



provoked
insights

*Furniture
Consumer Trends
Summer 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.

Summer 2023 Wave

As economic uncertainty looms, American consumers are changing their buying habits. Furniture brands need to understand how this is impacting purchase decisions and budgets.

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 Spring 2023.

A random stratified sample was used to ensure a high degree of sample 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 $\pm 2.5\%$ at a 95% confidence level.

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

Overview

Is Inflation Impacting Furniture Purchases?

Inflation is still a top concern for Americans. Half of the furniture shoppers have seen price increases when shopping in-store for their new home items. However, most consumers will not compromise quality over price for furniture.

While inflation has not hindered people from buying furniture, budgets often max at \$1000 or less. Mattresses are by far the most popular items expected to be purchased in the next year.

However, if a recession occurs, consumers say they will be less likely to buy furniture at the same rate as before.

Payment Methods

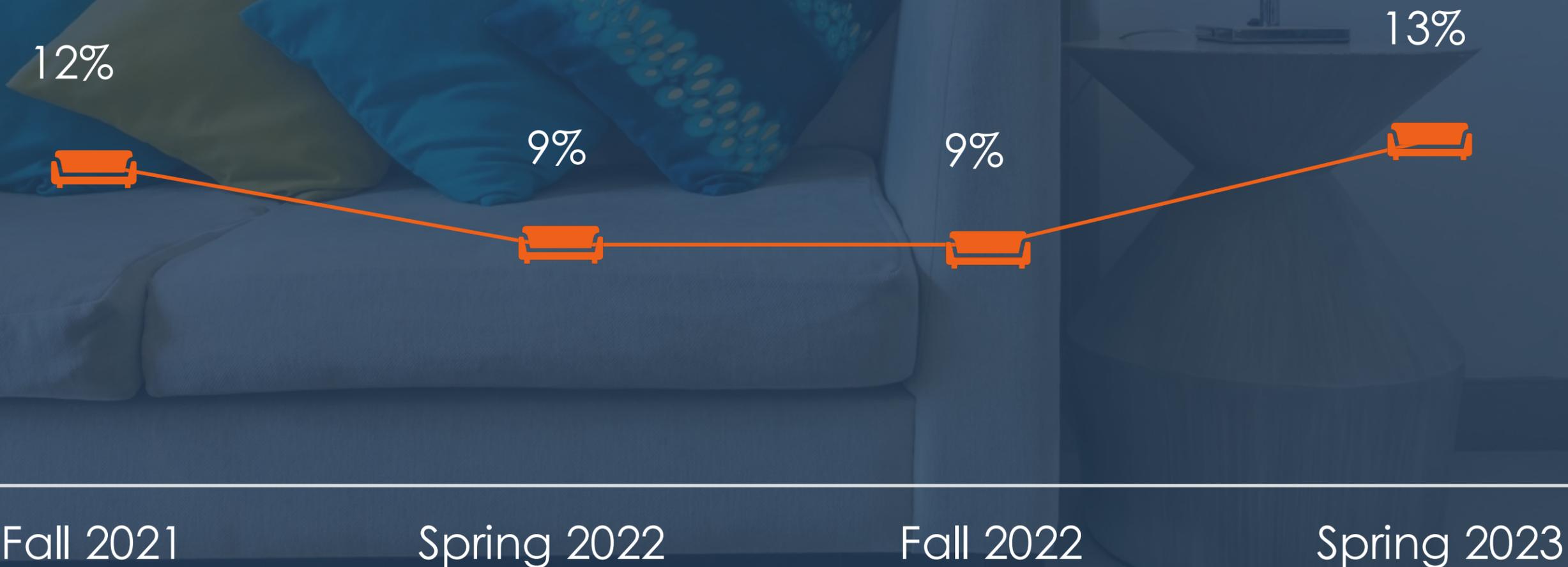
Payment methods for furniture have not changed in the last six months. Paying cash or upfront via credit card remains the top payment method. The growth of financing through third parties remains flat.

The Furniture Consumer

Those expecting to purchase furniture in the next three months are more likely to be Millennials, parents, and those living in urban areas. These shoppers enjoy browsing through stores and tend to stick with familiar brands.

Seasonal Furniture Purchases

Furniture purchases have gone back to Fall 2021 level.



Price Increases

Americans see the impact of inflation at furniture stores.

