



provoked
insights

Furniture Trends
&
Consumer Buying Behaviors

Background & Objectives

Provoke Insights is a leader in research for branding, advertising, media, and content marketing strategies. To stay ahead of market trends, the company conducts a bi-annual study, delivering cutting-edge insights into shifting consumer behaviors across industries.

Now in its landmark tenth wave, this extensive study continues to uncover key trends in Americans' buying behaviors and attitudes toward AI's integration into shopping, including consumer receptivity and adoption.

For this wave, Provoke Insights developed 15 industry-specific reports—this deck provides an in-depth look at the furniture industry.



Methodology

Provoke Insights conducted a 15-minute online survey among 1,500 Americans aged 21 to 65 in March 2025.

To ensure a representative sample of the U.S. population, Census data was used to guide a random stratified sampling approach, balancing key demographics such as household income, age, gender, geography, ethnicity, and presence of children in the household.

With this sample size, the results have a maximum margin of error of $\pm 2.5\%$ at a 95% confidence level.

Statistical significance testing was conducted at the 95% confidence level, with differences between subgroups highlighted in callout boxes within the graphs.



A modern living room interior featuring a bright yellow armchair with a white cushion, a small round side table with a white alarm clock and a small potted plant, and a large orange overlay with the text "Key Findings". The room has a warm, orange-toned wall and a light wood floor. To the left, there is a potted citrus tree with oranges, and to the right, a wicker basket with a plant. The background wall is a solid, warm orange color. The floor is made of light-colored wood planks. On the left, there is a vertical wooden slat wall. On the right, there is a white curtain. The overall atmosphere is bright and cheerful.

Key Findings

Furniture Purchase Trend is Stable

Since 2023, furniture purchases have remained flat with over a tenth of Americans buying furniture in the past month. Gen Z, parents, and those living in cities are more likely to purchase these items.

Furniture shoppers, specifically, are more likely to indulge in splurge purchases, browse store aisles, and rely on online reviews before making decisions. Additionally, recent furniture shoppers are also engaging with influencers' shopping pages and signing up for loyalty programs.

As furniture purchases have remained steady, brands should focus on targeting key demographic groups, such as parents, to boost sales. Furniture retailers should enhance their online presence by leveraging influencer collaborations and offering attractive loyalty programs. Additionally, improving the in-store experience is equally important, as this audience enjoys browsing through aisles.



Room

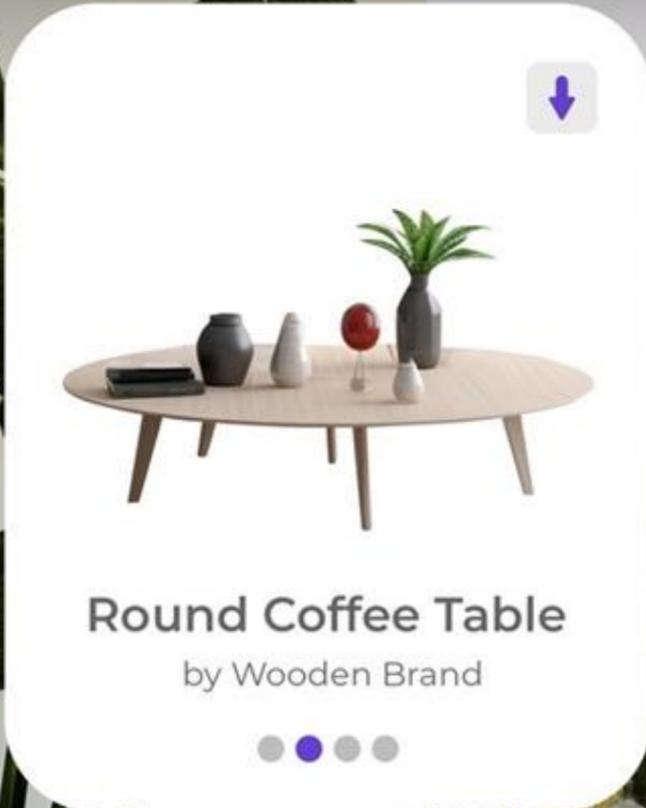
Living Space |

Bedroom |

Office |

Kitchen |

Outdoor



How AI is Shaping Furniture Shopping Trends

AI is increasingly shaping furniture shopping, with 65% of consumers expressing interest in using AI tools to enhance their experience, especially in areas like personalized recommendations, and product exploration through 360° views of the furniture.

