



provoke
insights

Furniture
Consumer Trends
Winter 2023

Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Winter 2023 Wave

Three years since Covid began, fears of the pandemic have decreased, but consumers have other growing concerns, from inflation to the economy. Provoke Insights wants to understand how these new issues impact consumers' buying behavior. In this wave, Provoke Insights dives deep to understand how these new issues have impacted category buying behavior.

This deck focuses on the furniture industry.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Autumn 2022.

A random stratified sample was used followed by weighting to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.



Current State of the Market

Consumers fear their financial future as the economy and inflation are major concerns. They are experiencing price increases. As a result, budgets are tightening. Consumers are eating more at home, making fewer impulse purchases, and buying store-label brands.



Furniture Trends

Compared to 2021, furniture purchases have decreased. A factor that could be influencing this shift is that almost one-third of consumers have noticed price increases for furniture. Those who are more likely to purchase include younger Americans, remote workers, and affluent consumers.

In general, furniture buyers are more likely to pay for sustainable products. However, this attribute is less influential when shopping for furniture as they prioritize quality, free delivery, and availability. Overall, this group also prefers shopping online and believes that customer service issues have particularly impacted the furniture industry.



Furniture and Financing

Almost one-third of buyers financed their furniture in the last year, with remote workers, millennials, and parents more likely to have used these payment methods.

Finance options are not as top of mind during the pre-buying period but are more of a necessity during the actual purchasing process. Those planning to buy furniture consider financing options less of a priority compared to recent purchasers.



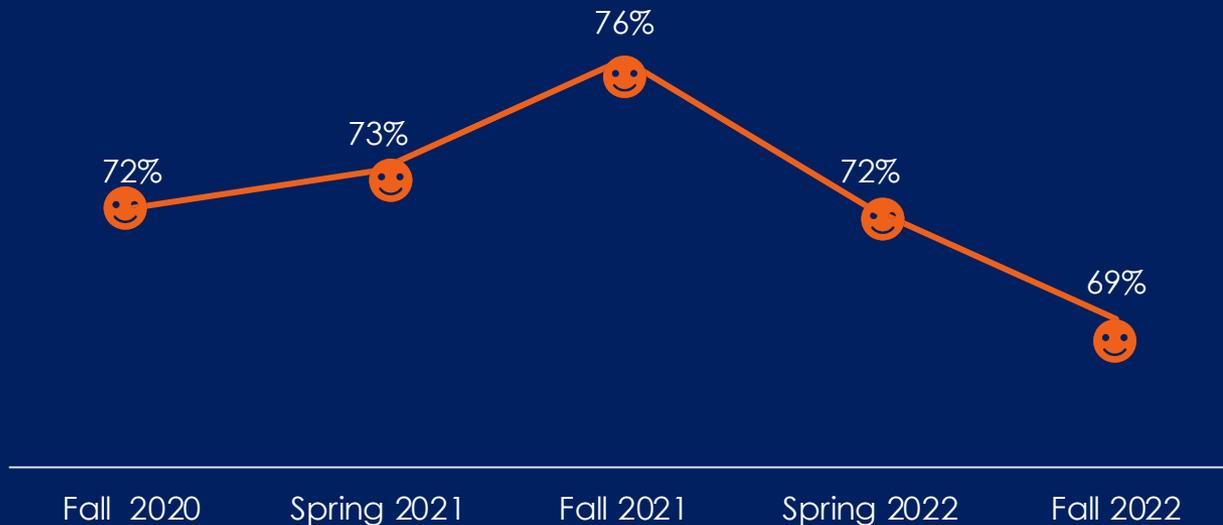
What External Trends are Impacting Brands Today?



Consumer Optimism

Optimism levels have declined to below where they were during the peak of the Pandemic.