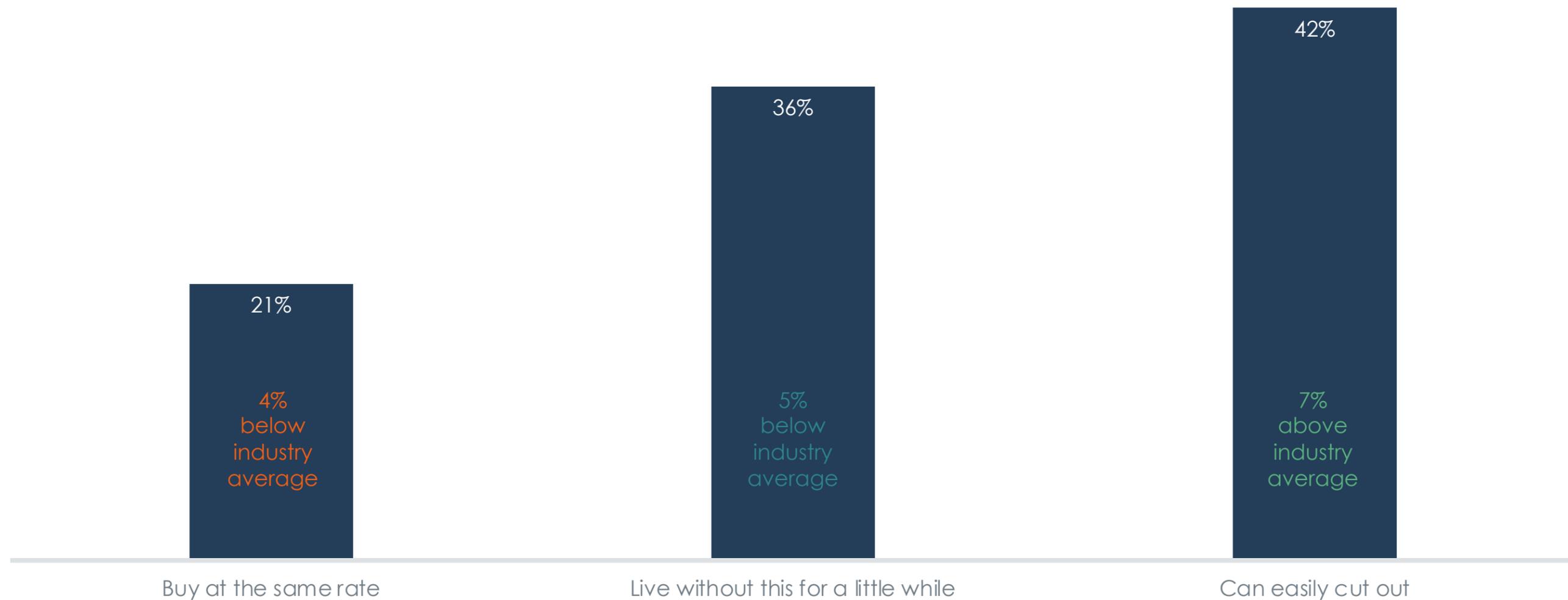
51% 

of Furniture Shoppers have
Noticed a Price Increase



Furniture Spending Behavior Change

If a recession occurs, only a fifth of consumers will buy furniture at the same rate.



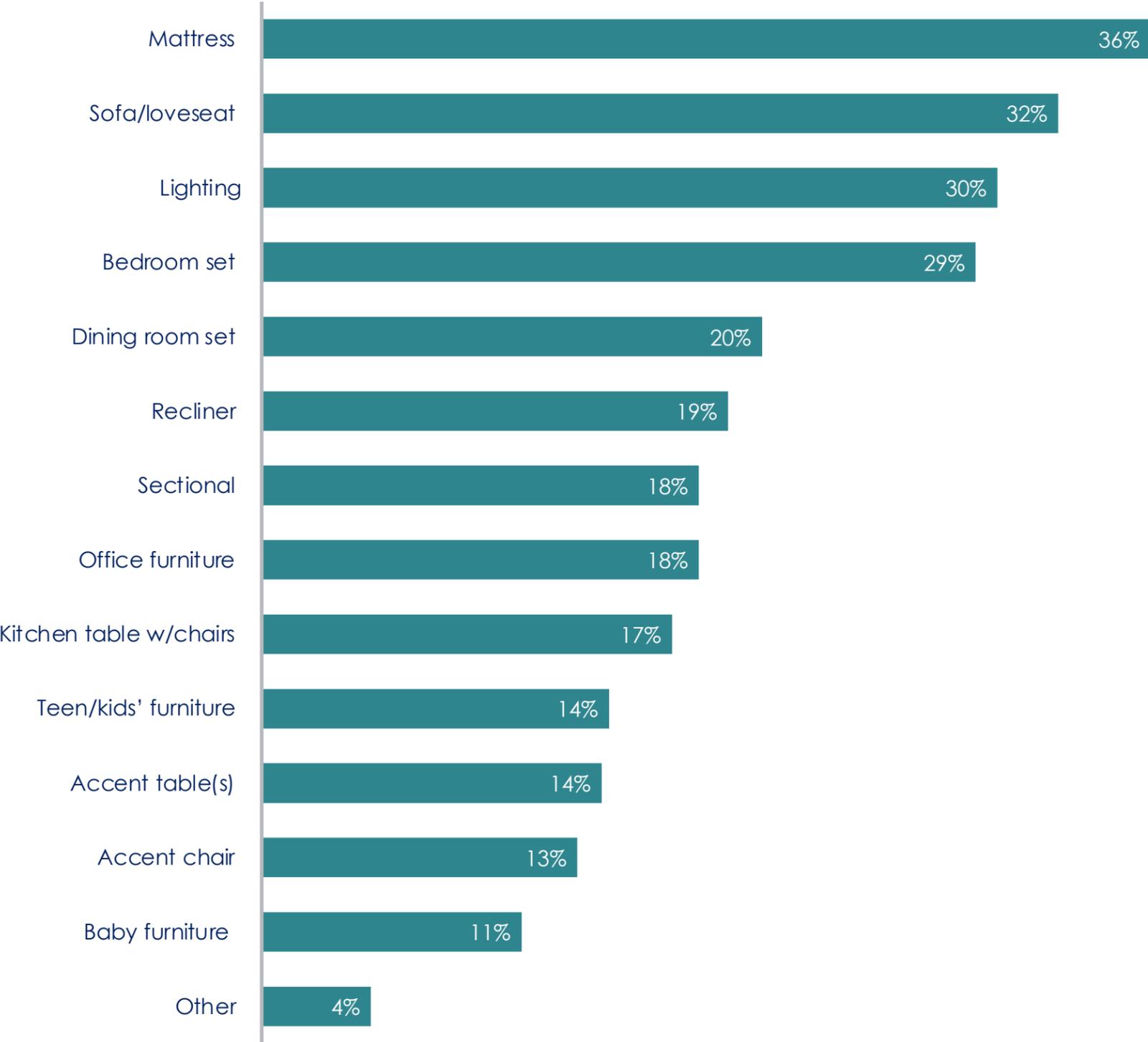
Groups Significantly More Likely to Purchase Furniture Include...

