the latest shifts and trends in outdoor living design. Throughout the year, we tap our expert deck and dock builders to gauge what's new, what's next, and what homeowners want most.

For 2024, our experts have seen trends across large and small outdoor rooms, from layouts and design features that increase socialization and flow to outdoor kitchens, color palettes, and additional structural features. There are regional differences, of course, but one thing remains clear: homeowners are investing more time, thought, and capital into their outdoor spaces than ever before.

The demand for contractors, materials, and supplies has been tremendous in recent years. Consumer expectations are high, as they should be, and many of our in-network contractors have waitlists of a year or more on outdoor living projects. As a brand, Deckorators continues to focus on supporting the supply of our product and growing our Certified Pro and Certified Dealer networks.

With this annual report, Deckorators is committed to providing specialized insight into the evolving world of outdoor living design. Discover trends, new ideas and predictions for the new year from our expert contractor network on the following pages.

The Outdoor Room

SMALL & LARGE FOOTPRINT

The 'staycation' philosophy that guided homeowner investments in their backyards during and beyond the pandemic remains strong – and the concept of the 'outdoor room' is here to stay. By our definition, the outdoor room is an added living space that offers the same comforts and functionality as the indoors, with the added bonus of enjoying sunshine and fresh air outside.

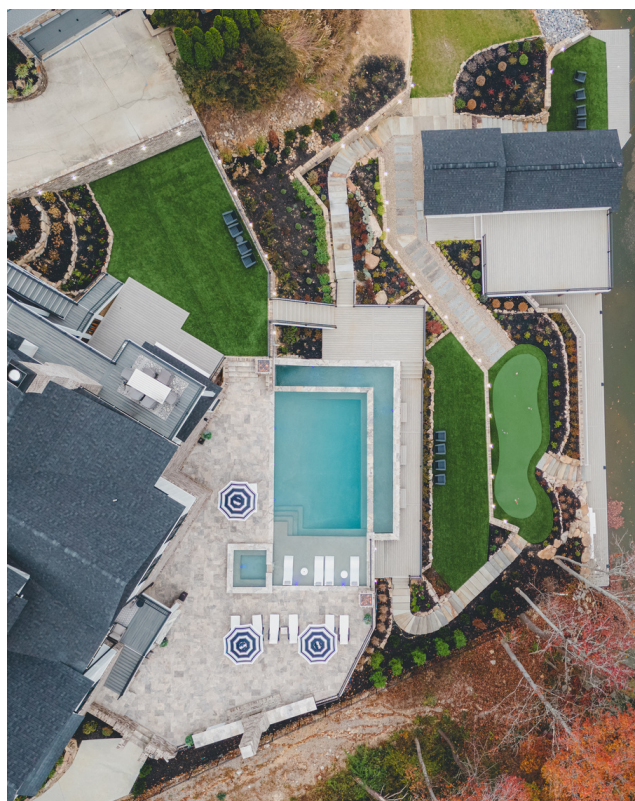
Today's homeowners are putting more thought into how they want their outdoor living spaces to function. According to our experts, 'multi-purpose' is the word on the street: People are looking to maximize the utility of their spaces and extend their use throughout the changing seasons. The best way to achieve this is with the creation of different flexible-use zones around the deck. Think about gathering places that would encourage conversation and connection, from outdoor kitchens and bars to spas and cold plunges, varied seating areas, and entertainment centers.

Outdoor rooms are versatile, and they can take shape in both small and large footprints. As evidenced by the innovative design solutions pictured here, size and shape need not be limitations on a space's potential.

Overall, the outdoor room adds value to the home, enhances time spent outside, and helps homeowners maximize the utility and enjoyment of their deck spaces.



PHOTOS FROM PREMIER OUTDOOR LIVING



“Homeowners want their outdoor living spaces to be used in every application. If they're going to make that investment, they want to be able to cook there, to sit there after dinner and enjoy a fire, to be able to watch TV outside - they want to do everything. These days, there’s almost nothing that can't be done outside.”