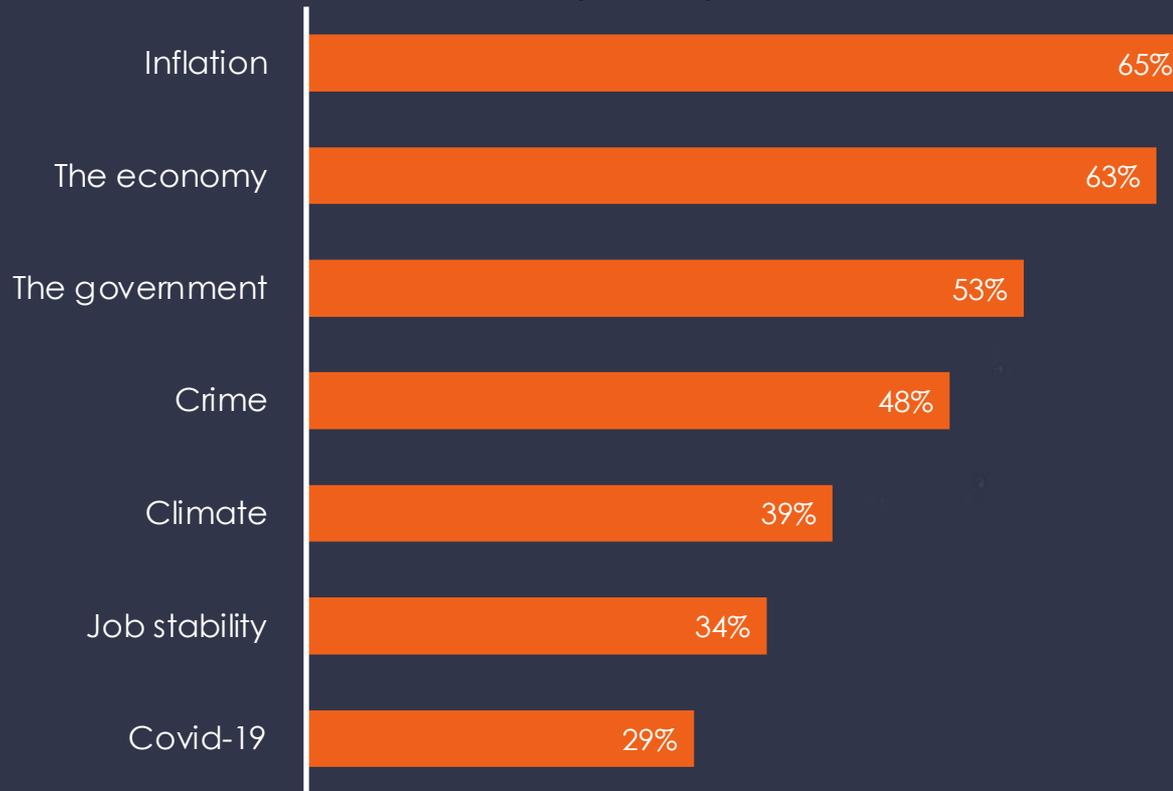
Very/Moderately Optimistic



Top Concerns Impacting Consumers

Inflation and the economy are major issues for most Americans. Job stability and Covid-19 are not key worry areas.