20% of Americans are Planning to Purchase Furniture in the Next 3 Months

-  29% Millennials
-  26% Parents
-  25% Urban
-  23% HHI \$150K+
-  23% Males
-  23% Less budget conscious

Top Furniture Purchases

Mattresses are by far the most popular items expected to be purchased in the next year.



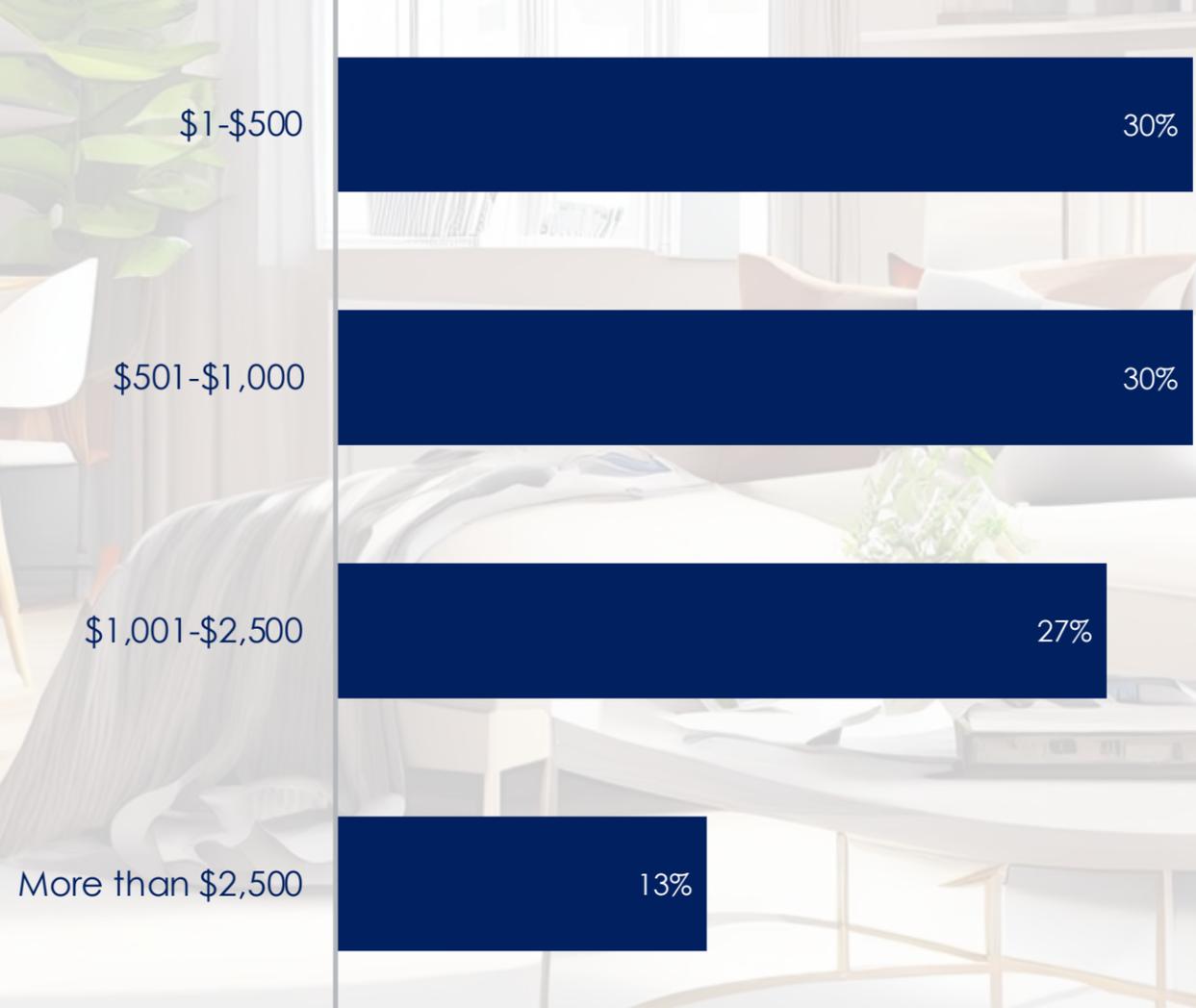
Furniture Spending

