

Furniture Retailing - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Nearly three quarters of purchases are conducted in the store where shoppers can personally experience products.

However, growth is coming from online despite many consumers remaining reluctant to buy furniture using this method."

- Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Furniture market outlook appears promising
- Everyone wants a bigger piece of this highly fragmented category; leads to continual price promotion
- Growth is coming from online, but many averse to trying it

Furniture retailing is a multibillion-dollar industry with consumer expenditures set to rise to \$107.6 billion this year, and keep on going from there through at least 2021. Furniture sales ebb and flow based on the strength of the housing market and DIY markets, and at present, both are revitalized. Current economic conditions should also positively impact the market given that furniture buying is mostly discretionary and spending typically aligns with other factors such as higher confidence and lower unemployment.

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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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