

Fall 2024/Winter 2025

— provoke —  
insights

Furniture Trends  
&  
Consumer Buying Behaviors





## Background & Objectives

Provoke Insights is a trailblazer in research for branding, advertising, media, and content marketing initiatives. The company conducts a bi-annual study to stay up-to-date with the market trends across multiple industries.

In this comprehensive ninth-wave of the study, Provoke Insights evaluates Americans' optimism, buying behaviors, friend's influence in purchases, and media's authenticity.

Provoke Insights has developed 15 industry-specific decks; this deck focuses on the furniture industry.

# Methodology

Provoke Insights conducted a 15-minute survey among 1,501 Americans between the ages of 21 and 65. The study was in-field in Sept-Oct 2024.

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). The sample was modeled to represent the latest US Census data.

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. Significances are indicated by call out boxes in graphs.



# Key Findings



# Current Market

Over the past year, two-thirds of Americans have bought furniture, with the highest levels of purchases among Generation Z, urban residents, and parents. The most popular items bought include mattresses, lighting, and bedroom sets.





# Role of Personal Network

Buying furniture can be a shared experience that involves family and friends, whose opinions influence final decisions. This social influence is further supported by online reviews, which play a crucial role in guiding buying choices and providing reassurance.

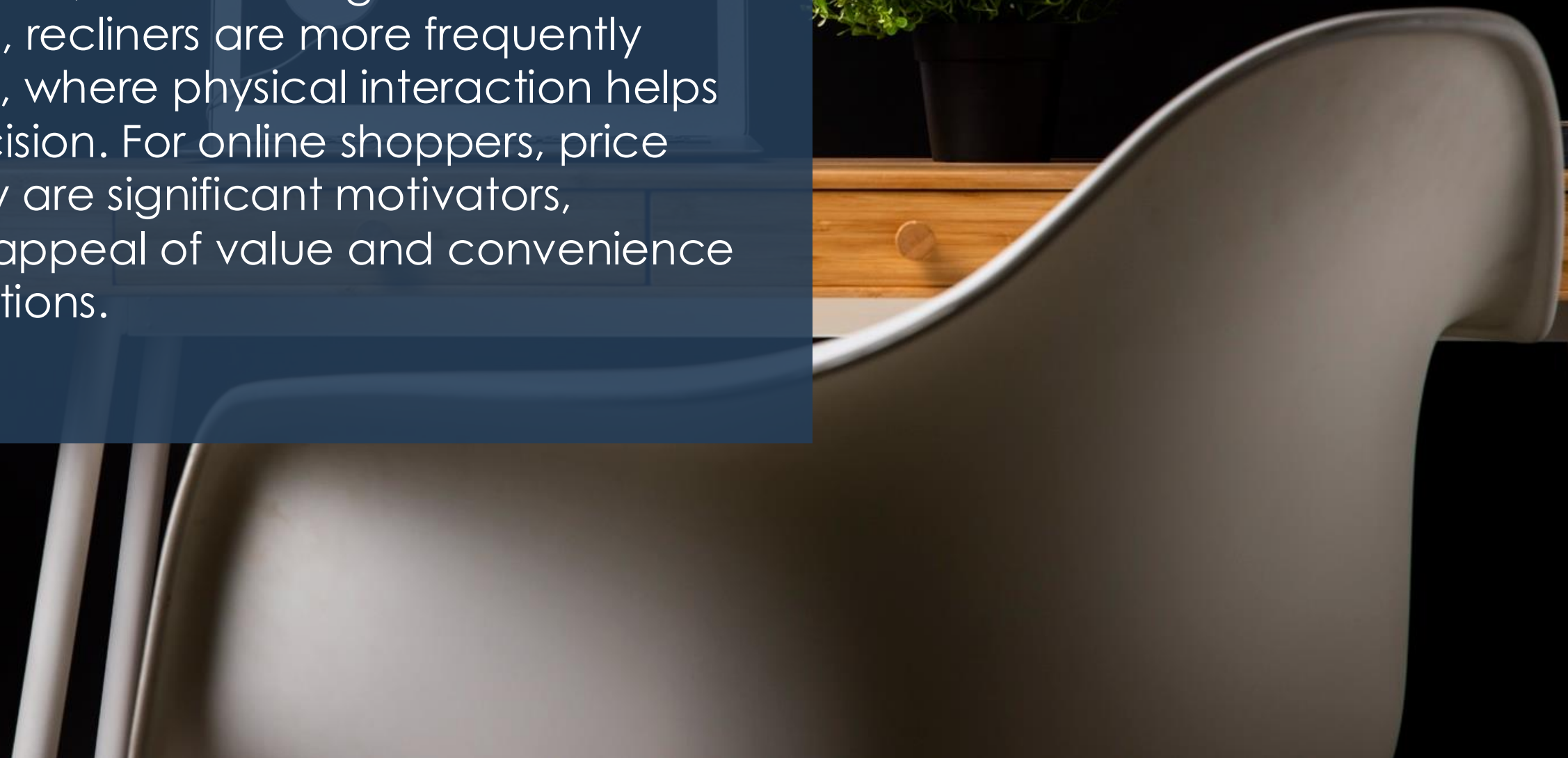
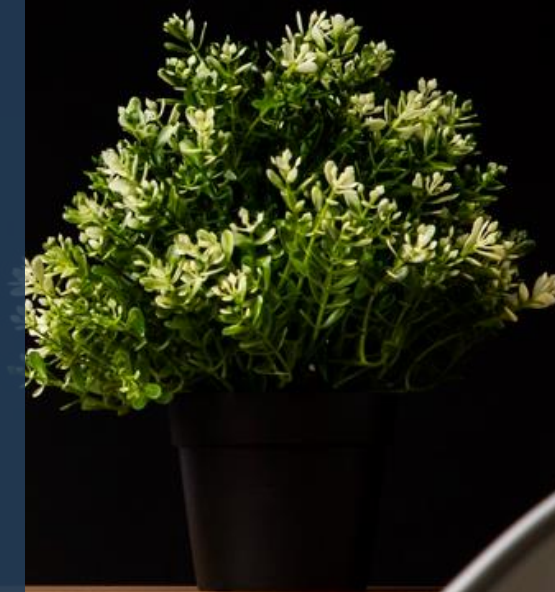
A man with dark hair, wearing a green t-shirt, is seen from the back, looking at a smartphone. He is in a furniture store, with a blue armchair and a colorful striped cushion visible in the foreground. The background shows a wooden table and a blue banner. A semi-transparent dark blue box with white text is overlaid on the left side of the image.

## The Hybrid Approach

Today, furniture shopping combines the convenience of online research with the reassurance of in-store visits. While online research has become common, many consumers still appreciate the opportunity to experience furniture firsthand in stores. This trend reflects the increasing popularity of hybrid shopping, where customers blend online convenience with the tactile benefits of in-person visits.

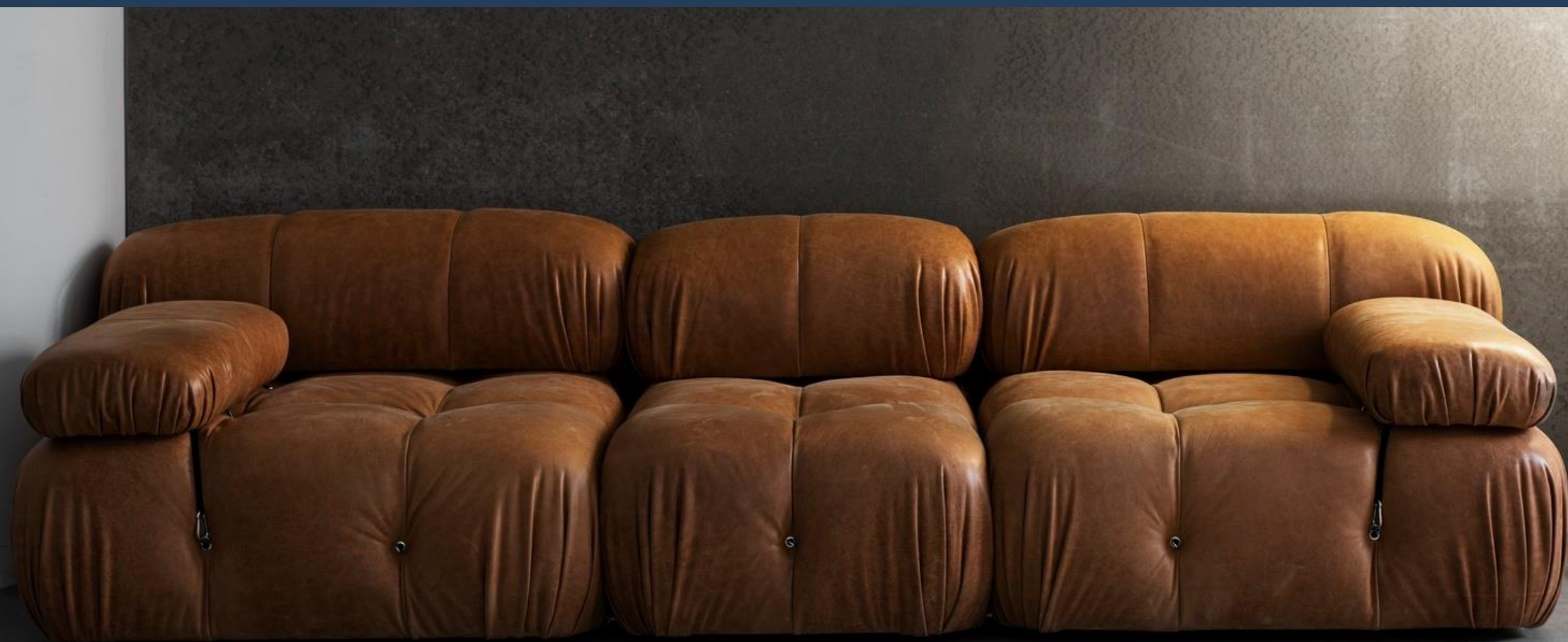
# Online Purchases

Shopping habits vary by item type: lamps, are often bought online, whereas larger customized pieces, like sofas, recliners are more frequently selected in-store, where physical interaction helps validate the decision. For online shoppers, price and free delivery are significant motivators, highlighting the appeal of value and convenience in digital transactions.