Most consumers will buy furniture in the next year, but their budgets will mostly be under \$1,000.



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

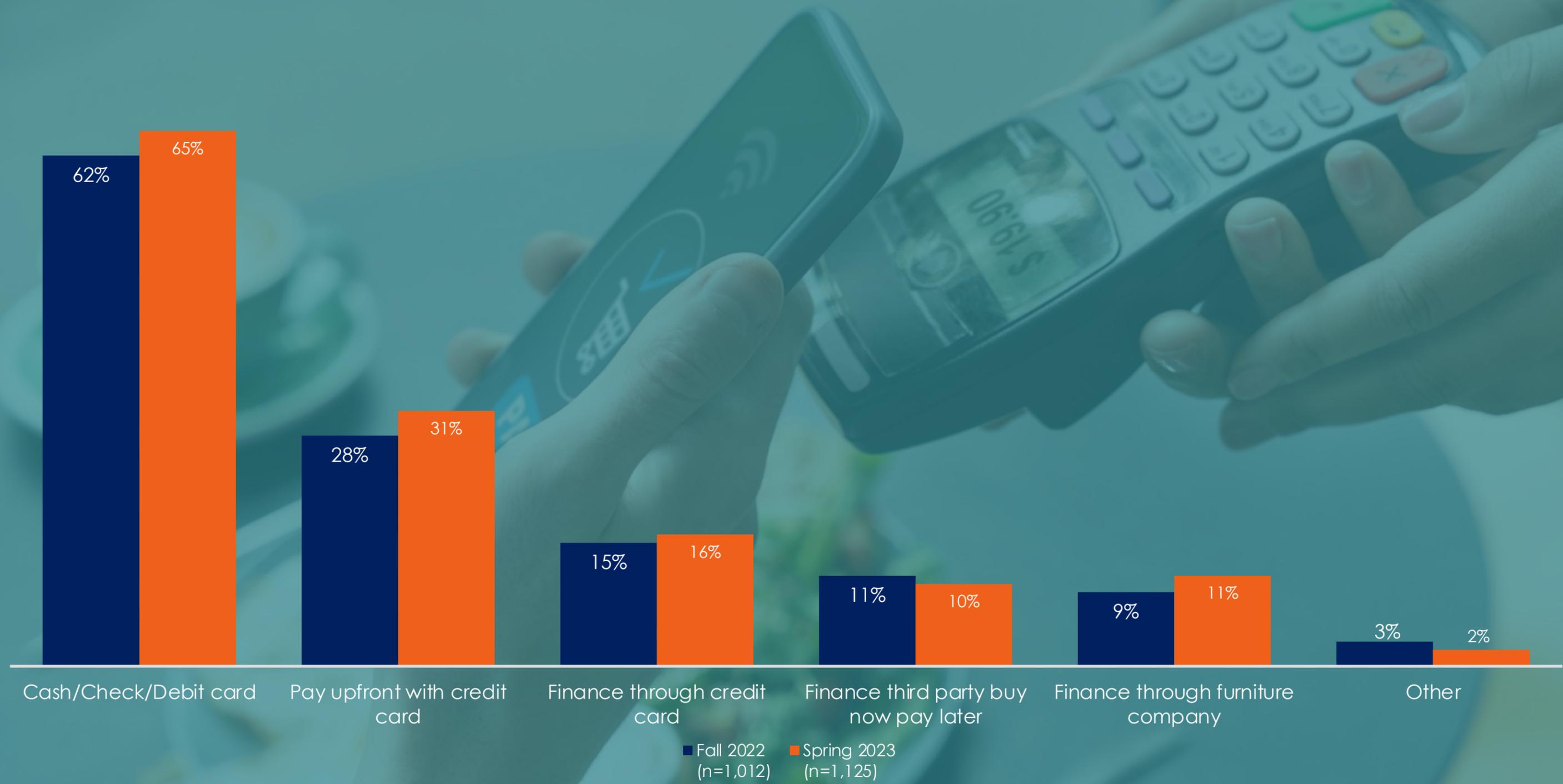
Expected spending



Base: Plan to furniture in the next year (n=1,017)

Furniture Payment Methods

Paying cash or upfront via credit card remained the top payment method. The growth of financing through third parties remains flat.



