

# Online Shopping for the Home - US - April 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the furniture and home décor market
- Types of home items consumers are interested in purchasing online
- Consumers' approach when shopping for the home
- Future drivers to shopping for the home online

Home categories, including décor and furniture items, became essential during the pandemic – especially the latter. Shifts in lifestyles and the increased time indoors exposed the shortcomings of living spaces and identified new needs. The closing of nonessential stores and increased virus concerns accelerated the adoption of ecommerce across categories, which also put a spotlight on those aspects of the online experience that need to be improved to enhance the customer journey when shopping for the home.



“The pandemic accelerated the adoption of ecommerce and the use of digital tools as part of the shopping experience across categories. It also caused many consumers’ lifestyles to be centered around the home. As a result, consumers gained a newfound respect for their living spaces – which will continue to drive the growth of online shopping for the home moving forward.”

- Marisa Ortega, Cross-

Category Analyst  
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- Focus on multifunctional items
- Embrace the sustainable lifestyle
- Capitalize on the association between living spaces and wellbeing
- Drive interest through partnerships and collaborations

## THE CONSUMER – KEY TAKEAWAYS

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