# Detailed Findings

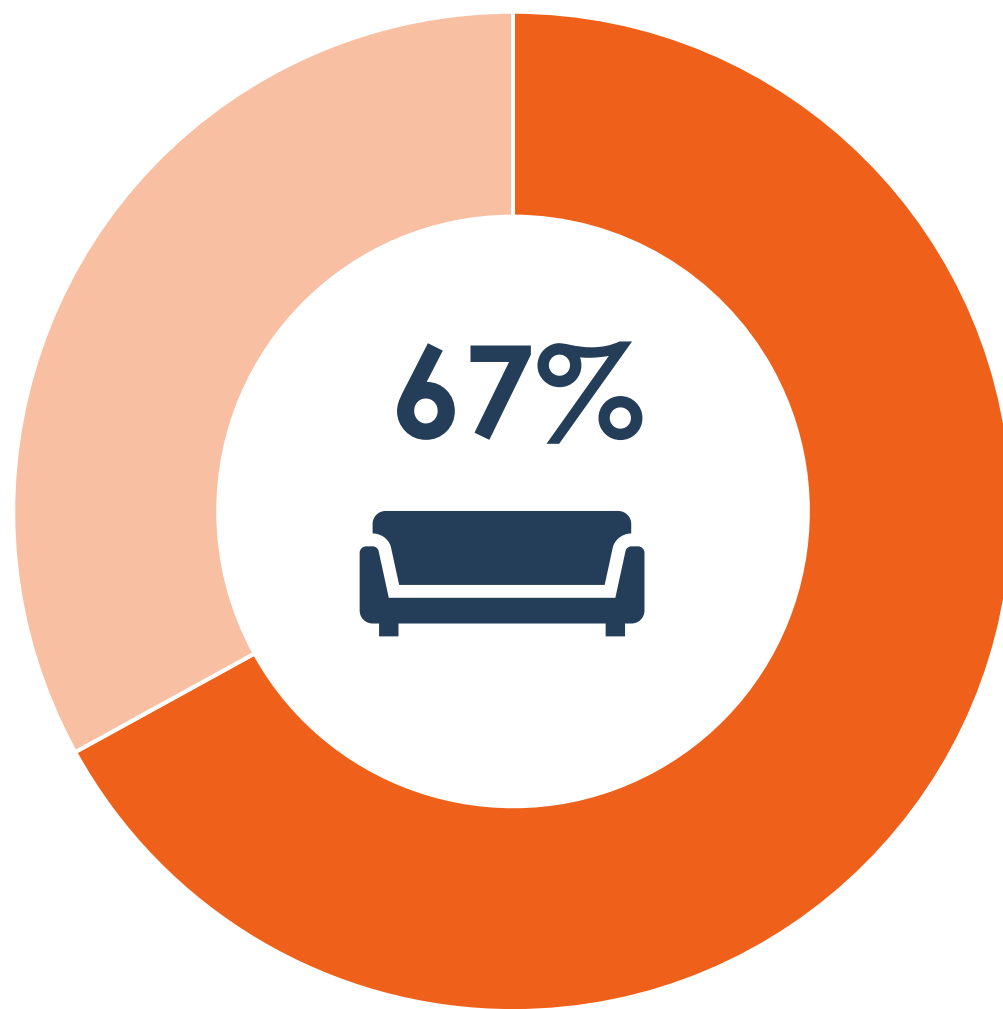


# Furniture Trends







Last year, two-thirds of Americans purchased furniture, particularly families with children and Generation Z.

### Purchased Furniture in the Last Year

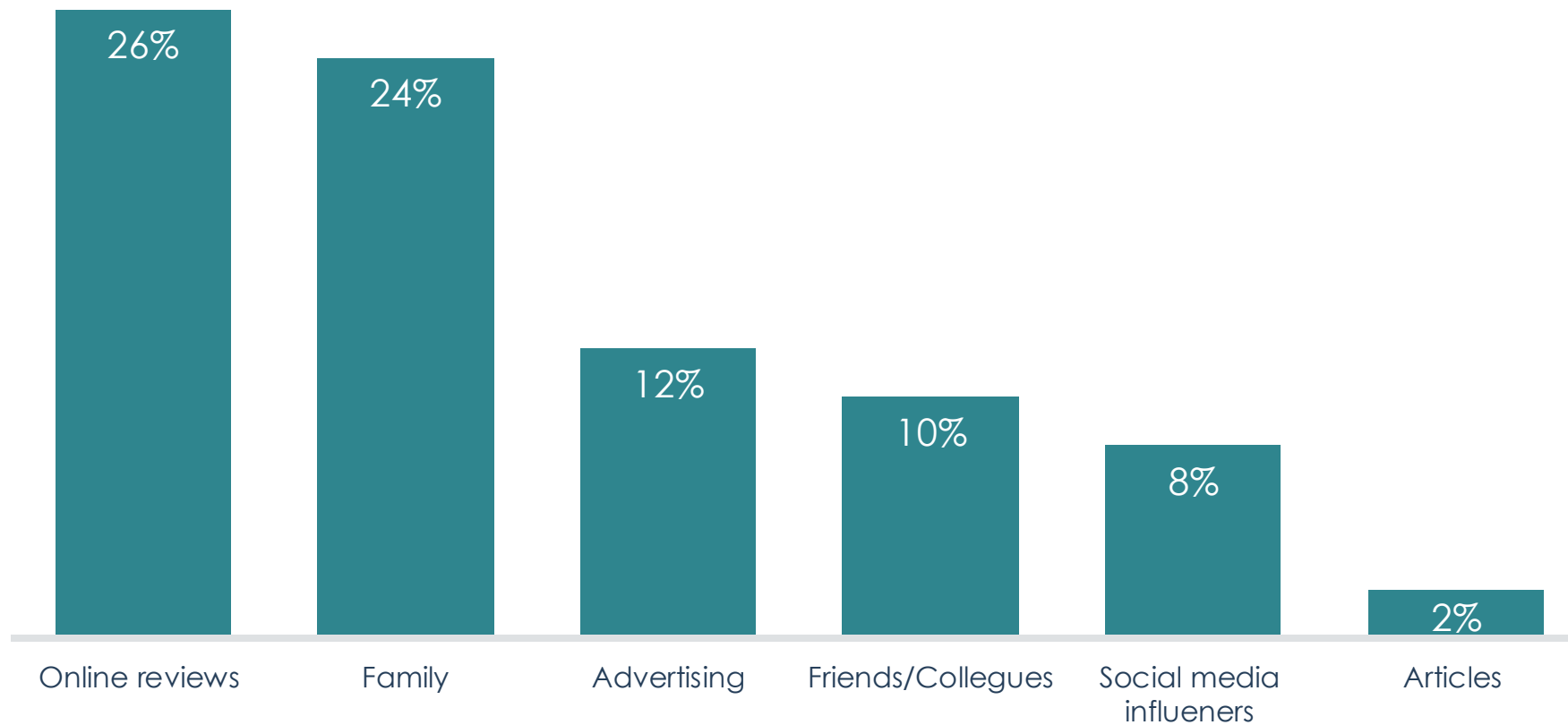


### Significantly More Likely to Purchase

	Children in the HH	79%
	Generation Z	79%
	Live in a City	75%
	\$250K+ HH Income	72%

# What Influenced a Furniture Purchase

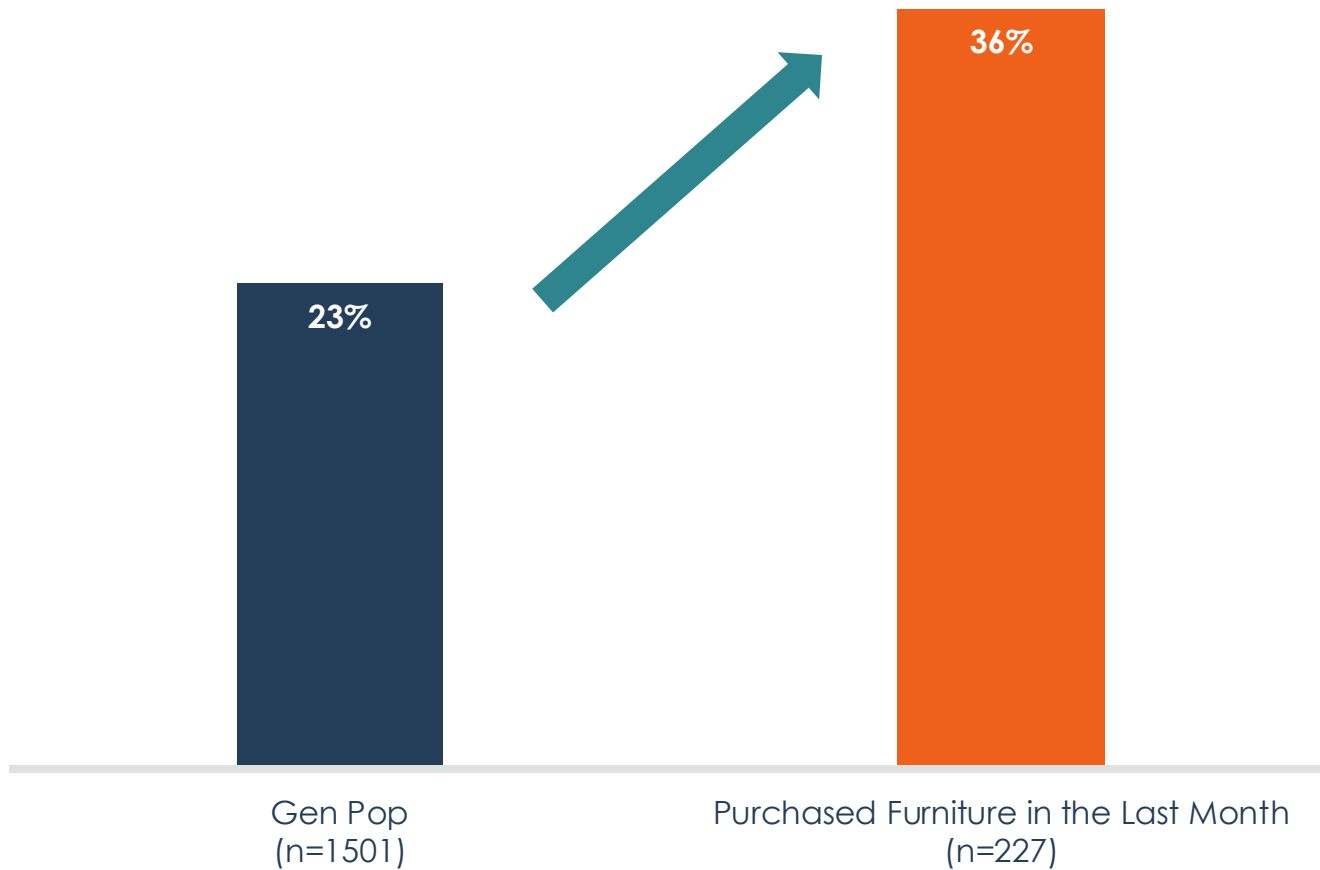
Furniture shoppers are most swayed by online reviews and family.



# Shop with Family or Friends

Furniture shopping is inherently social with shoppers bringing family and friends to help pick out items.