Q. In the last year, how did you pay for furniture that you purchased? (Select all that apply)

Quality vs. Price

Most consumers will not compromise quality over price for furniture. Quality is even more important for skincare, major appliances, and electronics.

Quality Index By Industry

Skincare	15%
Major appliances	14%
Electronics	14%
Furniture	14%
Home improvement items	9%
Fine jewelry/watches	4%
Beauty supplies	2%
Outdoor gear	1%
Apparel	0%
Fitness gear	-6%
Hotel stays	-7%
Alcohol	-12%
Toys	-16%
Airline tickets	-34%

Index created by percent who stated quality over price minus the average

Price Index By Industry

Airline tickets	34%
Toys	16%
Alcohol	12%
Hotel stays	7%
Fitness gear	6%
Apparel	0%
Outdoor gear	-1%
Beauty supplies (not skincare)	-2%
Fine jewelry/watches	-4%
Home improvement items	-9%
Furniture	-14%
Electronics	-14%
Major appliances	-14%
Skincare	-15%

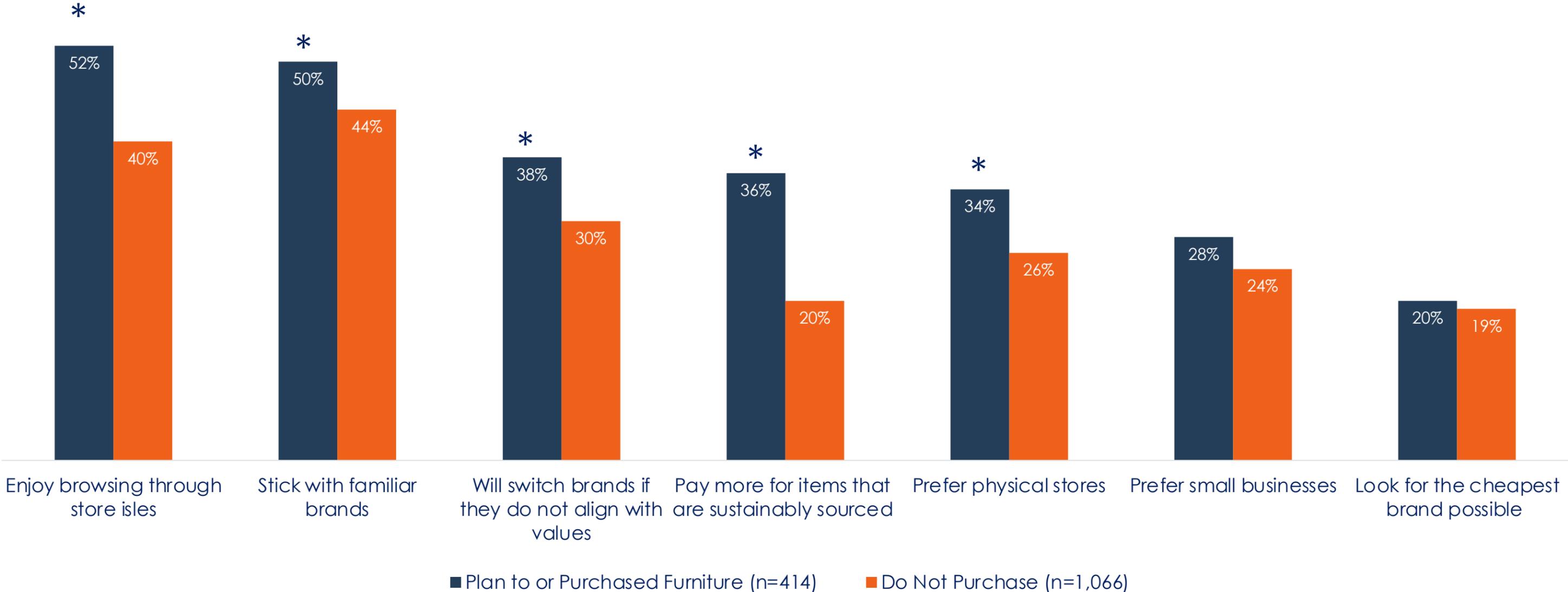
Index created by percent who stated price over quality minus the average

Shopping Habits



Furniture shoppers prefer browsing through the store, as well as sticking with brands they are familiar with.

