

Shopping for the Home - US - 2022

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- How economic factors such as inflation, supply chain disruptions and the ongoing pandemic are impacting consumer behavior and the furniture and home décor market
- Items purchased and reasons for purchasing
- How and where are consumers shopping for home goods
- Attitudes toward shopping for the home

Both home décor and furniture have enjoyed an outstanding performance in the last two years. The pandemic has increased the amount of time spent at home, and consumers are looking to improve their home spaces. In the past year, more consumers have purchased home décor than furniture – small touches of décor inject a different look or ambiance without representing a big investment or a more permanent commitment. Candles, home fragrances, pillows and blankets are leading items consumers purchase, suggesting that consumers are prioritizing comfort and coziness at home. While more consumers have purchased home décor than furniture, many are still shopping the latter category as well as they continue to invest in different rooms around the home. Unsurprisingly, purchases in the segment are driven by the most frequently used rooms such as the living room and bedroom.

Looking ahead, inflationary pressures and supply chain disruptions will lead to a decline in sales over the next couple of years (2022–23), as consumers reevaluate their priorities and postpone or cancel major purchases for the home. As consumers take a more conscious approach to shopping and look for value, brands and retailers will prioritize offering quality and flexibility (eg BOPIS, BNPL) and explore alternative shopping options such as resale and rentals.



“Home décor and furniture have experienced rapid growth, but the market is expected to decline due to rising prices, supply chain issues and spending shifting away from the home. Consumers will be looking for brands that: offer value in its various forms, support the greater good, and provide items that create comfortable and inviting spaces at home.”

– Marisa Ortega, Retail & eCommerce Analyst

Buy this report now

Visit	store.mintel.com
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

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**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**

Figure 1: Total US retail and ecommerce sales and forecast of furniture and home furnishings, at current prices, 2016–26

Figure 2: Shopping for the home outlook, 2022–27

- **Opportunities and challenges**
- **Focus on offering value**

Figure 3: Studio 3B introduction by Bed Bath & Beyond, 2021

- **Create a win-win scenario around returns**
- **Help consumers solidify their home office spaces**
- **Key consumer insights**

MARKET SIZE AND FORECAST

- **Demand of home goods will decline**

Figure 4: Total US retail and ecommerce sales and forecast of furniture and home furnishings, at current prices, 2016–26

Figure 5: Total US retail and ecommerce sales and forecast of furniture and home furnishings, at current prices, 2016–26

SEGMENT PERFORMANCE

- **Furniture will be particularly hit by disruption in consumers spending**

Figure 6: Total US sales and forecast of furniture and home furnishings, at current prices, 2016–26

MARKET FACTORS

- **Consumers seek to spend wisely**

Figure 7: Consumer Price Index change from previous year, 2020–22

Figure 8: Consumer Sentiment Index, 2007–22

Figure 9: Transparency about rising prices by Castlery, 2022

- **The housing market remains hot; driving need to furnish new homes**
- **The ongoing supply chain crisis is expected to further impact the category**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

- **Sustainability efforts must come from the company core**
Figure 10: Upgrades to Ikea furniture by Pretty Pegs, 2022
- **Technology is shaping how consumers shop for the home**

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Competitive strategies**
- **Walmart leverages TikTok to reach Gen Z**
Figure 11: Walmart launches 4Walls TikTok channel focused on interior design, 2022
- **Gap and Walmart team up to launch a home brand**
Figure 12: Gap Home items available exclusively at Walmart, 2021
- **LEGO rolls out a home décor line**
Figure 13: Home accessories by Lego, 2021
- **Lowe's debuts a multicategory private label**
Figure 14: Lowe's launches exclusive line Origin21, 2022
- **Market opportunities**
- **Leverage social media platforms to streamline the shopping journey and build stronger relationships with consumers**
- **Establish strategic and meaningful partnerships**
- **Consider private labels to differentiate and deliver value to consumers**
- **Pet needs and luxuries are top-of-mind for pet owners**
Figure 15: Aldi pet furniture collection, 2022

CONSUMER FAST FACTS

ITEMS PURCHASED – HOME DECOR

- **Smaller, home décor items can bring new life to the home**
Figure 16: Items purchased – Home decor, 2022
Figure 17: Tips to style a cozy bed by Pottery Barn, 2022
- **Young females are a key audience for home décor**
Figure 18: Items purchased – Home décor repertoire, 2022
Figure 19: Bernadette enters the home space, 2021
- **Income plays a role in home décor purchases**
Figure 20: Home décor, by household income, 2022

