

Shopping for Home Décor - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The home décor market is expected to grow, thanks to healthy market factors and a genuine interest in décor, supported by the housing market and a retailer emphasis on the category. Although many consumers seem to enjoy shopping for décor, not always requiring a specific reason to shop, they're changing where they choose to fulfill such purchases."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- Home furnishings retailers are not the most shopped for décor
- Interest in brand names and expert consultation is low

A combination of positive market factors, a stable housing market, and interest in the category is contributing to positive growth for home décor. What's more, diversified living situations result in diverse décor needs suitable for a variety of living situations, creating opportunities for retailers to connect and grow long-term relationships with shoppers. However, many consumers prefer to opt for value-oriented and convenient shopping experiences, making more décor purchases at retailers not traditionally associated with the market. As more players outside the channel look to enter the space, traditional retailers need to re-think how they leverage their role as décor destinations.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Shopping for Home Décor - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

Overview

The issues

Home furnishings retailers are not the most shopped for décor

Figure 1: Retailers shopped, April 2018

Interest in brand names and expert consultation is low

Figure 2: Attitudes toward home décor, April 2018

The opportunities

Decor shoppers don't need a specific reason to buy

Figure 3: Reasons for buying home décor, April 2018

Appealing to consumers throughout various living stages

What it means

The Market – What You Need to Know

A healthy outlook

Optimistic market factors and diverse needs support positive sales

Market Size and Forecast

Positive, consistent growth expected to continue

Figure 4: Total US retail sales fan chart forecast of home decor, at current prices, 2013-23

Figure 5: Total US retail sales of home décor, at current prices, 2013-23

Market Factors

Various life stages could result in diversified living situations

Figure 6: Households, by detailed type, 2017

Home ownership remains consistent, indicating optimism for the category

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

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

College enrollment is on the rise, representing new opportunities for retailers

Increased connectivity could encourage more online shopping

Figure 9: Devices used to access the internet, December 2017

Key Players – What You Need to Know

Stylish and affordable décor collections keep shoppers coming back

Consumers shy away from traditional décor stores

Changing where, how and why consumers purchase home decor

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Shopping for Home Décor - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

What's Working?

The top sought styles

Figure 10: TURF analysis – Styles, April 2018

New collections and expansions could keep shoppers frequenting certain channels

Figure 11: Target Hearth & Hand email campaign, November 2017

Figure 12: Target Opalhouse email campaign, April 2018

Figure 13: At Home direct mail, March 2018

What's Struggling?

Traditional home furnishing retailers are no longer favorites

Figure 14: Retailers shopped, April 2018

Figure 15: Crate&Barrel Draper James email campaign, May 2018

Figure 16: CB2 x Fred Segal email campaign, May 2018

What's Next?

Other channels and retailers explore entry into the category

Giving shoppers new reasons to shop and treat themselves

Figure 17: Wayfair Way Day email campaign, April 2018

Next-level decorating

Evolving the online shopping experience

Figure 18: Attitudes toward home décor shopping – Cluster analysis, April 2018

Evolving with consumers' living situations

The Consumer – What You Need to Know

Consumers are making a variety of purchases, with many outside of traditional retailers

Consumers look to peers and retailers for inspiration, with a focus on classic and modern styles

Shoppers are buying to refresh, replace and reward

Most consumers see the importance of home style

Items Purchased

Accent items are top purchases

Figure 19: Items purchased, April 2018

Young adults look to elevate their spaces with small purchases

Figure 20: Items purchased, by select demographics, April 2018

Single women demonstrate enthusiasm for décor across categories

Figure 21: Items purchased, by gender and marital status, April 2018

Parents are top purchasers of seasonal decor

Figure 22: Items purchased, by parental status by gender, April 2018

Retailers Shopped

Value-based retailers are most shopped

Figure 23: Retailers shopped, April 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Shopping for Home Décor - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Younger shoppers head to mass, while older consumers seek tradition

Figure 24: Retailers shopped, by generation, April 2018

Men are shopping for décor online

Figure 25: Retailers shopped, by select demographics, April 2018

Black and Hispanic shoppers seek value

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

Influence and Inspiration

Peers, retailers and traditional media are most influential

Figure 27: Influence and inspiration, April 2018

Men turn to peers, while women look to retailers for inspiration

Figure 28: Influence and inspiration, by gender, April 2018

Traditional media inspires older shoppers while younger generations influenced by emerging media

Figure 29: Influence and inspiration, by generation, April 2018

Hispanic shoppers find inspiration in many places

Figure 30: Influence and inspiration, by Hispanic origin, April 2018

Style

Shoppers' style split between classic and modern

Figure 31: Style, April 2018

Figure 32: Target e-mail campaign, May 2018

Figure 33: Walmart e-mail campaign, May 2018

Figure 34: Marshalls e-mail campaign, July 2017

Figure 35: Wayfair e-mail campaign, May 2018

Young men show interest in a variety of styles

Figure 36: Style, by gender and age, April 2018

Location and living situation could influence style preferences

Figure 37: Style, by area and housing situation, April 2018

Hispanics seek modern styles, Black shoppers prefer a variety

Figure 38: Style, by race and Hispanic origin, April 2018

Reasons for Buying Home Decor

Refreshes, rewards and replacements are top reasons for purchase

Figure 39: Reasons for buying home décor, April 2018

Women reward, men replace

Figure 40: Reasons for buying home décor, by gender and age, April 2018

Young renters have more reasons to buy

Figure 41: Reasons for buying home décor, by select demographics, April 2018

Multicultural shoppers more impulsive than others

Figure 42: Reasons for buying home décor, by race and Hispanic origin, April 2018

Attitudes toward Home Décor Shopping

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Shopping for Home Décor - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The home is a reflection of one's style, and most are willing to invest in quality

Figure 43: Attitudes toward home décor shopping – Net any agree, April 2018

Hispanics consumers prioritize their home style and are willing to invest

Figure 44: Attitudes toward home décor, by Hispanic origin, April 2018

Most consumers' attitudes either practical, concerned with quality or enthusiastic

Figure 45: Cluster analysis – attitudes toward home décor, April 2018

Figure 46: Cluster analysis – Attitudes toward home décor, April 2018

Practical Purchasers

Figure 47: Profile of practical purchasers, April 2018

Quality Concerned Shoppers

Figure 48: Profile of quality concerned shoppers, April 2018

Modern and Trendy Enthusiasts

Figure 49: Profile of modern and trendy enthusiasts, April 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations

Terms

Appendix – The Market

Figure 50: Total US retail sales of home décor, at inflation-adjusted prices, 2013-23

Figure 51: Number of households, by area of residence, 2007 and 2017

Figure 52: Single-person households, 2007-17

Appendix – The Consumer

Figure 53: Repertoire of shopping for home décor, by select demographics, April 2018

Figure 54: Retailers Shopped, in-store versus online, April 2018

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com