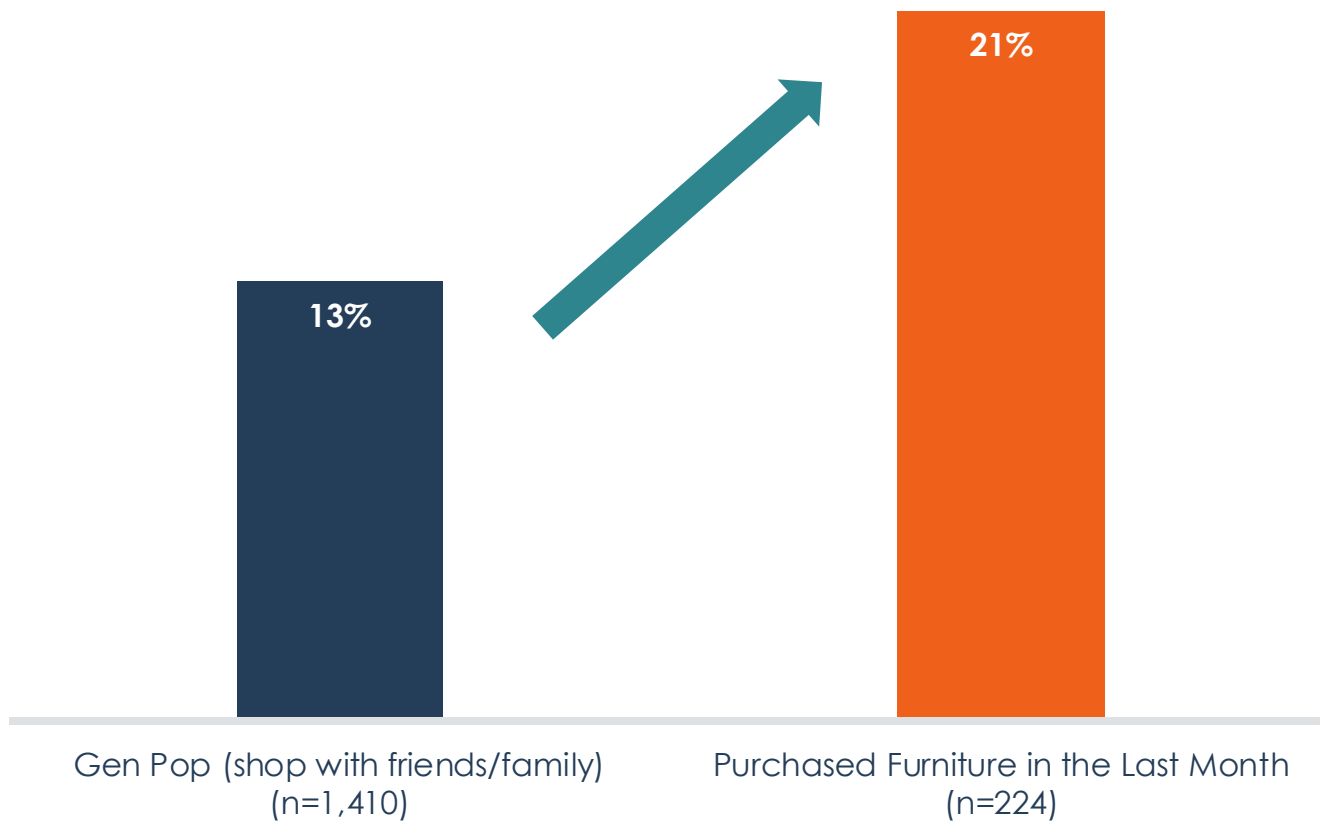
Shop Frequently with Family or Friends



# Family & Friends Influence

Those who shop with friends and family are more likely influenced by them.

Greatly Influenced



# Influence of Personal Network Category Comparison

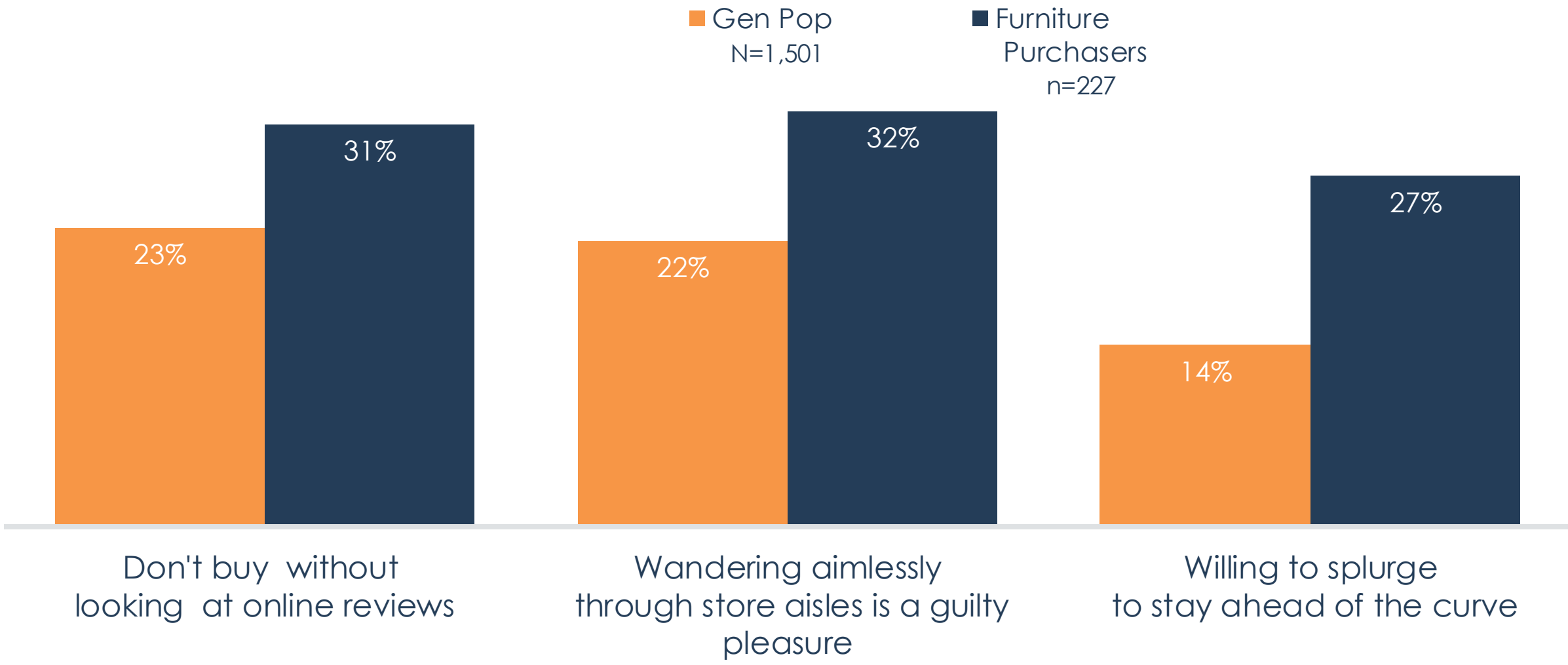
People tend to seek advice from their personal networks most often regarding electronics. Conversely, alcohol is viewed as an area where peer influence is minimal. Furniture falls in the middle where some seek advice of friends and family.



INDEX	
Electronics	18%
Apparel	14%
Beauty supplies	6%
Airline tickets	4%
Home improvement items	2%
Cruises	1%
Beer	0%
Furniture	0%
Hotel stays	0%
Luxury items	-5%
Skincare	-5%
Fitness gear	-6%
Vitamins/supplements	-7%
Liquor	-9%
Wine/champagne	-12%

# Furniture Purchasers Shopping Attitudes

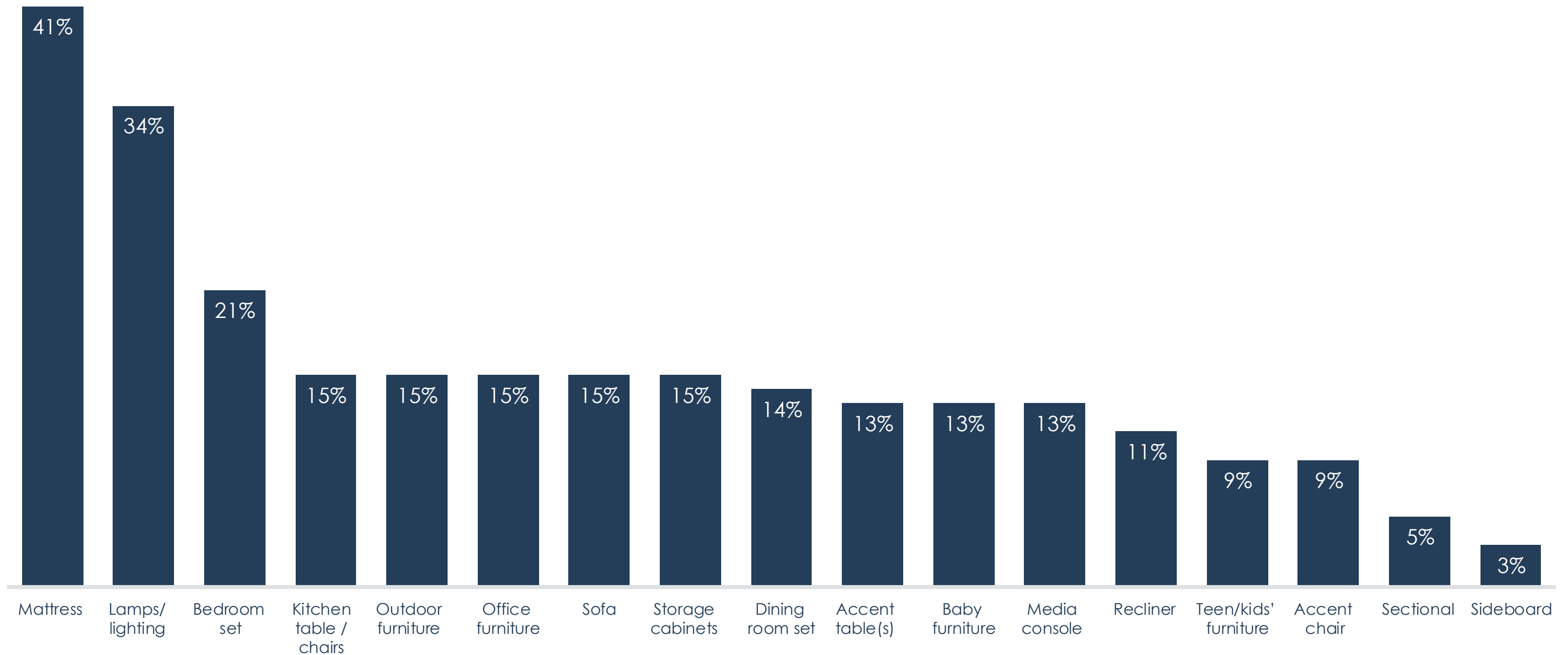
When purchasing furniture, shoppers engage in both online and offline processes. While they often check online reviews before buying, they also enjoy browsing in retail stores.





# Furniture Purchased in the Past Year

Mattresses and lighting followed by bedroom set furniture are the popular items bought.



