



CHECKATREND:

The interior trends
that shaped our homes in 2021

Like it or not, everything we do is influenced by trends. Whether it's magazines, social media or influencers – homeowners are surrounded by predictions of new fashions and styles which are recommended by tastemakers. But after another year which has been far from predictable, have these expert's 'top tips' actually made it into our homes? Checkatrade has crunched data from customer searches on Checkatrade¹ and Google² to find out the facts.

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Mike Fairman, CEO, Checkatrade

comments: “It's been hard for any of us to predict the past year – and it turns out that our homes aren't exempt from this. There's no doubt that we're all heavily influenced by trend forecasters, influencers and social media – but the nation's cultural mood appears to be one which is resistant to making bold change – perhaps unsurprising after another year spent living through the unexpected.

Homeowners have used 2021 to make wise investments in their homes which will stand the test of time, and which fit their own unique lifestyles. We'll watch with interest to see whether this is a trend which plays out in 2022.”

A staggering 83%³ of UK adults planned a home refresh this year. So, what really made it into our homes?

Checkatrade has looked at what was predicted for 2021 and whether it trended – be it Pantone tipping ‘Ultimate Grey’ and ‘Illuminating Yellow’ to be colours of 2021, IKEA anticipating that ‘print-on-print’ was set to dominate our walls, or even Checkatrade’s own prediction that living rooms would top home improver’s renovation wish lists.

Checkatrade’s research has found the six real trends of the year which actually shaped our homes in 2021.

What the trendsetters forecasted

What homeowners actually did

- 1. Yellow, grey and neutral walls**
‘Illuminating Yellow’ and ‘Ultimate Gray’ were predicted by Pantone, while Dulux suggested neutral ‘Brave Ground’ would make it on to our walls.

Green walls

Decorating was indeed big in 2021, with Checkatrade searches for painters / decorators jumping 13% this year. When it came to colour, searches for ‘Sage Green’ and ‘Forest Green’ jumped by 23% this year according to Google searches bucking the trend predicted by interiors/home improvement brands.

- 2. Clashing prints and consistent wall colours**
‘Print on print’ was [predicted](#) by IKEA, and accent walls were deemed a thing of the past by [Dennese Guadeloupe Rojas of Interiors by Design](#).

Wallpaper, prints and accent walls

Demand for wallpapering professionals rose by 30% this year, and floral wallpaper and floral wall searches have been amongst the highest volumes of Google searches. However, accent walls have still been going strong with 21% growth year-on-year.

- 3. Garages, loft conversion and basement extensions**
Classic conversions were all listed as ones to watch by [Home Owners Alliance](#).

Inventive conversions

It’s a match! Loft conversions and garage conversions saw a 35% increase in Checkatrade searches this year.



- 4. More seating areas**
Designer Mark Cunningham [expected to see us embrace more seating areas.](#)

More sleeping areas
Britons favoured sleeping over seating, with a spike of interest in sofa beds and sleeper chairs (11% increase according to Google search trends).

- 5. Maximalism rules**
Our love of bold colour and patterns was widely tipped for a comeback in 2021.

Minimalism prevails
Maximalism did see a 50% increase in Google searches, but minimalism remains a firm favourite amongst the public with searches 14% higher than those for maximalist décor.

- 6. Outdoor makeovers**
Outdoor entertainments spaces, home gyms and hybrid home designs were noted a key focus by [Houzz](#).

Indoor makeovers
It's a miss. We stayed inside in 2021, with kitchen interior searches on Google seeing the biggest growth since the start of the pandemic (+23%) and demand for Checkatrade kitchen fitters rising 35% year-on-year.

TOP 6 TRENDS IN 2021

Green

When it comes to colour, we've been a nation of decorators this year – with searches for professional painters up 13% on Checkatrade. The extra time spent at home appears to have made us more inclined to choose bold colours for our living spaces, with green proving particularly popular.

This bucks the tastemaker predictions - Dulux named warm, natural neutral 'Brave Ground' as their colour of the year, while Pantone selected 'Illuminating Yellow' and 'Ultimate Gray' as their own top tips.

Whilst Pantone's greys and yellows received a notable increase in Google searches, they only made up 10% of colour searches this year. Research undertaken by Checkatrade revealed the most Googled Pantone shade searches were greens and blues, with the growth of 'Sage Green' and 'Forest Green' shades up by 23% year-on-year - pushing green to be the actual colour of the year.



Wallpaper, Prints and Accent Walls



We've not been afraid to wallpaper our homes in 2021, with searches for wallpapering professionals on Checktrade up 30% this year. Whilst 'print on print' was predicted by IKEA, floral wallpaper and floral wall searches have been enjoying the highest volumes on Google with 64% growth year-on-year. Other styles, such as patterned wallpaper and accent walls have also seen a 9% annual growth.

In fact, one of the biggest increases in Google searches has been for green accent wall ideas (30%) with wisteria wallpaper (+14%), cow print wallpaper (+23%), damask wallpaper (+22%) and selfie wall (+50%) also experiencing growth highlighting our keenness to bring more nature and texture into our interiors.

Inventive Conversions



Since the beginning of the pandemic, 59% of UK residents⁴ have made physical or aesthetic changes to their homes. With many Britons still spending more time at home this year, the trendsetters were on the money with people's desire to convert spaces in and around the home. Checktrade saw 35% more searches for loft and garage conversion this year – reflected by Google data which also shows searches for loft conversions (especially turning them into bedrooms) and garage conversions have increased by 29% since pre-pandemic, placing them as the most popular conversions in 2021.