Top 2 on a 7-Point Agree Scale



*Significantly different

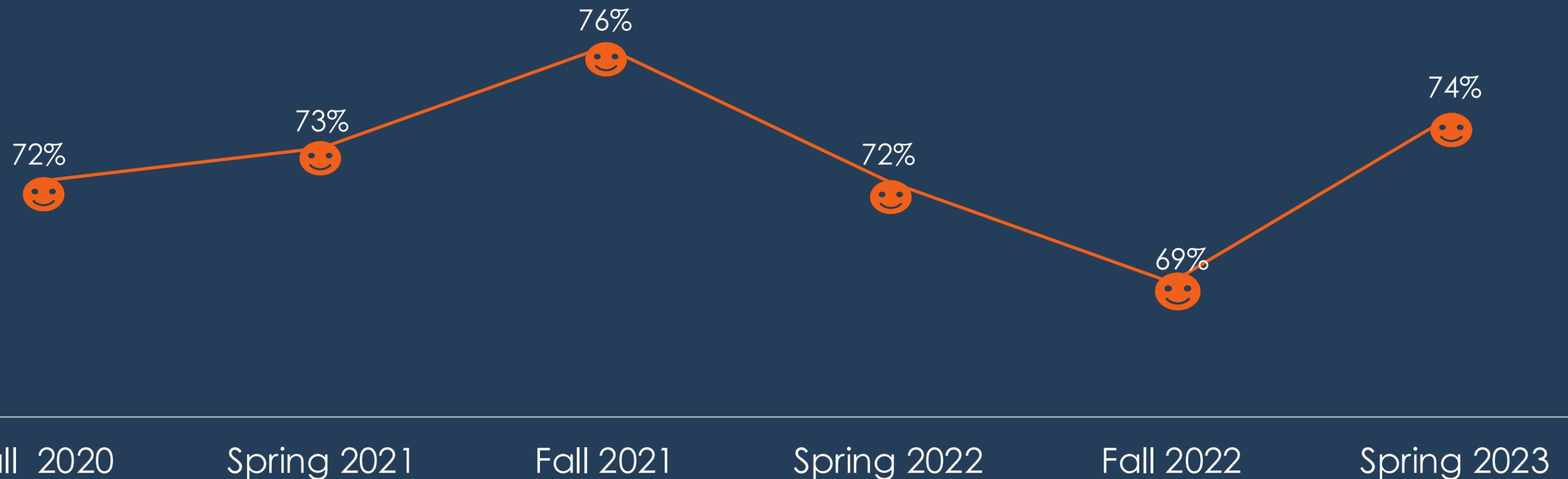


External Trends
Impacting Brands in
Spring/Summer 2023

Consumer Optimism

Optimism levels are at the highest levels since Fall 2021.

Very/Moderately Optimistic



Finding the optimism in everyday

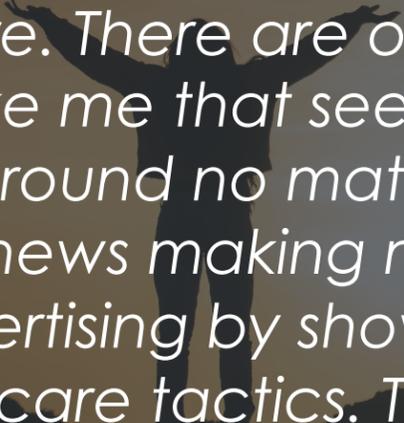
"I am optimistic about the future because of the younger generation. Today's youth are growing up in a more inclusive, diverse, and progressive world than ever before. They are passionate, informed, and eager to make a positive impact. Young people are driving change through activism, innovation, and social entrepreneurship. They advocate for a better future, demand action on important issues, and challenge the status quo."



"I am generally optimistic and believe that "tomorrow is another day", meaning every day is an opportunity to improve upon the past and make a brighter future."



"There are humans in every generation from the beginning of time that decides the worst outlook and anticipate the worst future. There are other humans like me that see the good all around no matter the negative news making money off of advertising by showing fear and scare tactics. There are lots of good all around us people are shopping more, getting out more, seem happier, are buying more, are being nicer to each other, and are healthier."



Relevant concerns fuel lack of optimism

Divisive Government

“If our country were less politically and economically divisive, I would feel more optimistic. People have lost the ability to disagree in a civil manner. Our healthcare system is a nightmare. We do not take care of our society's most vulnerable.”

“People stop hating each other over politics & race, opinions. Get rid of political parties only interested in themselves.”

“Government that works for the majority of the people not just the interests that give them money.”

Inflation

“What would make me more optimistic about the future is an increase in personal finances and a decrease in the cost of everyday items and necessary products and services such as gas, clothing, utilities, and food”