# Furniture Purchased in the Past Year

## *Income Differentiation*

People with household incomes under \$200K are buying more mattresses, while other furniture, such as accent tables and outdoor items, is more popular among those with higher incomes.

	Under \$200K HHI	\$200K+ HHI
	n=1,299	n=202
Mattress	29%	20%
Kitchen table w/chairs	10%	15%
Office furniture	9%	15%
Outdoor furniture	9%	16%
Baby furniture	8%	13%
Accent table(s)	8%	17%
Sectional	3%	7%



# Online vs. Retailer

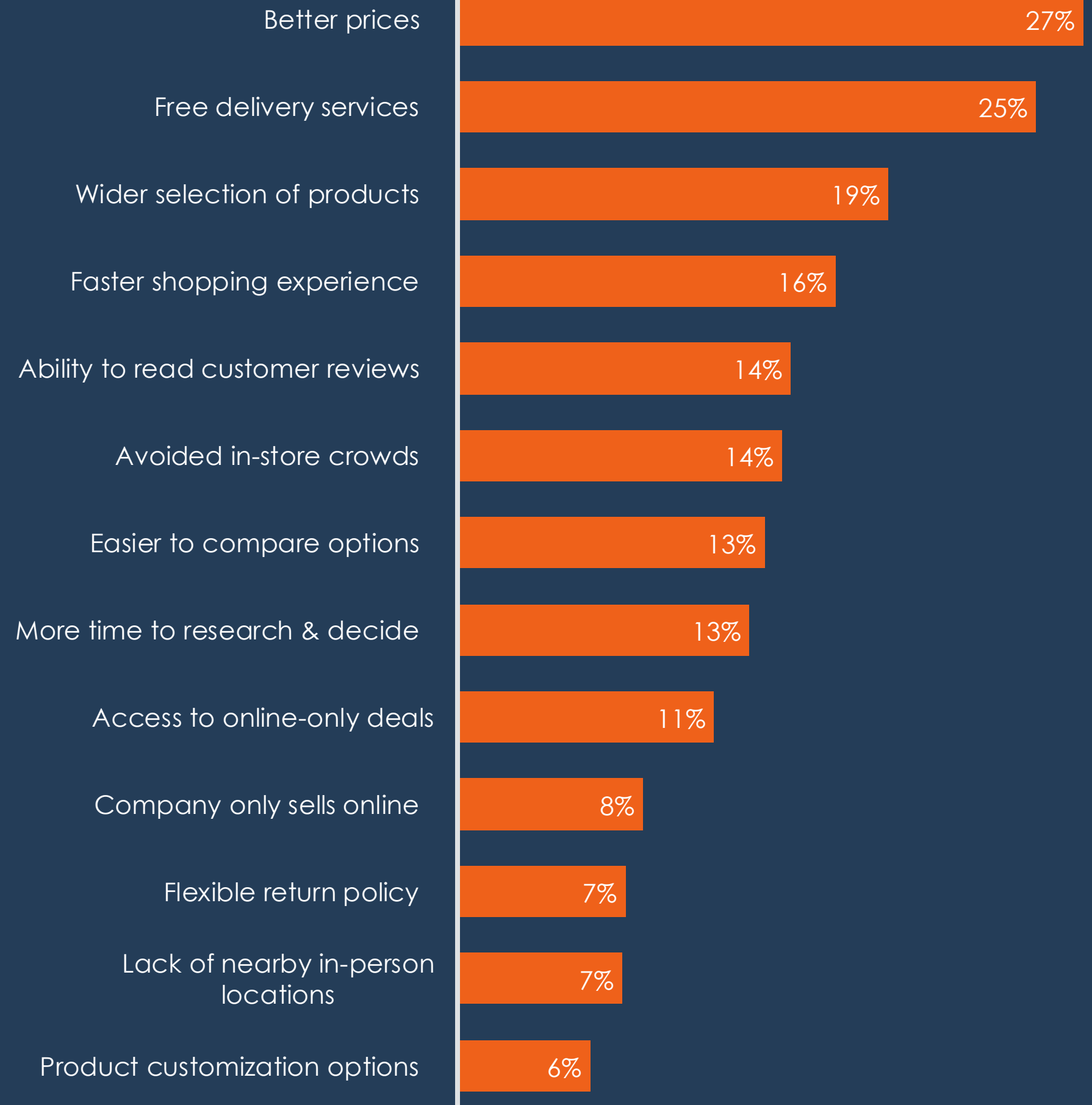
## Where Furniture Items Are Purchased

Lamps and baby furniture are usually purchased online, while sofas, recliners, sectionals, and sideboards are typically bought in-store.

	Online	Retail
Lamps/lighting	63%	38%
Baby furniture	62%	39%
Office furniture	58%	42%
Bedroom set	56%	44%
Mattress	55%	45%
Teen/kids' furniture	54%	46%
Accent chair	54%	46%
Accent table(s)	53%	47%
Dining room set	53%	47%
Storage cabinets	48%	52%
Media console	47%	53%
Kitchen table w/chairs	46%	54%
Outdoor furniture	45%	55%
Recliner	45%	55%
Sofa/loveseat	35%	65%
Sectional	31%	69%
Sideboard/buffet tables	29%	71%

# Reason For Purchasing Online

Price and free delivery service are why consumers shop for furniture online.





# Shopping Habits, Attitudes, & Brand Connection

# Types of Recommendations Asked to Personal Network

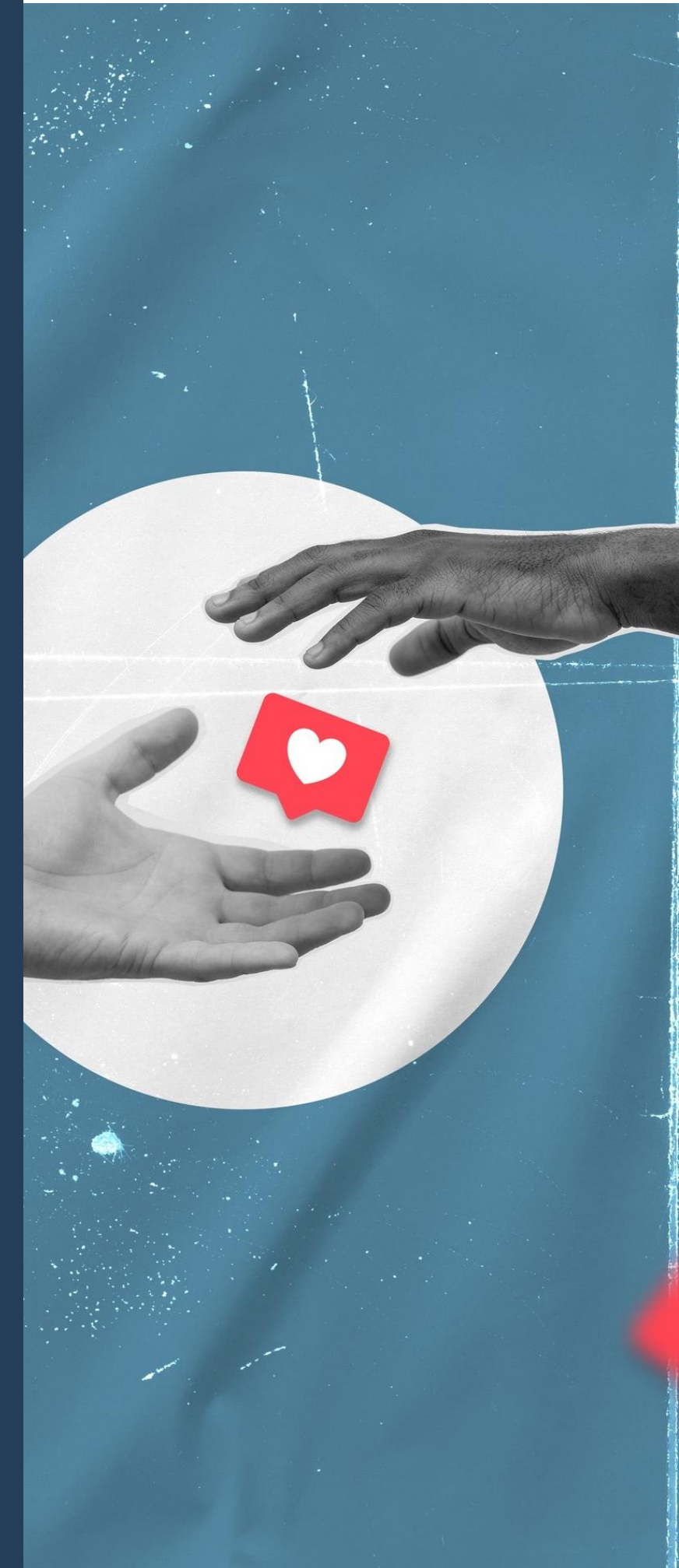
Furniture purchases are less commonly looking for ab experience with a particular product but are more focused on the brand reputation.

	Gen Pop (N=1,501)	Purchased Furniture in the Last Month (n=227)
Quality	44%	46%
Experience with product	39%	27%
Discounts	22%	23%
Brand reputation	19%	25%
Where to purchase	19%	21%
Tips/tricks/hacks	13%	13%
Availability	13%	19%
New styles/trends	9%	12%