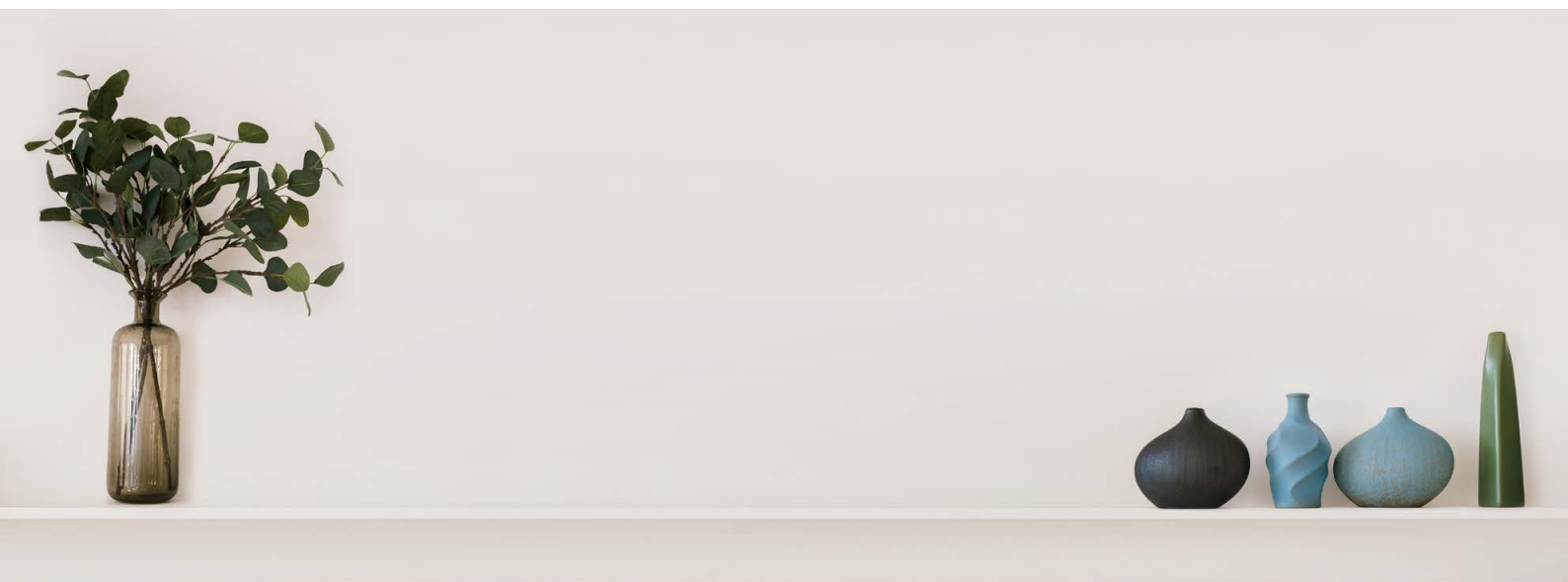
Seating and Sleeping Spaces

According to [YouGov](#), people were most looking forward to socialising with friends and family after the lockdown. While this didn't spur homeowners to create indulgent guest rooms for their loved ones to reside overnight, there was an increase in us searching for ideas on more multifunctional 'seating and sleeping spaces' in our living rooms with Google searches for sofa beds and sleeper chairs seeing an 11% increase.

Minimalism

Despite Google searches for maximalist interior design ideas growing 50% year-on-year, minimalism remains a firm favourite among the public with searches 14% higher than those for maximalist décor.

With bolder accent walls and textures coming to the fore in 2021, Britons have shown they have a practical desire to have something bright and cheerful in their living spaces but not turn it into a cornucopia of colour and detail.



Kitchen makeovers

Whilst outdoor makeovers were anticipated to trend this year, as people spent more time at home, our focus remained on indoor improvements as a result. This saw a boom in searches for kitchen fitters on Checkatrade (+35%) while kitchen interior searches also saw their biggest growth on Google since the start of the pandemic (+23%), followed by living room décor searches (+19%) - and the

level of interest for both has remained high through 2021. This comes as no surprise as people have increased at home meal consumption by 11%⁵ since the start of pandemic and 91% have intended to cook the same amount or more at home in 2021 helping place the kitchen at the front of the nation's makeover wish list.





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Mike Fairman, CEO, Checktrade continues:

“As we look to 2022 and the changes we’d like to make to our homes, it’s important to not be lulled into hiring trades with the highest availability and the cheapest quote. Be sure to use a trade whose reviews and qualifications have been independently checked. At Checktrade, each and every one of our members has been through up to 12 checks and have proudly signed up to uphold our Checktrade Standards of honesty, transparency and professionalism ensuring you end up with a job well done.”

To find a verified trade to support you in your next home improvement project, visit [Checktrade.com](https://www.checktrade.com).

¹ Search data from Checktrade – 1 Jan 20 to 30 Nov 20 vs 1 Jan 21 to 30 Nov 21

² Sources: Google Trends, Google Ads Planner, Meltwater social listening

³ Sourced from Checktrade’s Homespiration Press Release

⁴ [Aviva research](#)

⁵ According to Premier Foods Kitchen Survey

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