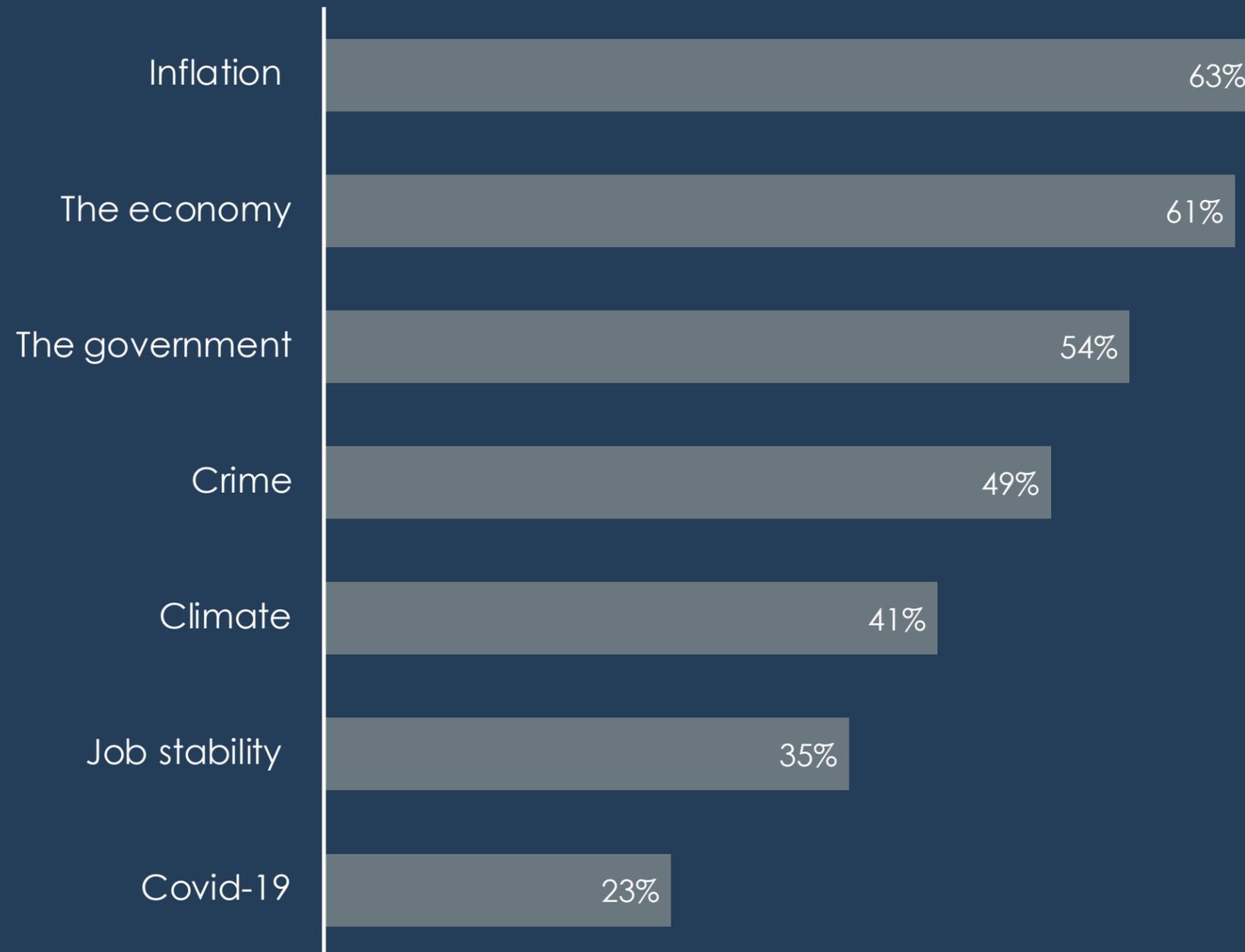
“I would be more optimistic if inflation were to go down.”

“Making sure I am financially stable and have money for my son.”

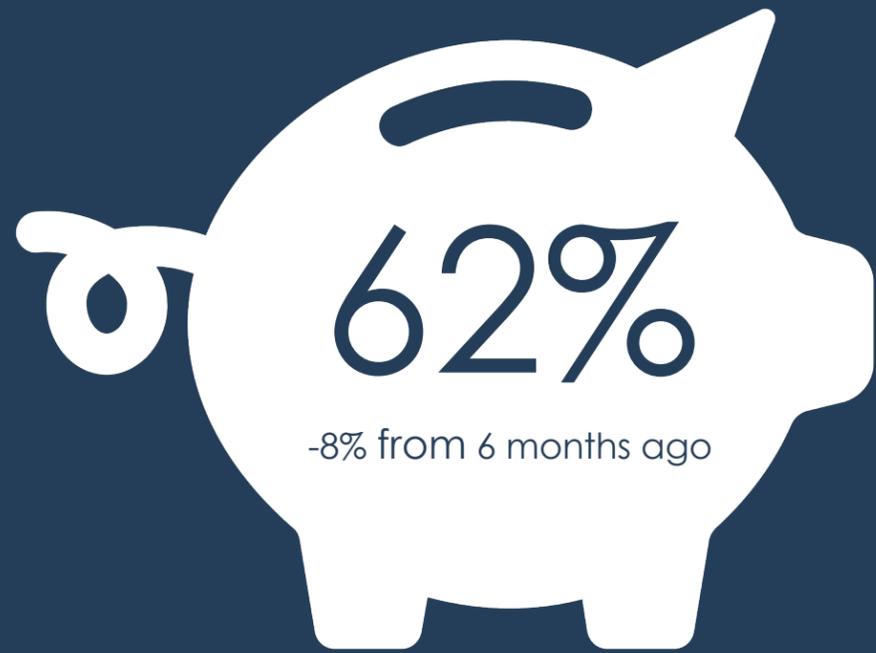
Top Concerns Impacting Consumers

Inflation and the economy are the leading issues impacting Americans.

