

Furniture Retailing - US - August 2018

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"The furniture category has grown consistently over past few years, which is expected to continue over the next five years, thanks to a stable housing market and increasing types of living situations, which creates more housing needs. Still, replacement dominates purchases, and consumers need new reasons and options to encourage more shopping."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

Future growth will be impacted by how and where consumers shop, with more gravitating online and new competition emerging outside the channel. Retailers need to leverage their role as experts and provide tools that make shopping both in stores and online easier in order to keep consumers engaged and shopping for reasons aside from replacement.

- **Competition is increasing in and out of the channel**
- **Replacement drives most purchases**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Competition is increasing in and out of the channel

Figure 1: Retailers shopped, select retailers online, May 2018

Replacement drives most purchases

Figure 2: Reasons for shopping, May 2018

The opportunities

Retailers can leverage their role as category experts

Figure 3: Influence and inspiration, select factors, May 2018

Give consumers more reasons to shop

What it means

The Market – What You Need to Know

Consistent and diverse housing needs contribute to healthy market growth

New housing situations could help create new furniture needs

Market Size and Forecast

Stable, positive growth expected

Figure 4: Total US sales and fan chart forecast of furniture, at current prices, 2013-23

Figure 5: Total US retail sales and forecast of furniture, at current prices, 2013-23

Retailers outside the channel are gaining share

Figure 6: Total US retail sales of furniture, by channel, at current prices, 2013-17

Market Factors

A stable housing market could positively impact furniture sales

Figure 7: Homeownership rates for the United States: 2014 to 2018

Diverse households may create a variety of furniture needs

Figure 8: Number of households, by race and Hispanic origin of householder, 2007 and 2017

Figure 9: Households, by detailed type, 2017

How will increased online shopping impact future sales?

Key Players – What You Need to Know

Pride in home appearance and a desire for quality keeps consumers shopping furniture retailers

Limited reasons for shopping and increased competition signal future concerns

Alternative options could encourage more category engagement

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What's Working?

Traditional retailers are still visited, thanks to consumer interest in quality and value

Figure 10: Ashley homestore email campaign, June 2018

Figure 11: Crate and barrel acquisition mailing, April 2018

Peers, stores, and media are the most influential to consumers' furniture purchases

Figure 12: TURF analysis – Influence and inspiration, May 2018

What's Struggling?

Increasing competition outside the channel signals future challenges for traditional retailers

Figure 13: Retailers shopped, online, May 2018

Figure 14: Parachute email campaign, June 2018

Long purchase cycles create frequency challenges

Figure 15: Reasons for shopping, May 2018

What's Next?

Creating more occasions to shop

Figure 16: Wayfair email campaign, April 2018

Figure 17: Art Van Furniture email campaign, June 2018

Easing the online shopping experience

Figure 18: Wayfair email campaign, May 2018

Alternative purchases

The Consumer – What You Need to Know

Furniture retailers among the most shopped

Replacement is a top reason, but some shoppers make less strategic purchases

Strategic shopping dominates

Consumers turn to peers and experts for inspiration

Pride in one's home causes many consumers to seek quality

Items Purchased

Items that experience the most wear, result in more purchases

Figure 19: Items purchased, May 2018

Young, single men are making a variety of furniture purchases

Figure 20: Items purchased, by gender and age, May 2018

Renters prioritize the necessities

Figure 21: Items purchased, by housing situation, May 2018

Hispanic consumers are actively shopping the category

Figure 22: Items purchased, by Hispanic origin, May 2018

Retailers Shopped

Majority are shopping furniture retailers, but increased online shopping could cause future disruption

Figure 23: Retailers shopped – Net any shopping, May 2018

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Married homeowners prefer to shop furniture retailers

Figure 24: Retailers shopped, by select demographics, May 2018

Online shopping spans generations

Figure 25: Retailers shopped (any retailer) – Online, by generation, May 2018

Multicultural consumers seek value in furniture purchases

Figure 26: Retailers shopped, by race and Hispanic origin, May 2018

Reasons for Shopping

Top reasons for buying are both strategic and impulsive

Figure 27: Reasons for shopping, May 2018

Younger generations are equally motivated by replacement and price

Figure 28: Reasons for shopping, by age, May 2018

Not all men need a specific reason to shop

Figure 29: Reasons for shopping, by gender and age, May 2018

Hispanic shoppers purchase for a variety of reasons

Figure 30: Reasons for shopping, by Hispanic origin, May 2018

Shopping Behavior

Most consumers are strategic when furniture shopping

Figure 31: Shopping behavior, May 2018

Younger generations do more pre-purchase research

Figure 32: Shopping behavior, by generation, May 2018

Shipping and services impact shopping behavior

Figure 33: Shopping behavior, by age, May 2018

Hispanic shoppers are fulfilling online and researching their options

Figure 34: Shopping behavior, by Hispanic origin, May 2018

Influence and Inspiration

Retailers and peers are the most influential

Figure 35: Influence and inspiration, May 2018

Young shoppers look to peers and social media for inspiration

Figure 36: Influence and inspiration, by age, May 2018

Home owners seek inspiration from experts

Figure 37: Influence and inspiration and attitudes toward furniture shopping, by housing situation, May 2018

Hispanic consumers look to peers and experts for inspiration

Figure 38: Influence and inspiration, by Hispanic origin, May 2018

Attitudes toward Furniture Shopping

Most consumers take pride in their home's appearance, prioritizing comfort and quality

Figure 39: Attitudes toward furniture shopping, May 2018

Consumers are warming up to the idea of buying furniture online

Figure 40: Attitudes toward furniture shopping, by gender and age, May 2018

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Hispanic consumers seek tools and resources to make the best purchase decisions

Figure 41: Attitudes toward furniture shopping, by Hispanic origin, May 2018

Cluster Analysis

Consumers are focused on either their home image, brand names, or efficiency

Figure 42: Cluster analysis – Attitudes toward furniture shopping, May 2018

Figure 43: Attitudes toward furniture shopping, by attitudes toward furniture shopping clusters, May 2018

Image Enthusiasts

Figure 44: Profile of image enthusiasts, May 2018

Brand Name Buyers

Figure 45: Profile of brand name buyers, May 2018

Efficient Shoppers

Figure 46: Profile of efficient shoppers, May 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 47: New privately owned housing units authorized in permit-issuing places – Seasonally adjusted, June 2018

Figure 48: Total US sales and forecast of furniture, at inflation-adjusted prices, 2013-23

Figure 49: Number of households, by area of residence, 2007 and 2017

Appendix – The Consumer

Figure 50: Repertoire of items purchased, by gender and age, May 2018

Figure 51: Retailers shopped – In-store versus online, May 2018

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