Extremely/Very Concerned

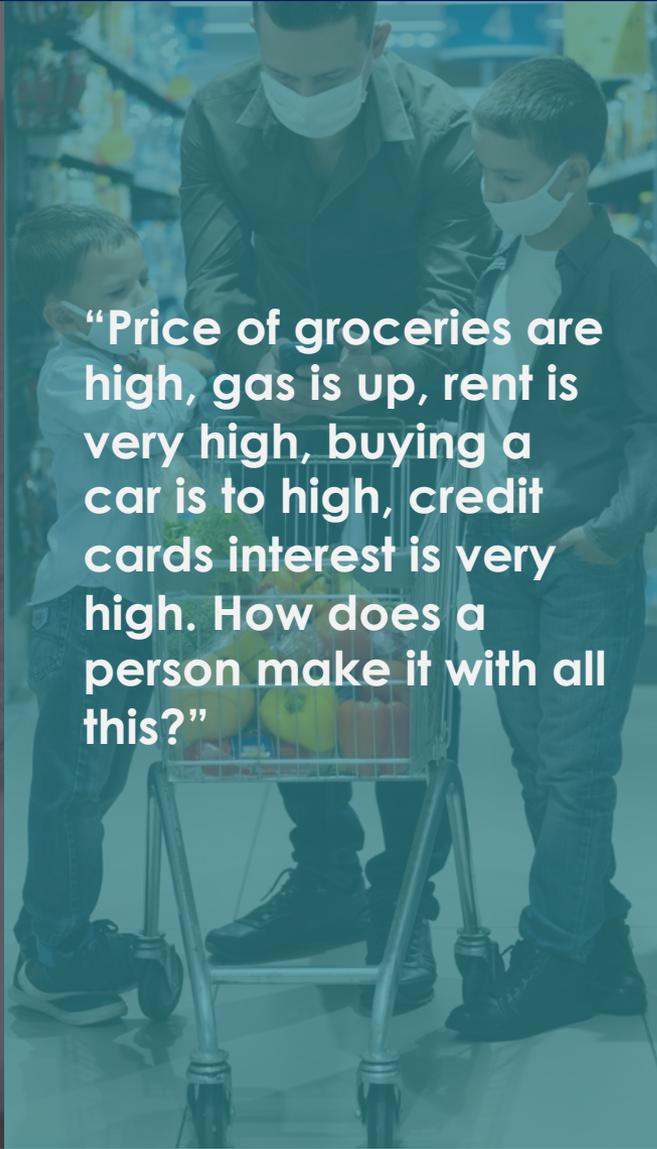


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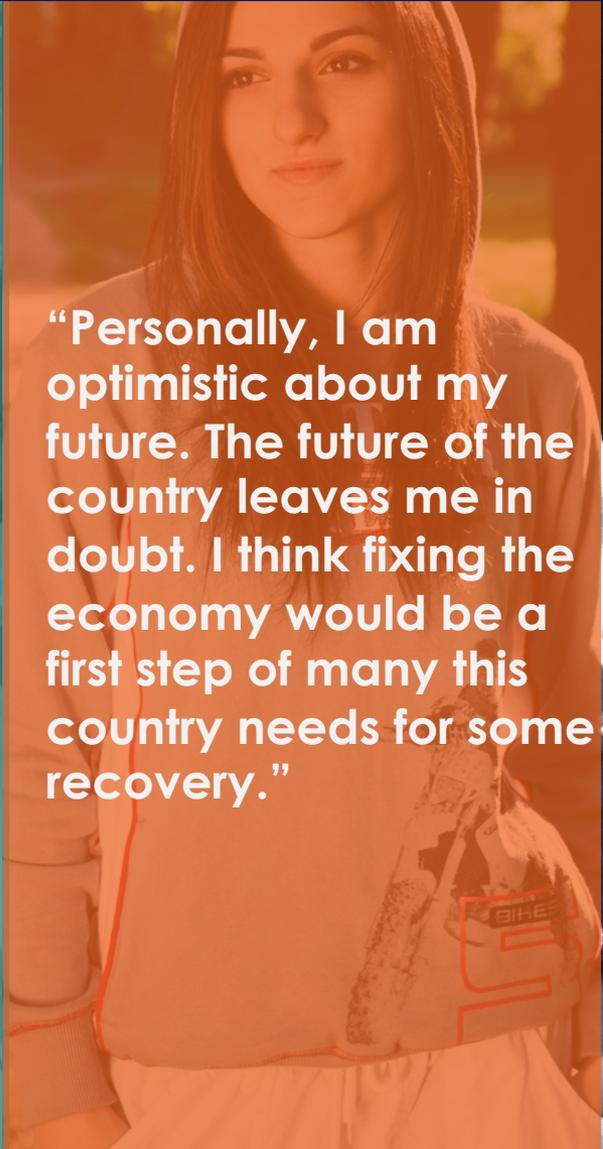
Optimism Will Grow As The Economy Improves



“I’ll be more optimistic when inflation is finally curbed, and prices drop so that we all can afford to purchase the things we need instead of doing without to make ends meet.”