JASON VARNEY, DOCK & DECK



DecXorators® * CERTIFIED PRO *
SPOTLIGHT

PHOTOS FROM DOCK & DECK

The Outdoor Room

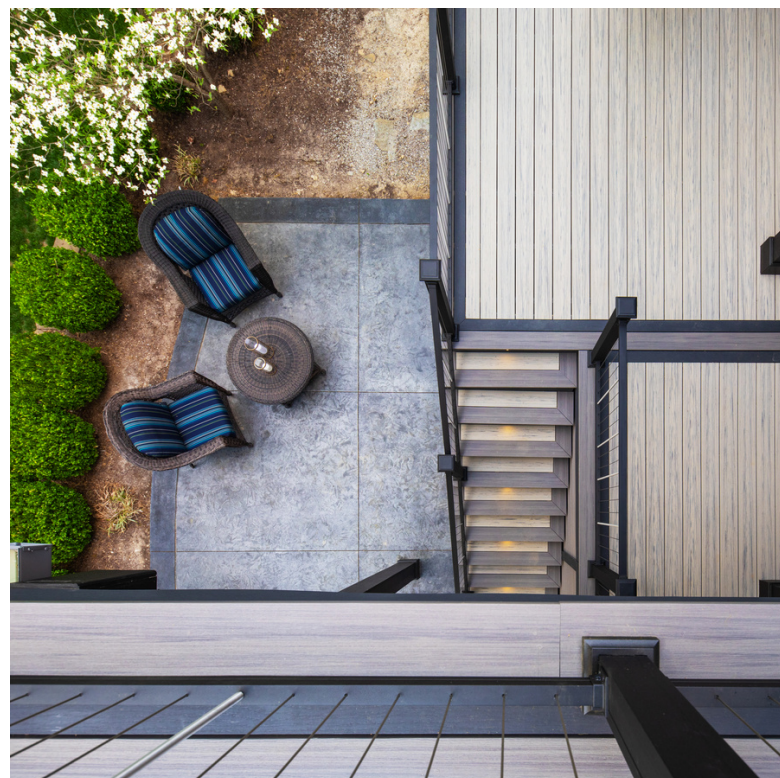
SOCIALIZATION & FLOW

The outdoor room and the designated zones within it are made successful by careful consideration of spatial flow. In both large and small-footprint designs, flow guides the transition from the indoors to the outdoors, as well as the movement of family and friends between zones. By guiding foot traffic and creating spaces that encourage conversation, you can ensure easy, effortless flow.

According to our experts, stair placement is especially important. A well-planned set of stairs can be a significant space-saver, less of a logistical headache, and an eye-catching design statement.

“When we're designing spaces, we have to really think about stair placement well in advance. For good traffic flow, you're not going to put furniture in front of doorways, so we try to put our stairs close to doorways. That actually allows for more usable space everywhere else on the deck.”

JOE HAGEN, ALL DECKED OUT



Decorators® *** CERTIFIED PRO ***
SPOTLIGHT



PHOTOS FROM ALL DECKED OUT

Outdoor Kitchens

HOT TAKES

Outdoor kitchens are continuing to rise in popularity, packing more features than ever, and homeowners are putting a lot more thought and planning into their designs. The inclusion of a variety of elements, from integrated storage and trash receptacles to refrigerators and TVs, extends the outdoor kitchen's functionality. These spaces have transcended their purpose as simple grilling stations, becoming places for gathering, entertainment and conversation.

Repeatedly, our experts have noted that their clients ask for lots of prep areas and extended counter spaces. Rather than guests huddling up around the interior kitchen, or the hosts holed up with meal prep indoors, the outdoor kitchen creates a collaborative environment that allows everyone to participate in the party as it's happening.



PHOTOS FROM PREMIER OUTDOOR LIVING

"Nearly everyone who contacts us recently has been requesting an outdoor kitchen in some capacity. And people are putting a lot more thought into those kitchen areas. On some projects, it feels like we're designing an interior kitchen for our clients, because they really dial into every appliance, every little detail."

SEAN COLLINSGRU, PREMIER
OUTDOOR LIVING

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Color Story

REGIONAL BREAKDOWN

THE ROCKIES

“My customers really tend to gravitate towards browns – a lot of Khaya, with Dark Slate. We don’t do too many grays.”

JONATHAN MOELLER, COLORADO
CUSTOM COVERS & DECKS



PHOTO FROM COLORADO CUSTOM COVERS & DECKS

EAST COAST

“90% of our jobs are Costa. We find that it's a great color to pair with nearly any house. If you pair it with a brown, it pulls out more of the brown tones in the color...whereas if you pair it with black or gray, it'll pull some of the grays out of that color. It’s really versatile.”

CATHERINE LIPPINCOTT, PREMIER
OUTDOOR LIVING



PHOTO FROM PREMIER OUTDOOR LIVING

Color Story, Continued...

MIDWEST

“We don’t see many red tones being used in our outdoor living projects, like you might see in more mountainous areas. Lighter colors are very common here – we use a lot of Tundra and Khaya. We do still get requests for gray in our market; I’d say it’s about fifty-fifty between browns and grays here. People either go with the combination of Sierra and Slate or they’ll go with Costa and Khaya.”

JOE HAGEN, ALL DECKED OUT

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PHOTO FROM ALL DECKED OUT

PACIFIC NORTHWEST

“We used to do a lot of grays; that was the popular mix for a while. This year, we’re doing a lot more brown. Costa is extremely popular. We still do a lot of projects with a different colored accent board, but a lot of customers are wanting the same color accent board as their field board, for more of a minimalistic look.”

