

Furniture Retailing - US - July 2014

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“Unmotivated by sales messages, afraid of buying online, and reluctant to spend another \$1,000 on furniture before they absolutely have to, furniture retailers face numerous challenges in getting consumers back into stores before their current furniture is worn out.”

– Ali Lipson, Category Manager – Retail & Apparel, Technology, Automotive

This report looks at the following areas:

- Furniture marketing efforts focus on sales, but are consumers motivated by them?
- How can retailers encourage consumers to buy more furniture?
- Have consumers embraced buying furniture online?

In the wake of the “Great Recession,” the US furniture market has seen a substantial resurgence, and is projected to grow over the next few years. Despite some prevailing consumer attitudes, such as a reluctance to purchase new furniture before old furniture becomes worn out, the desire to buy “traditional” and durable furniture, and a significant aversion to shopping for furniture online, the market managed to return to growth in recent years. This report has identified the key demographic segments of interest with different perspectives on furniture buying and a greater willingness to rethink their preconceived notions on buying items in this category.

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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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