“Price of groceries are high, gas is up, rent is very high, buying a car is too high, credit cards interest is very high. How does a person make it with all this?”



“Personally, I am optimistic about my future. The future of the country leaves me in doubt. I think fixing the economy would be a first step of many this country needs for some recovery.”

Consumers are in saving-mode; using multiple techniques to reduce their spend.



More Budget Conscious in the Last 6 Months

Top Ways They're More Budget Conscious

-  39% Eat at home
-  29% Less impulsive with purchases
-  22% Buy generic/store label brands
-  19% Use coupon
-  17% Less discretionary spending
-  15% Shop at discount store

Base: All Qualified Respondents (N=1,500)

Base: Slightly/More Budget Concern (n=1,051)

Furniture Purchase Habits





32% of consumers have seen price increases at furniture stores.

Groups significantly more likely to see these increases include...

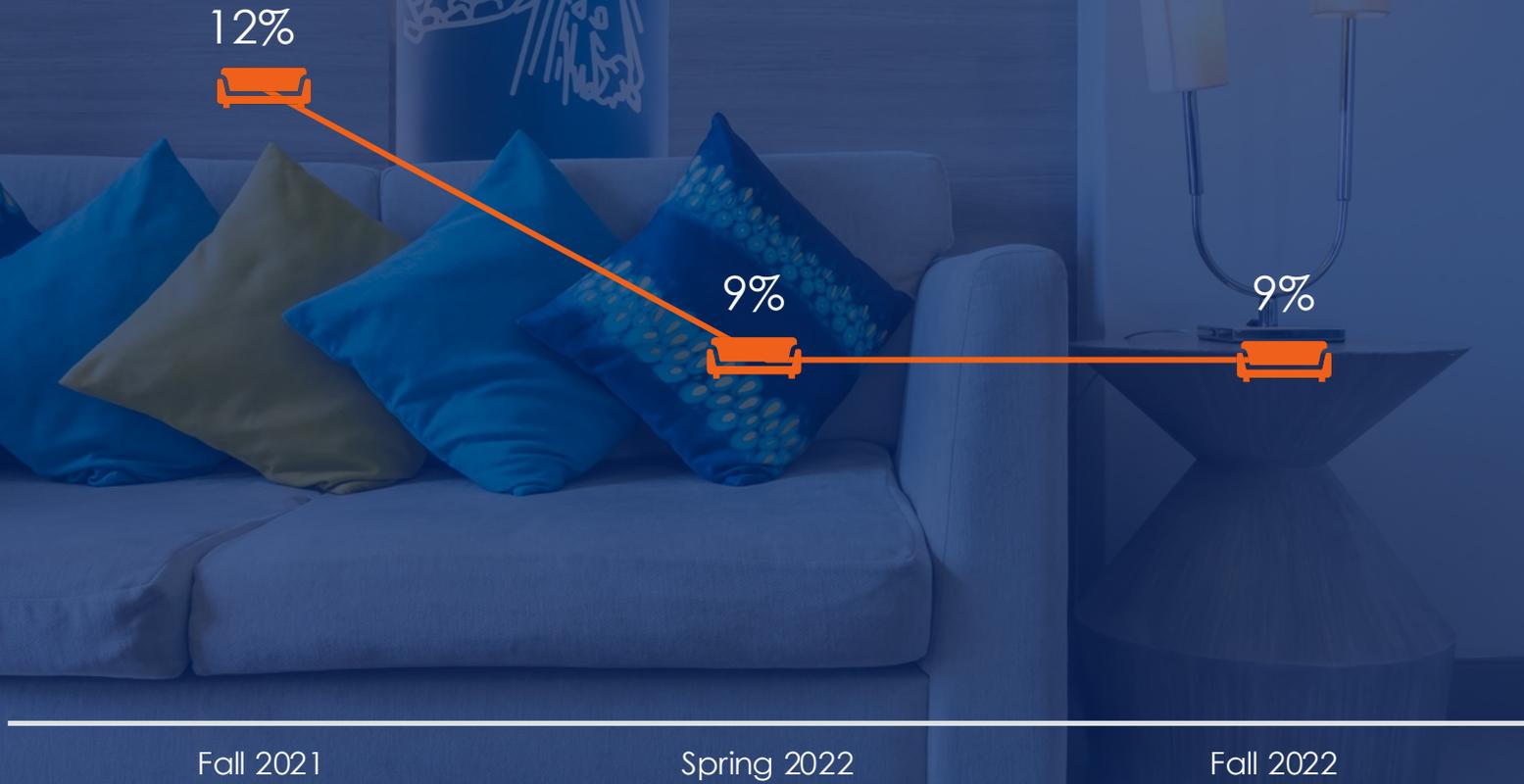
 37% HHI 100K+

 35% Parents

 34% Democrat

Monthly Furniture Purchases

Compared to 2021, furniture purchases have decreased.



Groups significantly More likely to purchase furniture include...

13% of Americans are planning to purchase furniture in the next 3 months



18% Work from home



18% Parents



18% Gen Z



18% Millennials



17% Democrat



17% HHI \$100K+

16% HHI \$50K-\$100K



16% Optimistic about the future

Bought Furniture: Purchasing Attitudes

Furniture buyers are willing to expand their budget for sustainable products. They also prefer shopping online and buying from small businesses.

Top 2 on a 7-point agree scale



*Significantly different

Impacts on the Furniture Industry

Almost one-tenth of consumers say that customer service and staffing has impacted their purchasing decision.

Compared to their other purchases, the decision to purchase furniture were more impacted by...