# Shopping Activities in the Last Month

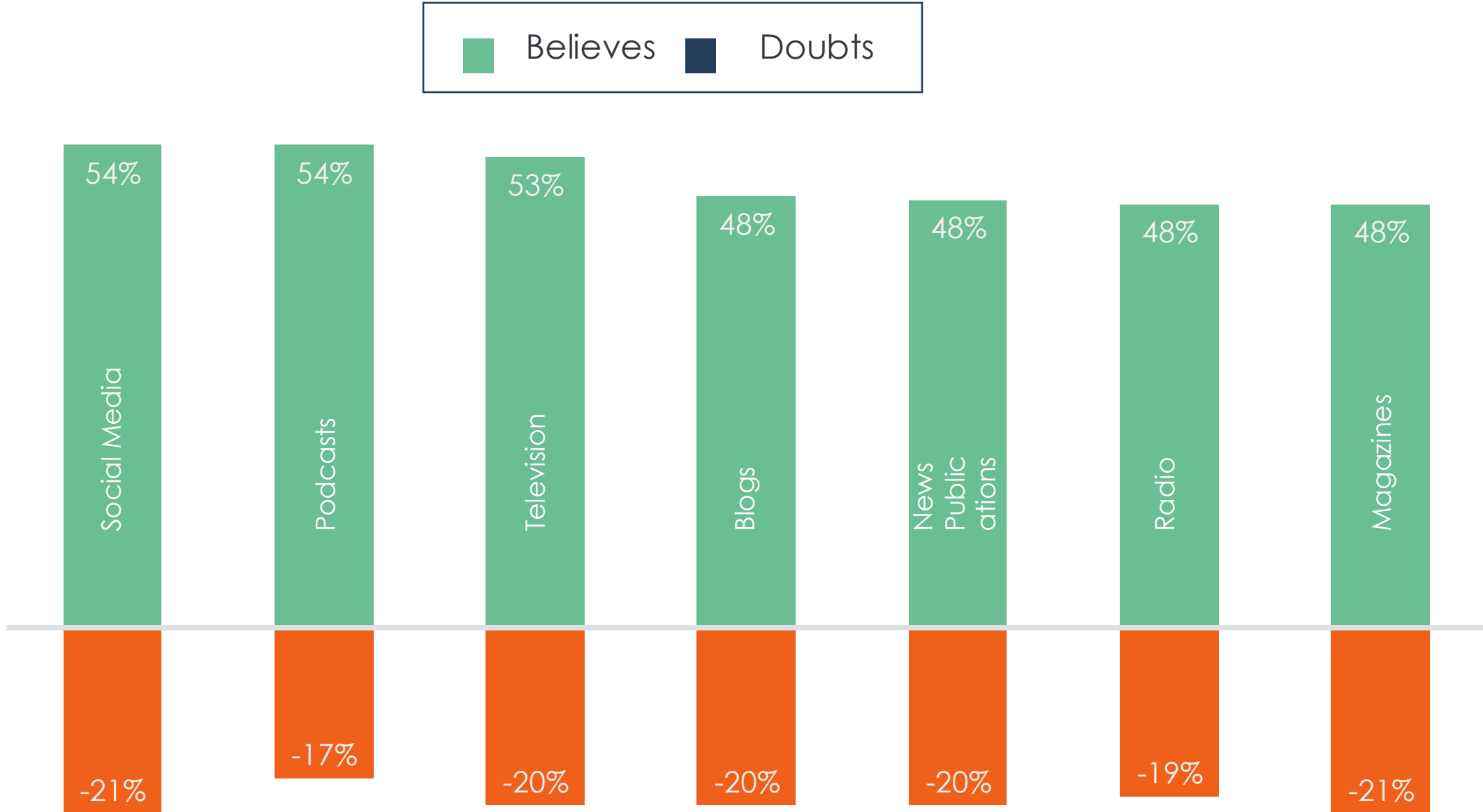
Furniture purchasers are more involved in loyalty programs, branded events, and all aspects of social media, including visiting influencers' shopping pages.

	Gen Pop (N=1,501)	Purchased Furniture in the Last Month (n=227)
Joined loyalty or membership program	28%	40%
Entered a sweepstake	24%	26%
Visited a social influencer's shopping page	20%	31%
Shared or commented on a branded social media campaign	18%	24%
Joined an online brand event	9%	19%
Attended an in-person brand event	8%	20%
Participated in a referral program	8%	15%



# What Channels Build a Genuine Connection?

Furniture shoppers believe podcasts and social media are the most trustful places for brands to build connections. However, social media also has the highest number of people who doubt its authenticity,





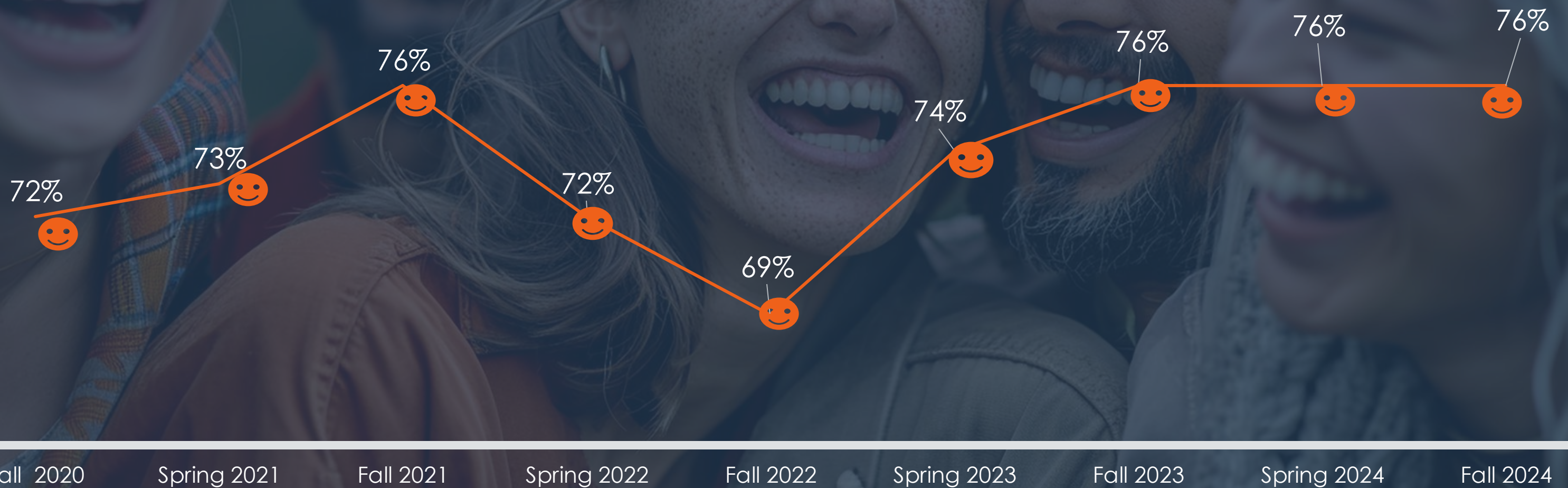
# Optimism, Finances, & The Economy



# Consumer Optimism

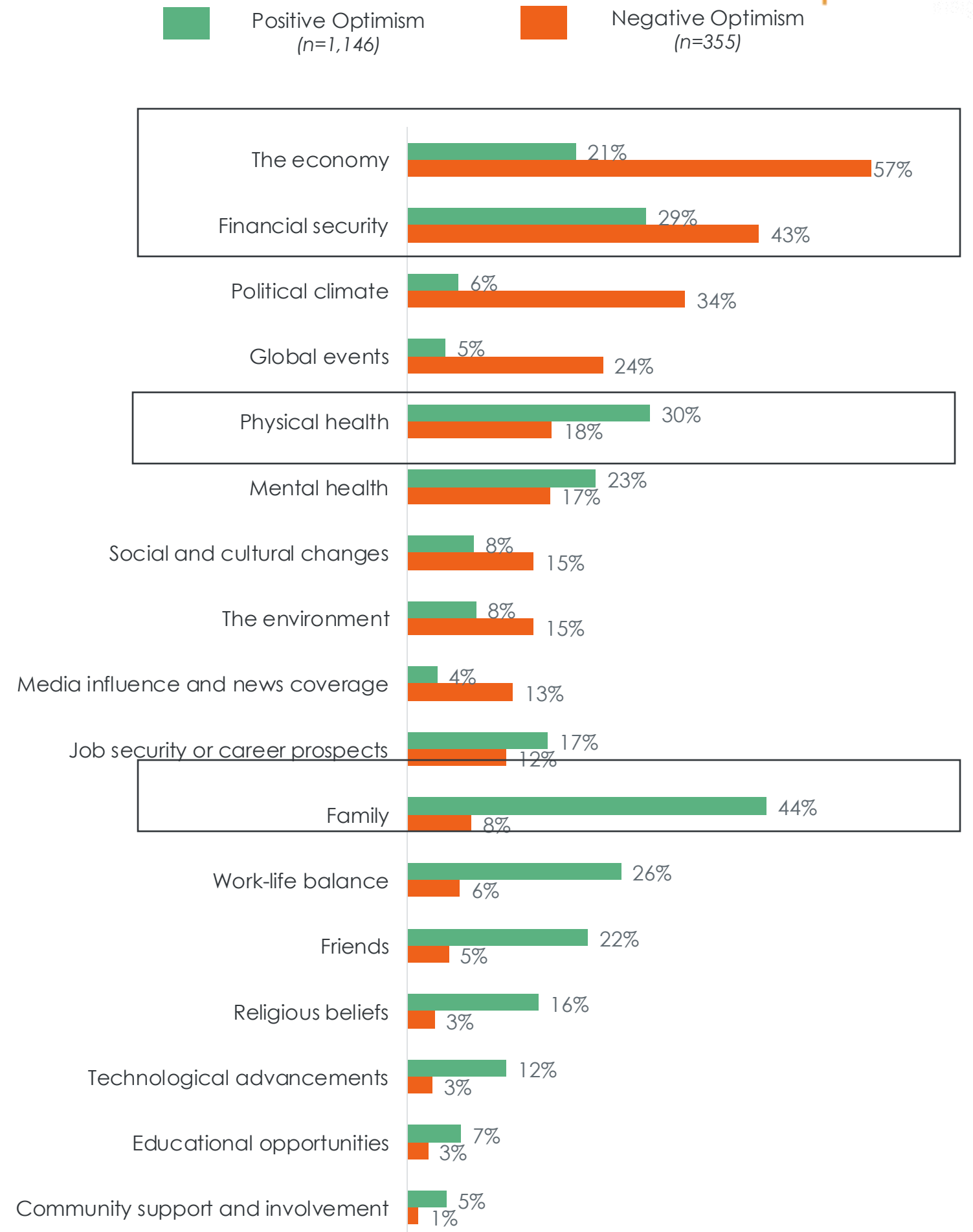
Optimism for the future remains high for Americans. The lowest sentiment was in Fall 2022.

Optimism  
Top 2 box on a 4-point scale



# What's Influencing Optimism?

If family and physical health are going well, people are overall happier. However, the economy and financial security are negatively impacting many Americans.