LEIF WIRTANTN, CASCADE FENCE & DECK

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PHOTO FROM CASCADE FENCE & DECK

Privacy Walls & Shade Structures

Privacy walls and shade structures work overtime to offer protection from the elements, contribute to the backyard aesthetic, and evade the wandering eye of a neighbor or passerby.

With the capability to serve a purpose on each side, the function of the privacy wall has evolved far beyond one-dimensional seclusion. For example, one side of an entertainment wall can be used to give an element of privacy, while the other could feature a fireplace, TV, grilling area, and even provide atmosphere with lighting. Not to mention the opportunity for homeowners to express themselves design-wise: Our experts often see people opting for uniquely textured privacy screens and built-in plantings.

In the face of the sweltering sun or the drizzling rain, shade structures stretch the utility of the outdoor room, defying weather conditions and keeping guests comfortable enough to continue enjoying time outside.

“Privacy walls offer the functionality of creating a separate space for your deck, but they’re also a great opportunity to create a cool focal point.”

SEAN COLLINSGRU, PREMIER
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PHOTO FROM PREMIER OUTDOOR LIVING



PHOTO FROM CASCADE FENCE & DECK

Heaters & Fire Features

As homeowners spend more and more time outside, our experts note that they've incorporated outdoor heaters and fire features on most of their projects. Heaters offer a small, low-cost solution for a comfortable experience in colder weather, while fire features create ambience while providing radiant warmth. What makes a design stand out, however, is how these features are implemented with thought and consideration. It's important that even when the heaters or fire features aren't in use they can still either blend into the space or become they're own visual focal point.

"Electric heaters are very popular in our area. We recommend adding heaters to pretty much any roof structure, because you're able to enjoy the space an extra three months out of the year in our area. I think it's worth it on every project. And the cost isn't too crazy in the grand scheme of things, to just add extra time that you can spend outside."

JOE HAGEN, ALL DECKED OUT

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"Even if clients don't specifically request a fire pit, we really encourage it. It's an awesome vibe creator. Anytime there's a seating area, a fire pit can complement it perfectly."

LEIF WIRTANTN, CASCADE FENCE & DECK

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PHOTO FROM PREMIER OUTDOOR LIVING

Around Water

Taking cues from multi-functional decking spaces, outdoor living is expanding what is possible with like-minded functions and a correlating desire to maintain the design aesthetic from home to dock to pool.

The modern dock is so much more than just a boat access point. In the same way that backyard living spaces have become multi-functional extensions of the home, docks are becoming more versatile spaces for socializing.

For waterfront and dock designs, above all else, it's important to select a material that can be installed in and around water. Blending durability with style, Deckorators Voyage line – powered by Surestone™ technology – is composed of a mix of polypropylene and calcium carbonate, which is used instead of wood fiber to prevent moisture absorption and minimize thermal movement. The resulting cavitation creates tiny air pockets that keep the board lightweight as it takes on a fiber-like structure similar to wood for superior strength.

“Voyage is one of the only decking materials on the market that's designed for use around water. Be it a dock, or around a pool area, the Voyage line really just makes it a nice, safe area to walk. It has great traction, and it won't absorb water. It holds up.”

JASON VARNEY, DOCK & DECK

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PHOTO FROM COLORADO CUSTOM COVERS & DECKS



PHOTO FROM DOCK & DECK



Design, Outside

THOUGHTFUL & CONSIDERED AESTHETIC

These days, homeowners are eager and excited to be involved in the design process from start to finish. According to our experts, this is a welcome shift in dynamic: To ensure that they can provide design solutions that meet homeowners' needs and expectations, communication, and collaboration throughout the process is key.



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SPOTLIGHT

SEAN COLLINSGRU, PREMIER
OUTDOOR LIVING | SOUTHERN
NEW JERSEY



"This whole family was really great to work with. They were very detail minded, and they wanted to figure out everything way ahead of time, whether it was picking the appliances or seeing how everything was going to fit together. They really wanted to think through all of the little details, and we were able to include some really cool features because they were so invested in the design process. Every week they were super excited to see the build come together. And that's what we're all about, is really diving into the design process and making sure that our clients have thought through all of their options. Then, once we get there to build it, we give them a fun, memorable, easy experience."



PHOTO FROM PREMIER OUTDOOR LIVING

Part of the UFP Retail Solutions family,
Deckorators aspires to take the enjoyment of
personalizing your outdoor living space to a whole
new level.

For more than two decades, the pioneering spirit
behind the brand has kept them on the leading
edge of deck ideas and porch design innovation.

This year's report was compiled with the help of
the following partners:

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Cincinnati, OH

Jonathan Moeller | Colorado Custom Covers &
Decks
Denver, CO

Leif Wirtanen | Cascade Fence & Deck
Vancouver, WA - Portland, OR - Tacoma, WA

Sean Collinsgru | Premier Outdoor Living
Southern New Jersey

Catherine Lippincott | Premier Outdoor Living
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Jason Varney | Dock & Deck
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