9%

Customer service/staffing

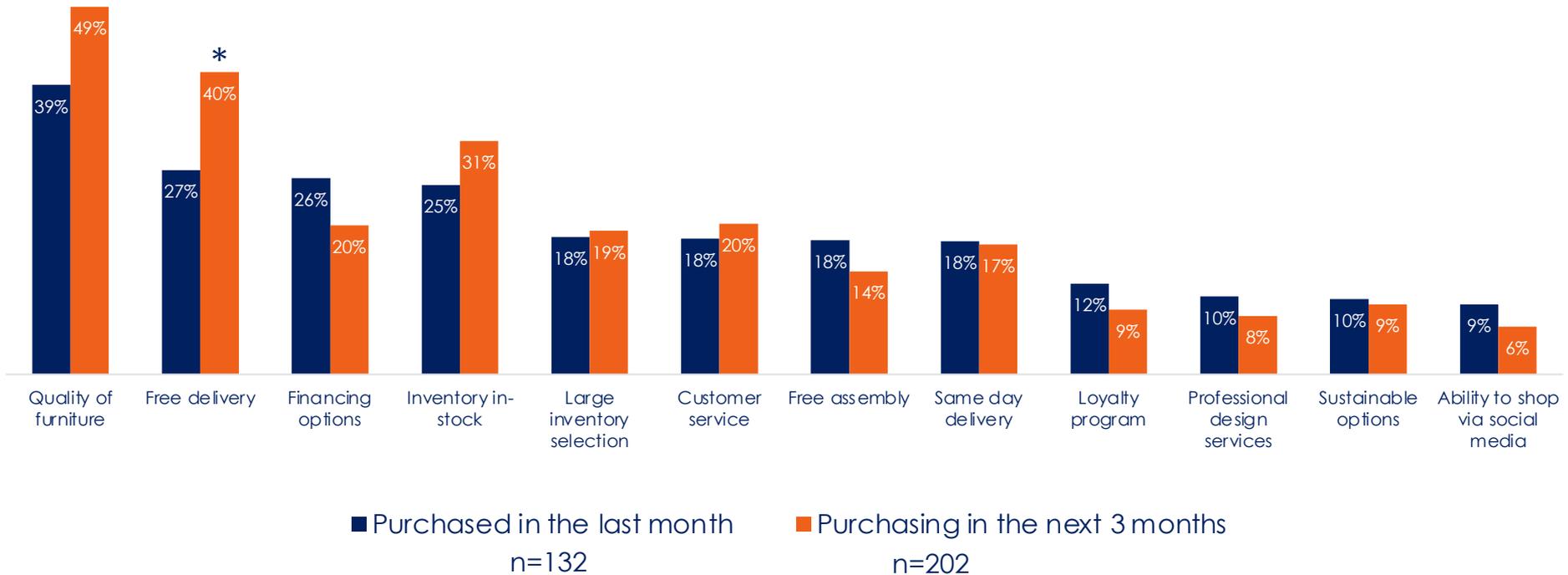


5%

lack of inventory

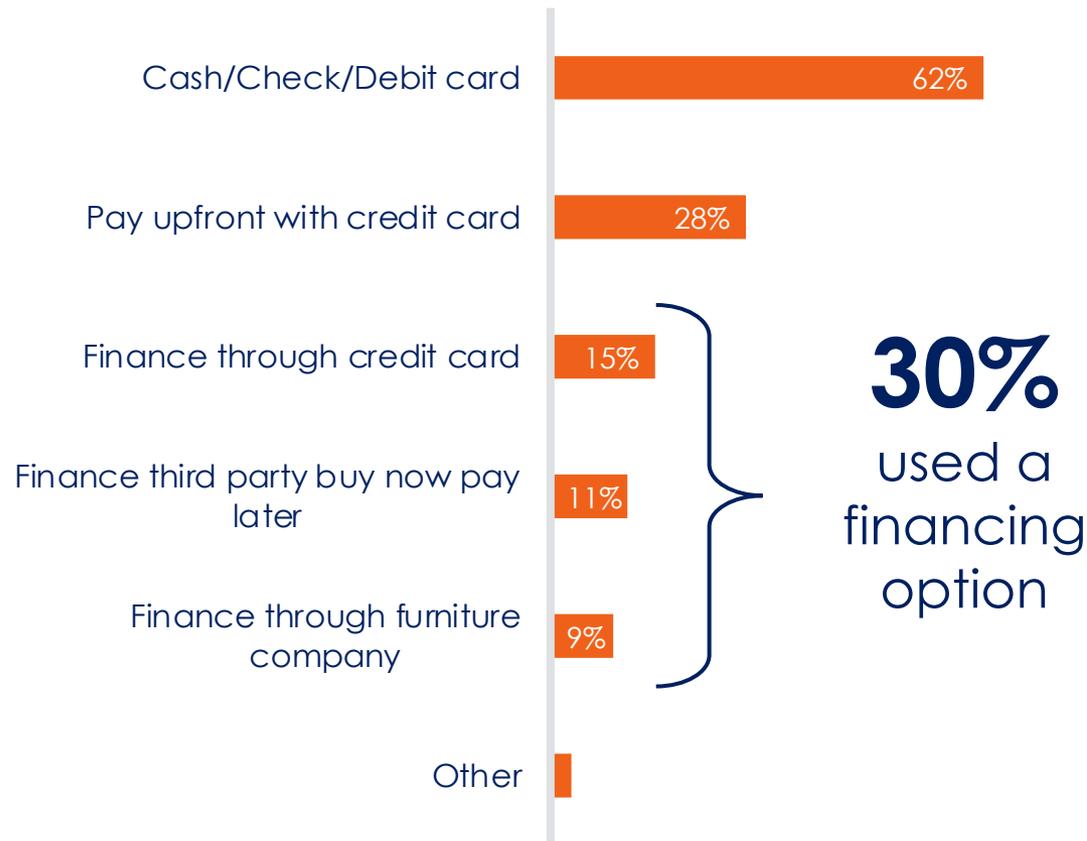
Furniture Purchase Influences

Quality, delivery, and availability are highly considered among those planning to purchase furniture. Financing options are not as strong of a consideration factor during the pre-buying period; however, this becomes more prevalent during the actual purchasing process.