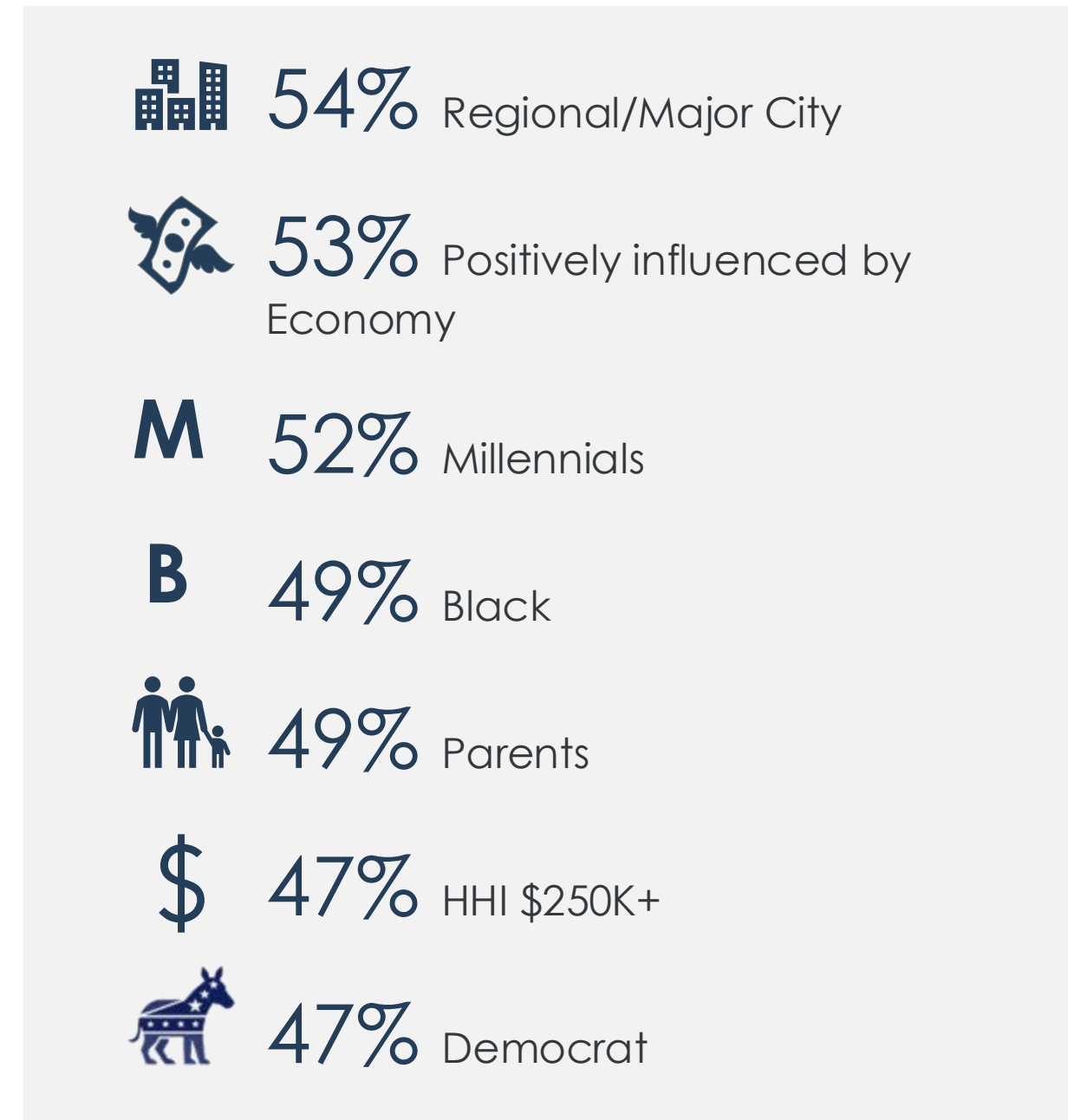
# Dynamic Pricing is On American's Radar

Two-thirds of Americans are familiar with dynamic and surge pricing, a method more widely recognized by urban residents, millennials, and parents.



**Familiar with Dynamic Pricing**

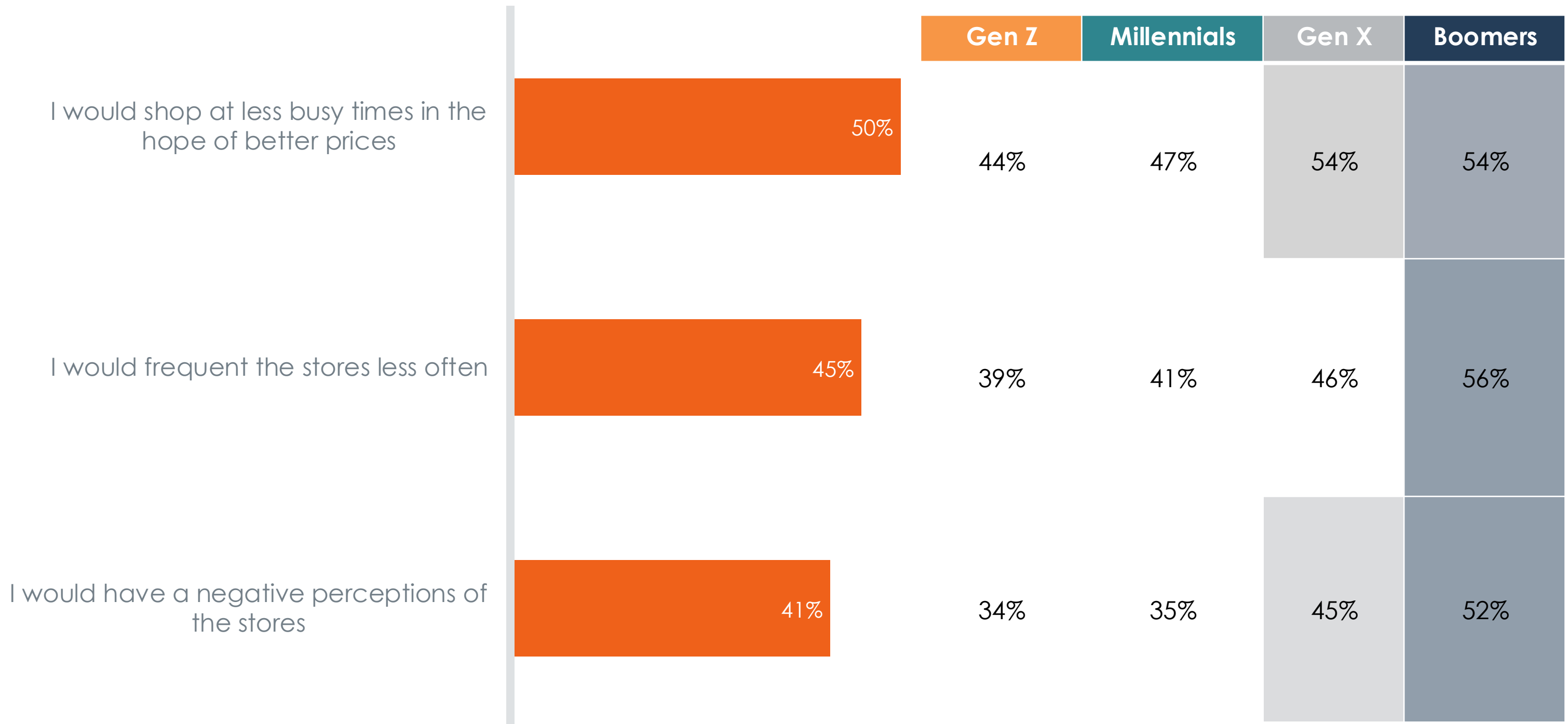
## Who is Significantly More Aware of Dynamic pricing



# Attitudes About Dynamic Pricing

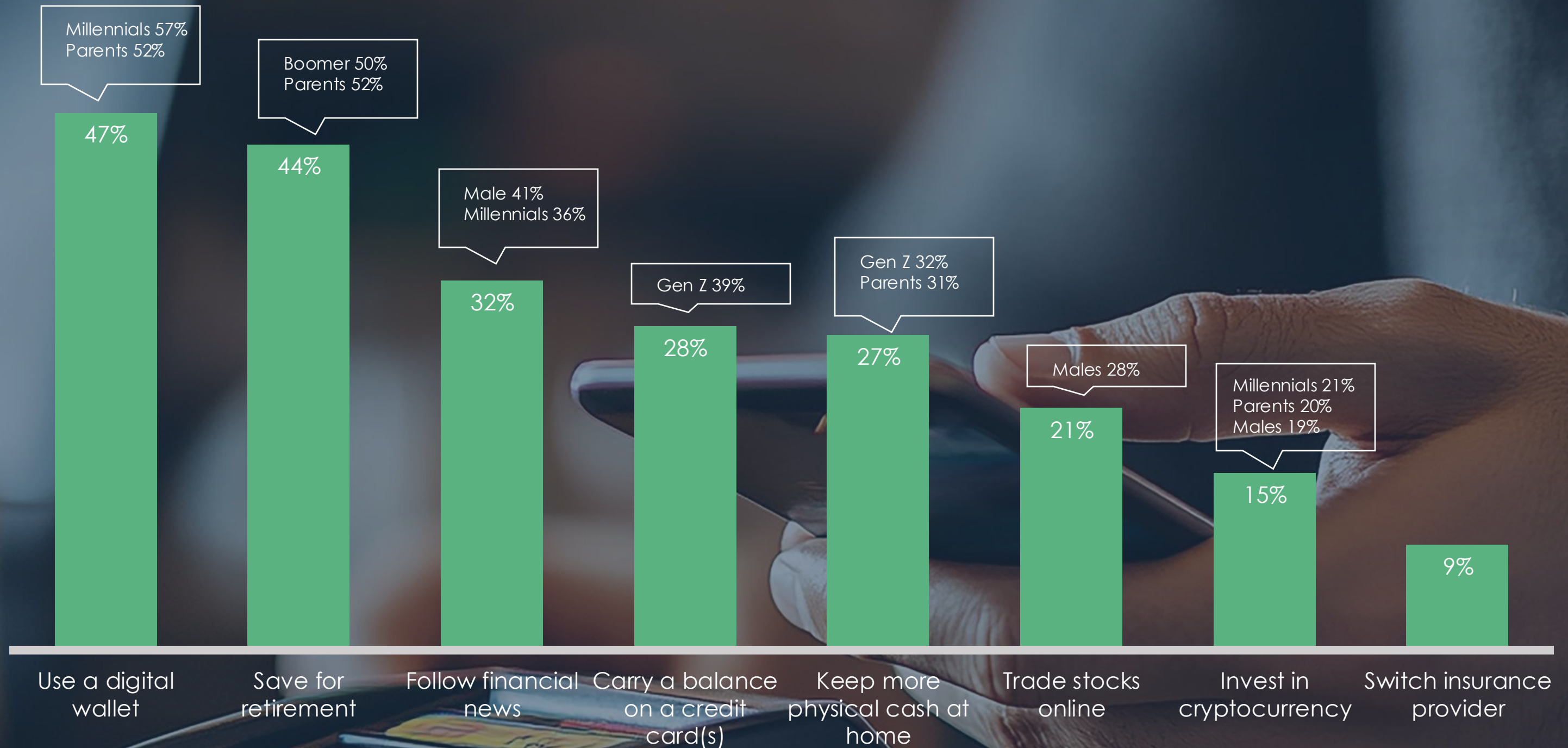
Older generations are the least optimistic when it comes to dynamic pricing as these shoppers hold negative perceptions of retailers who implement these pricing models and would consider shopping less often at these establishments.

