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ARCHITECTURE, HOME AND DESIGN

## US needs younger, more diverse designers to grow beyond aging clientele

October 3, 2023



*The pandemic has highlighted the importance of safe and healthy interior environments, with a growing awareness of wellness, well-being and mental health. Image credit: American Society of Interior Designers*

By STAFF REPORTS

The interior design industry in the United States continues to thrive this year, with more than 1,000 new interior design firms and 4,500 jobs created in 2022, per a new report from the American Society of Interior Designers.

Despite a decline in demand in the second half of the year, job openings for interior designers remain high, resulting in an overall increase in designer salaries, according to Washington, DC-based ASID's State of the Interior Design Industry research. The study was sponsored by paint maker Sherwin Williams.

The industry is becoming more diverse, with gains made among non-white populations, both in employed designers and enrolled interior design students," the report stated.

There is also a push for expanding legislation governing practice rights for interior designers, building on successes from 2021.

Home run?

However, the industry is predicted to face challenges due to a slowing economy, a decline in new construction and remodeling projects, a weak housing market and a tepid stock market, per [ASID](#).

Residential designers may be particularly impacted by a drop in new projects, although the setbacks are expected to be temporary.

The pandemic has highlighted the importance of safe and healthy interior environments, with a growing awareness of wellness, well-being and mental health.

"To meet demand, the industry needs to attract younger and more diverse designers, as the aging clientele base

that has sustained many interior design firms over the past decades may not be enough to keep the industry relevant to future potential clients," the report said.

PER ASID, THE interior design industry is driven by population size and the local economy, which have a direct impact on metrics such as revenue, employment and wages.

U.S. states with strong legislation, NCIDQ certifications, interior design degree programs and student populations also show strong job and wage growth, indicating business growth.

"To ensure the continued success of the industry, there needs to be alignment and support between practice and the profession of interior design," ASID said in the report.

"With the right efforts in place, the interior design industry will be well-positioned to meet the growing demand for safe, healthy and well-designed interior environments."

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