

How chronic renters are reshaping the homeware industry

It is clear that millennials and Gen Z are now renting at record rates, yet the appetite to make a house a home remains equally high. While picking out the perfect shade for the living room or putting down new carpets might have been important interior choices for their parents, young people are increasingly finding more **temporary** solutions to the challenge of making a rental home #interiorinspo worthy without falling **foul** of their landlords.

temporary 暂时的

foul 犯规

For some young renters, personalising a home can come down to affordable, stylish additions. Houseplant sales have surged almost 50% in the US over the last three years, and mass market retailers such as Zara, ASOS and H&M have all recently launched **homeware** ranges, focusing largely on smaller items like vases, cushions and candles that are easy to incorporate into an already furnished space.

Some businesses are now even offering to equip homes with pay-per-month furniture, with everything from sofas to houseplants up for rent. This gives landlords the opportunity to **entice tenants** with on-trend interiors rather than **battered** sofas and mismatched furnishings, as well as offering renters the opportunity to customise their own temporary space.

entice 诱惑; 怂恿

tenant 房客

battered 破旧的; 磨损的

homeware 家居

"I think that in all industries personalised yet accessible, affordable services are all the rage," says Rhiannon Smith, a spokesperson for plant rental company The Plant Library. "People want things to feel good, without having to think too much about it or pay too much for it. I'd anticipate it's a sector that will be very popular and continue to grow."