**Top 2 Agree on a 7-point scale**



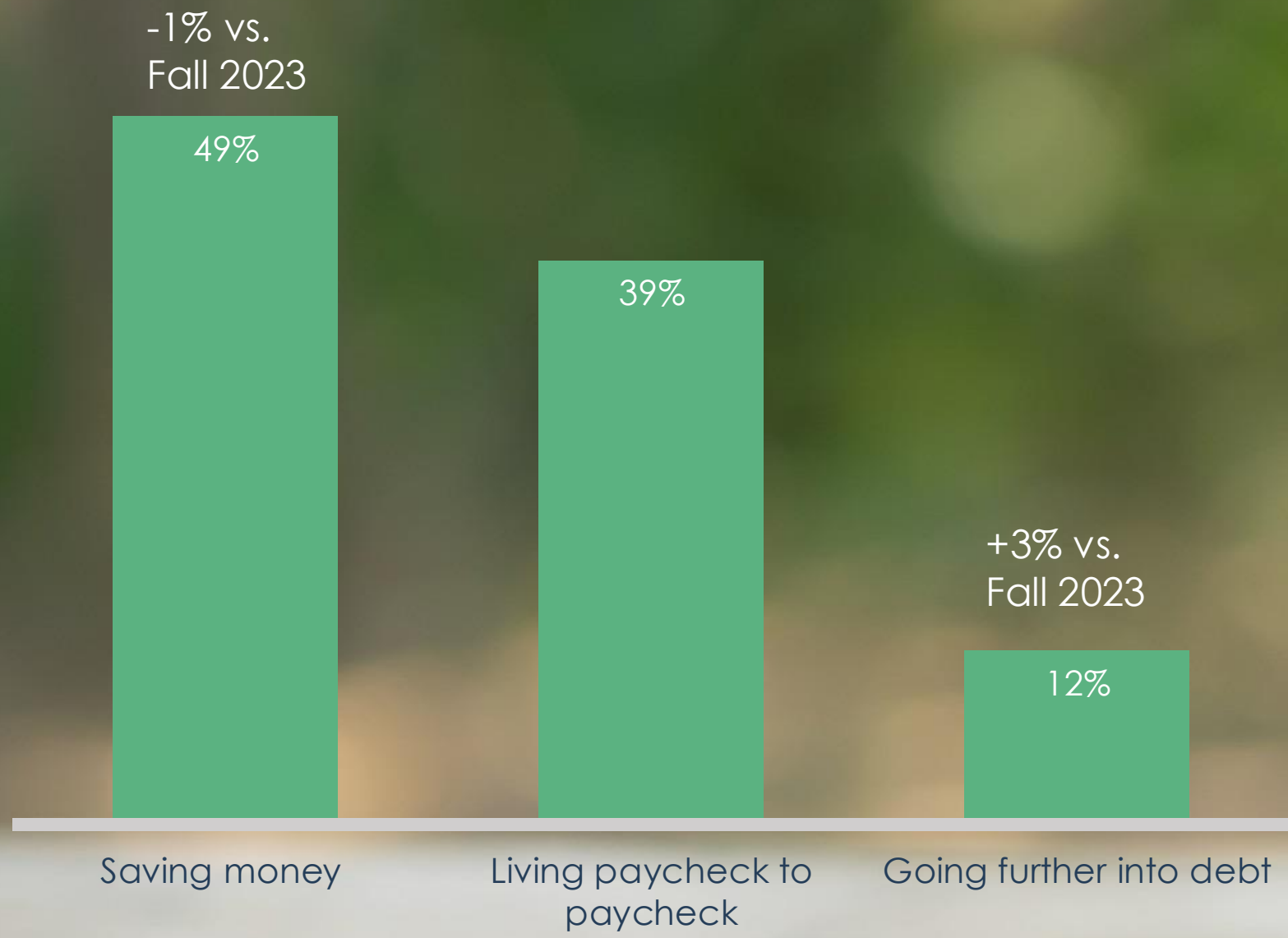
# Financial Activities

The most common financial activities among Americans are using digital wallets and saving for retirement. Younger Americans, however, are more likely to carry credit card balances or keep larger amounts of physical cash at home.



# Financial Positions

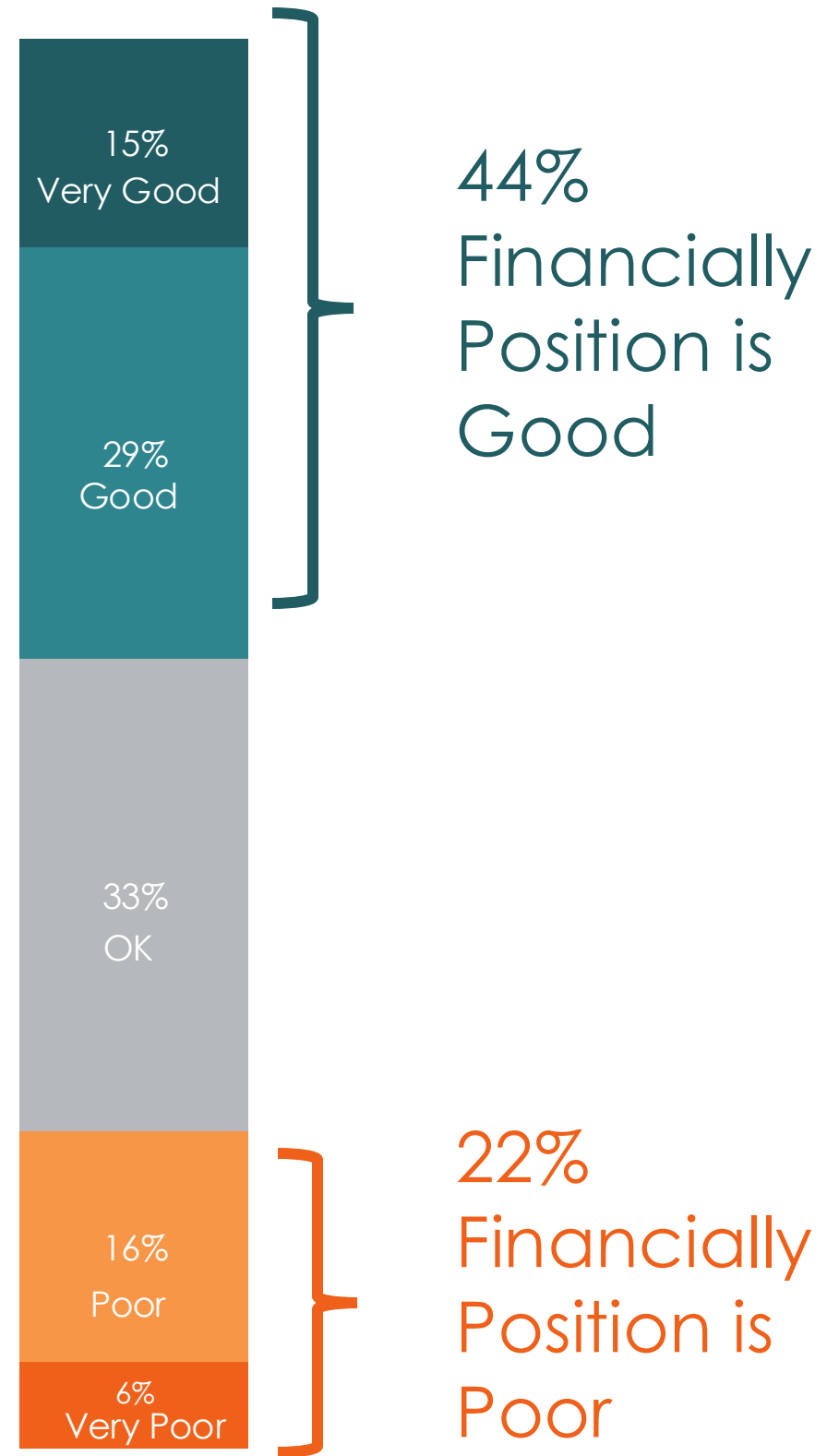
Only half of Americans are saving money. The number of Americans going into debt has slightly increased since 2023.





# Financial Position Comparison

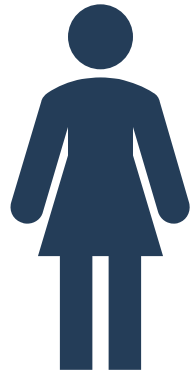
One-fifth of Americans believe that they are in a bad financial situation.