ITEMS PURCHASED – FURNITURE

- **Keep consumers engaged in the category**
Figure 21: Items purchased – Furniture, 2022
Figure 22: Outdoor Living by Arhaus, 2022
- **Furniture purchases happen at a precise timing**
Figure 23: Items purchased – Furniture, by age, 2022
Figure 24: Bedroom furniture and décor by Crate and Barrel, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Shopping for the Home - US - 2022

Report Price: £3695 | \$4995 | €4400

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



- **Those with children have various needs for home goods**

Figure 25: Furniture by parental status, 2022

Figure 26: Castlery makes an effort to resonate with parents, 2022

PURCHASE DRIVERS

- **Homes are a never-ending improvement cycle**

Figure 27: Purchase drivers, by housing situation, 2022

- **Millennials are buying homes, Gen Zs are leaving the nest**

Figure 28: Purchase drivers, by generation, 2022

Figure 29: Registry must-haves by Crate and Barrel, 2022

CHANNEL SHOPPED

- **Consumers are shopping across channels**

Figure 30: Channel shopped, by generation, 2022

- **Shopping needs to be easy for consumers**

Figure 31: Channel shopped, by work from home status, 2022

Figure 32: Wayfair targets consumers working from home, 2022

RETAILERS SHOPPED

- **Convenience and affordability drive where consumers shop**

Figure 33: Walmart launches exclusive partnership with The Home Edit, 2022

Figure 34: Retailers shopped, by channel, 2022

- **Women are deal hunters**

Figure 35: Retailers shopped by channel, by gender and age, 2022

Figure 36: Styling tips by The Martinez Casita, 2022

- **Mass merchandisers and Amazon are benefiting from their vast distribution**

Figure 37: Retailers shopped, by area, 2022

FACTORS INFLUENCING WHERE CONSUMERS SHOP

- **Consumers know their preferred style, but still look for guidance and inspiration**

Figure 38: Factors influencing where consumers shop, by gender, 2022

Figure 39: Styling tips by Interior Define, 2022

- **Younger generations look beyond the product when choosing where to shop**

Figure 40: Cross category promotion between Klarna and Wayfair, 2021

Figure 41: Retailers preferences, by generation, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Shopping for the Home - US - 2022

Report Price: £3695 | \$4995 | €4400



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

Figure 42: Joybird utilizes livestreaming to spark home setup ideas, 2022

AREAS OF INTEREST

- **Consumers want to do good with their purchases**
Figure 43: Offerings of interest, by generation, 2022
Figure 44: Buy Back program by Ikea, 2021
- **Consumers look for offerings that align with their own definition of value**
Figure 45: Offerings of interest, by household income, 2022

CATEGORY APPROACH

- **Consumers want to feel good about their homes; women somewhat more willing to go the extra mile**
Figure 46: Category approach – Willingness to spend, by gender, 2022
Figure 47: EQ3 encourages consumers to embrace their individuality, 2022
- **Evolve to become an advisor instead of a seller**
Figure 48: Category approach – Knowledge and sustainability, by generation, 2022
Figure 49: Mitchell Gold + Bob Williams collaborates with SEAQUAL INITIATIVE, 2022

ATTITUDES TOWARD SHOPPING FOR THE HOME

- **A well-designed home keeps in mind the needs and priorities of the people living in it**
Figure 50: Attitudes toward shopping for the home – Emotional aspect, by generation, 2022
- **Materials matter more so than brand name – Especially for Asian consumers**
Figure 51: Attitudes toward shopping for the home – Materials & brand focus, by race and Hispanic origin, 2022
- **Consumers want to support the greater good through their purchases, young generations set the example**
Figure 52: Attitudes toward shopping for the home – Conscious consumerism, by generation, 2022
Figure 53: Full Cycle by Floyd, 2021
- **Younger consumers are interested in unique, exclusive items**
Figure 54: Attitudes toward shopping for the home – Collaborations, by age, 2022
Figure 55: Shinola for Crate & Barrel Collection, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

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

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Consumer qualitative research
- Marketing creative
- Abbreviations and terms
- Abbreviations

APPENDIX – THE MARKET

Figure 56: Total US retail and ecommerce sales and forecast of furniture and home furnishings, at inflation-adjusted prices, 2016-26

Figure 57: Total sales and forecast of home furnishings, at inflation-adjusted prices, 2016-26

Figure 58: Total sales and forecast of furniture, at inflation-adjusted prices, 2016-26

APPENDIX – THE CONSUMER

Figure 59: Items purchased – Home décor, by gender and age, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.