

# Evolving eCommerce: Furniture Retailing: Incl Impact of COVID-19 - US - May 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the online furniture market
- How online furniture retailers can engage with consumers during the pandemic
- Types of furniture consumers are interested in purchasing online
- Importance of customizable and environmentally-friendly options moving forward

Over the past five years, the online furniture market has experienced strong growth, due in large part to the rise in consumers' confidence in purchasing online. COVID-19 will slow the expected growth of the category as consumers pull back spending as unemployment become a reality, and the US enters a recession. The stay-at-home mandates and shift to working from home will help sustain sales in the short term, and current store closures will drive consumers to shop online. As a result, online retailers are working to improve their digital capabilities and provide consumers with tools needed to help consumers evaluate and visualize how furniture pieces will fit into their homes.



“The online furniture market will continue to see positive sales, albeit at a slower pace than expected due to COVID-19. Sales of home office furniture will spike as many consumers shift to working from home. As unemployment rises and the housing market slows down, many larger furniture purchases will be put on hold.”  
**– Katie Yackey, eCommerce Analyst**

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