# Respondent Profile

## Gender



**51%**  
Female



**49%**  
Male

\*<1% other identity

## Generation

**43 years old**  
Median Age

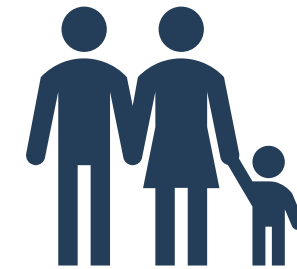
**Z** 15% Gen Z

**X** 32% Gen X

**M** 40% Millennials

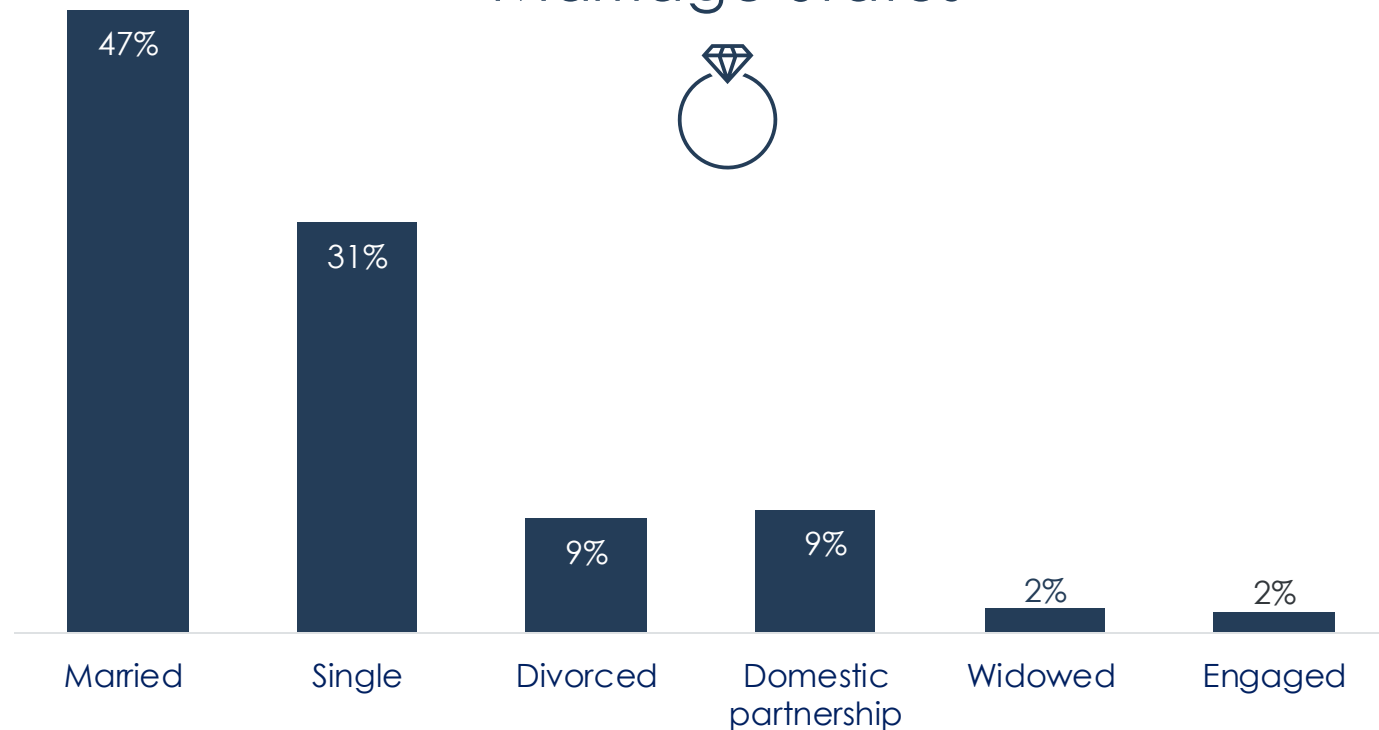
**B** 16% Baby Boomers

## Children Under the Age of 18

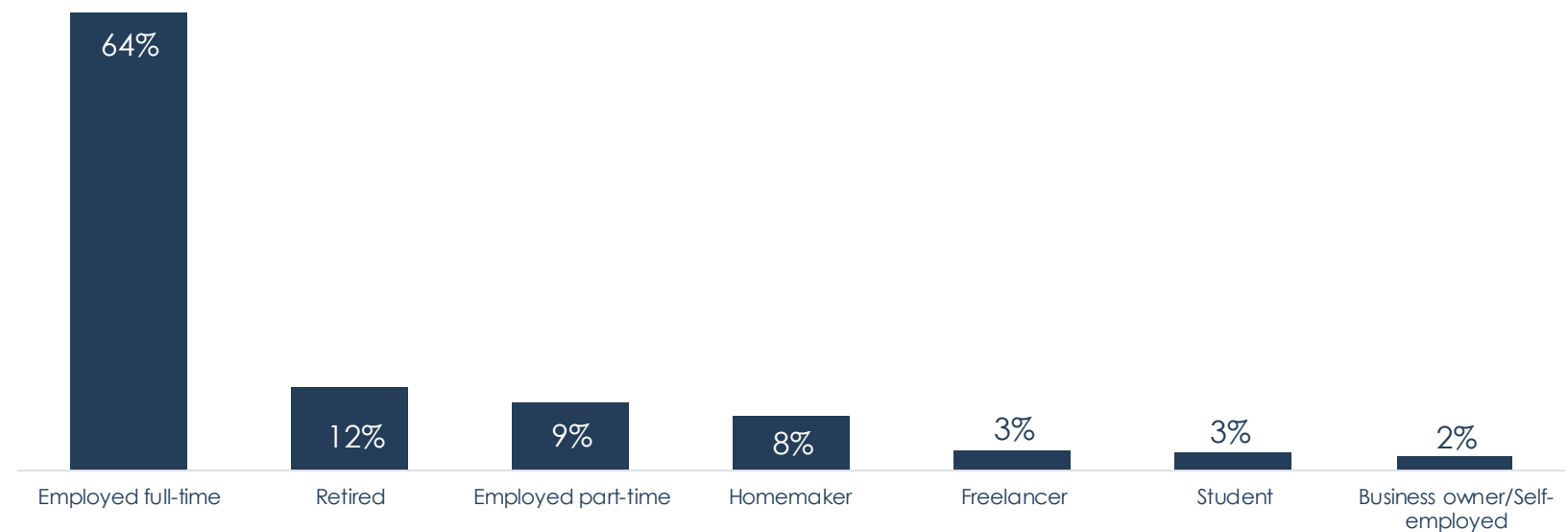


**40%**  
Have children

## Marriage Status

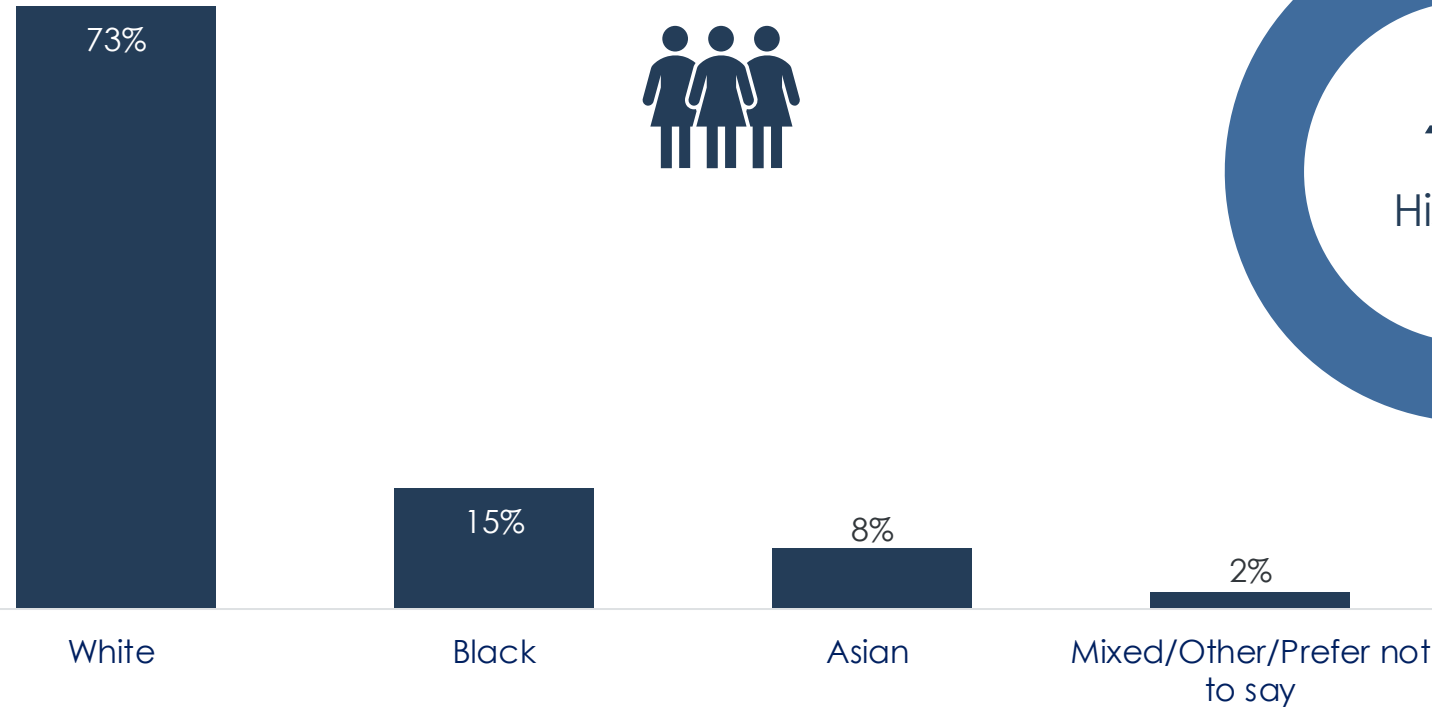
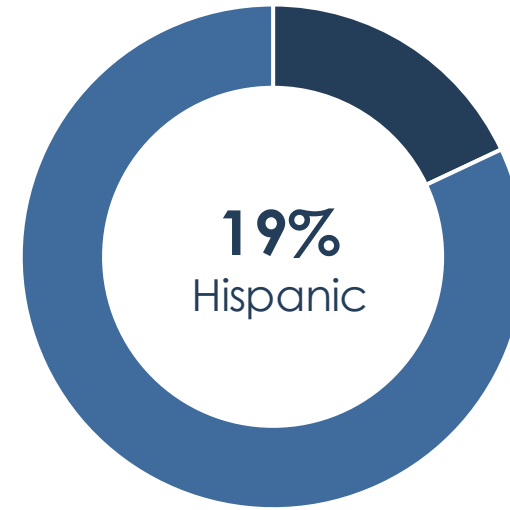


## Employment Status



# Respondent Profile

## Ethnicity



## Political Party

38% Democrat

24% Independent

33% Republican

\*7% Prefer not to say/Other

## Area



25%  
Rural

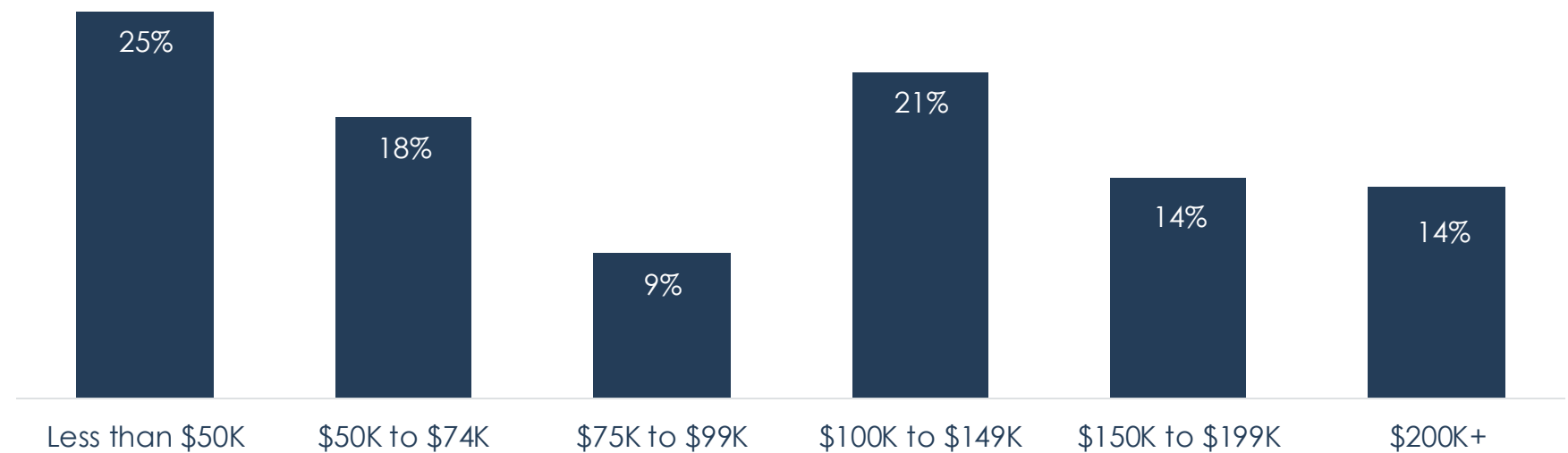


45%  
Suburban



31%  
Urban

## Household Income



# About Provoke Insights

Provoke Insights is a full-service market research firm founded on the belief that research should better align with marketers' needs. Our mission is to empower brands by providing them with the insights they need to navigate today's ever-changing marketing landscape.

Unlike traditional market research firms, we take a more agile and innovative approach to our work. Our team is dedicated to developing initiatives that are designed to address the unique and evolving needs of today's market quickly and effectively.

What sets Provoke Insights apart from other research firms is our singular focus on branding and advertising initiatives. Our team consists of seasoned researchers who are also experienced brand and media strategists. With this expertise, we deliver actionable insights that help brands succeed in their marketing efforts.

For more information or press inquiries, reach out to [info@provokeinsights.com](mailto:info@provokeinsights.com).