Extremely/Very Concerned
(5-point scale)



Consumers are still in saving mode, particularly those who live in rural areas out West.



**More Budget
Conscious in the Last 6
Months**

Who is Significantly More Likely to Be in Saving Mode



69% Live in Rural area



66% Live in the West

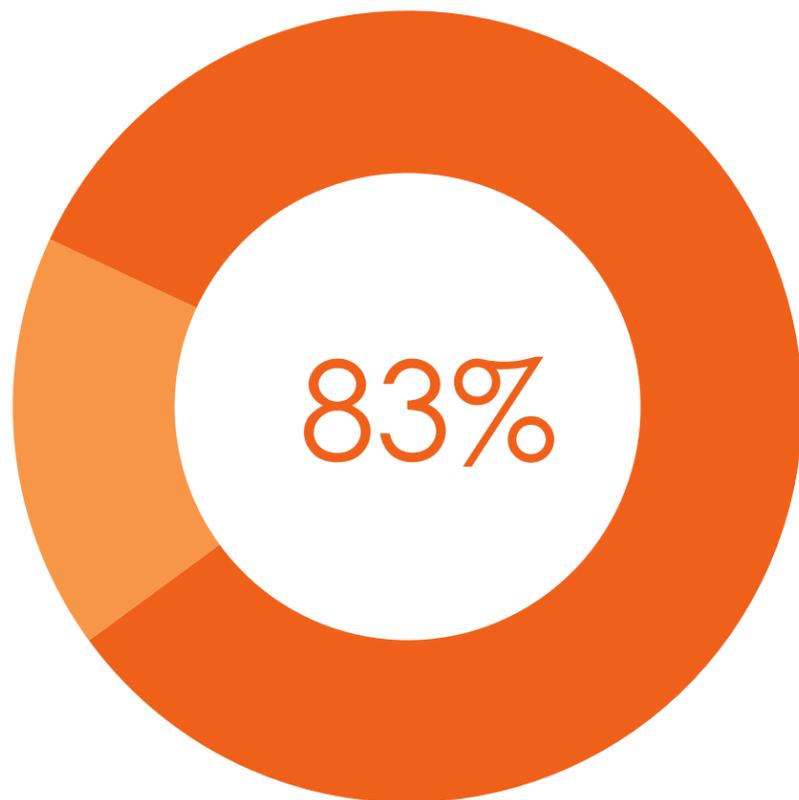
B

65% Baby boomers

Spending Behavior Changes

Consumers are couponing and shopping at discount stores more.

Changed Spending Behavior in the Last 3 Months



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



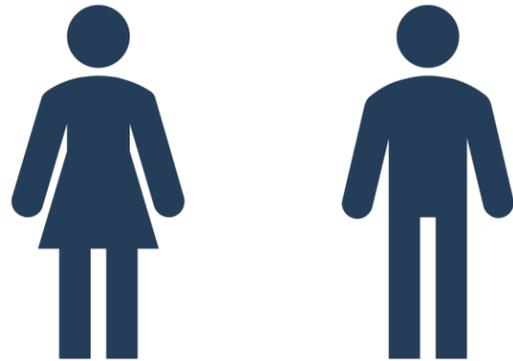
Ways Spending Behaviors Have Changed



Base: Spending behavior has changed (n=1,250)

Respondent Overview

Gender



51%
Female

49%
Male

*<1% other identity

Generation

42 years old
Median Age

Z 16% Gen Z

X 30% Gen X

M 35% Millennials

B 18% Baby Boomers

Parental Status



40%
Have children

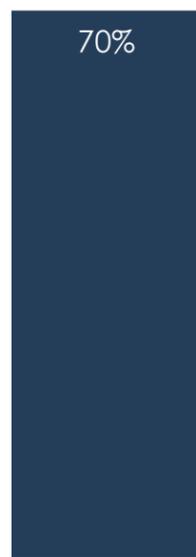
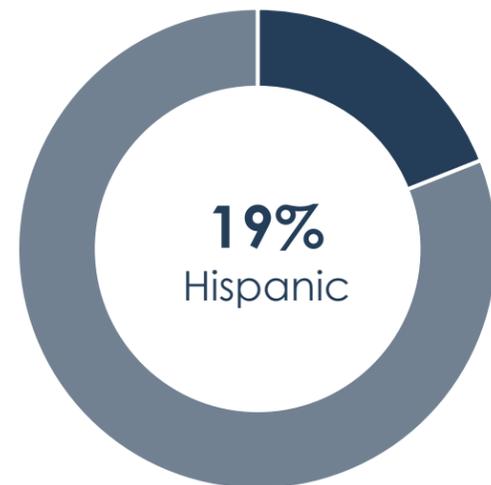


57%
Moms

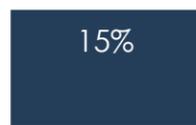


43%
Dads

Ethnicity



White



Black



Asian



Mixed/Other/Prefer not to say

Household Income