Furniture Payment Methods

Almost one-third of consumers utilized financing options when purchasing furniture.



30% of Americans who purchased furniture in the last year used financing options



Who is financing?

Groups significantly more likely to finance furniture



40% Work from home



35% Millennials



34% Parents

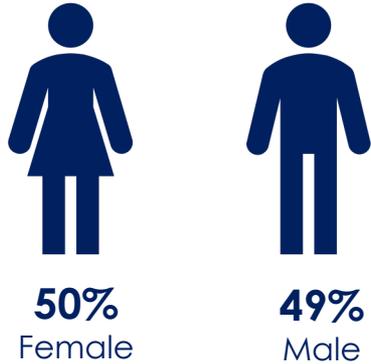


33% HHI \$50K-\$100K

32% HHI \$100K+

Respondent Overview

Gender



*1% other identity

Generation

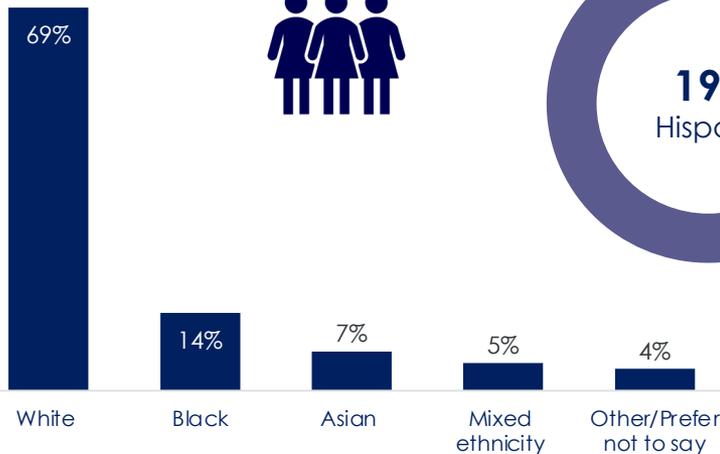
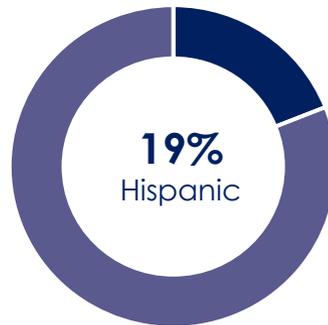
42 years old
Average Age



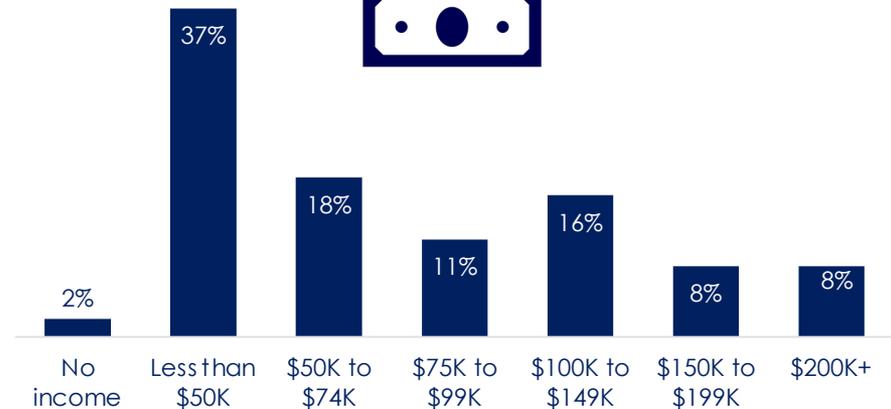
Parental Status



Ethnicity



Household Income



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to info@provokeinsights.com.