

How Online Shopping for Home Decor is Evolving for Consumers - US - November 2018

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"A lot has happened in the last few years of online shopping, with the home furnishings category evolving along the way. Pioneers of the online décor market have continued to make advancements through tools and features, making the online shopping experience easier and more realistic, such as Wayfair's "view in room" feature."

– Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

Meanwhile leading retailers outside the traditional channel, like Walmart and Amazon, continue to focus on growing home furnishings both in stores and online, indicating the opportunities that lie within the category. And that's not all; more innovations are rapidly emerging, not only with where consumers shop online but also how they shop, with concepts such as Fernish, an online furniture rental service, entering the market and making it an exciting, but competitive, time for the category.

- **Competition is intense, and most consumers shop retailers outside the traditional channel**
- **Product and quality concerns are the biggest barriers to buying online**
- **Value is a priority for most shoppers**
- **Endorsements and reviews influence purchase decisions**

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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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Abbreviations

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