Urban millennials, particularly parents, are the most open to these tools, while older, rural shoppers are less enthusiastic. Although AI can save time and offer tailored suggestions, trust issues remains a slight barriers.

To capitalize on growing interest in AI-driven shopping, furniture brands should enhance personalization and product exploration tools, particularly for urban millennials and parents. Features like AI-powered recommendations and 360° product views can streamline decision-making and create a more engaging shopping experience. By integrating these technologies seamlessly into both online and in-store channels, brands can cater to evolving consumer preferences and drive higher conversion rates.

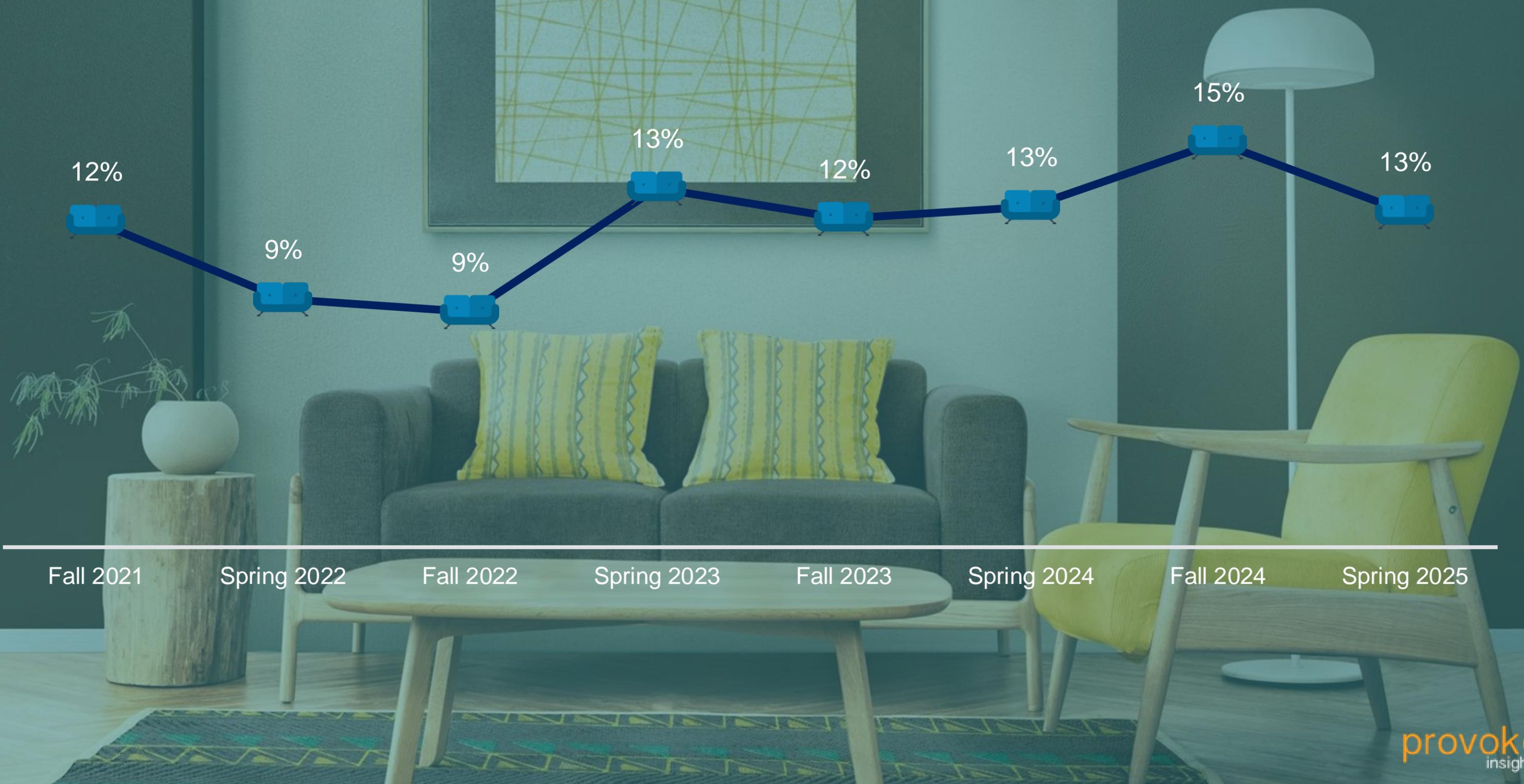




Furniture Trends

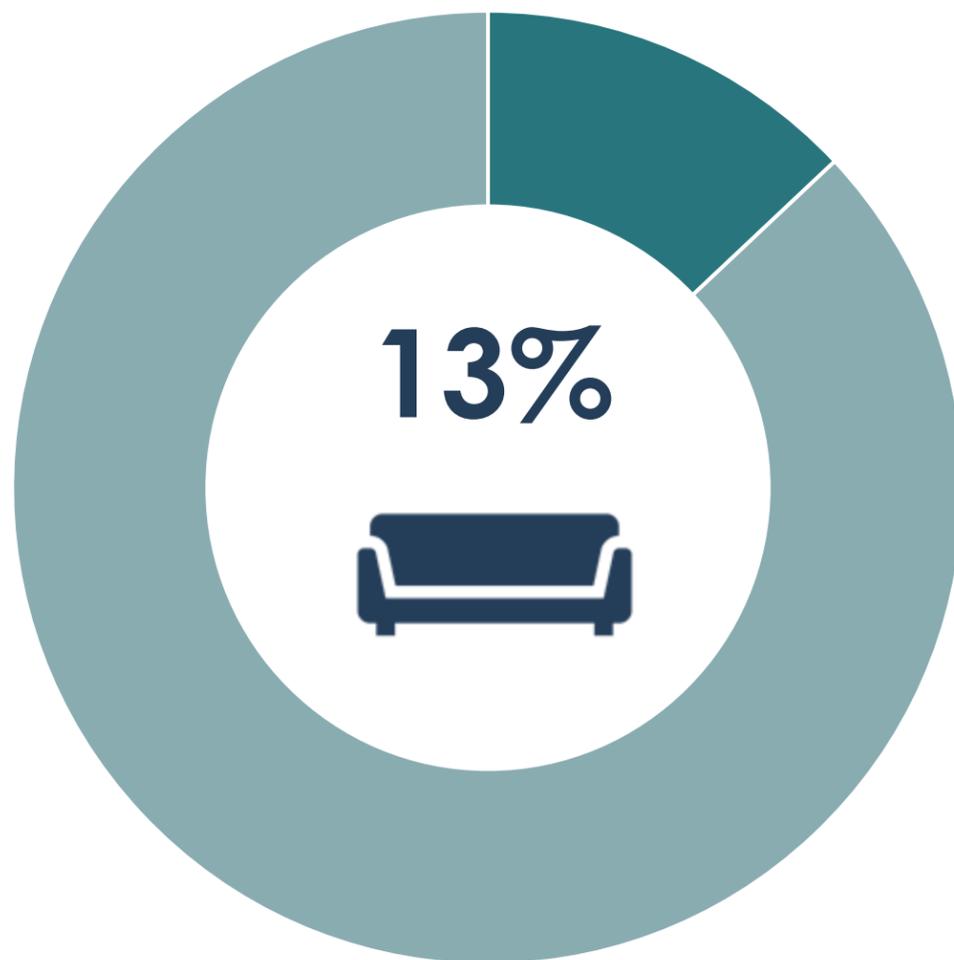
Seasonal Furniture Purchases

Since 2023, furniture purchases have remained flat.



Over one-tenth of Americans purchased furniture in the past month, particularly parents, Gen Z, and those living in cities.

Purchased Furniture in the Last Month



Who is Significantly More Likely to Purchase Furniture

Z

20% Gen Z



20% Parents



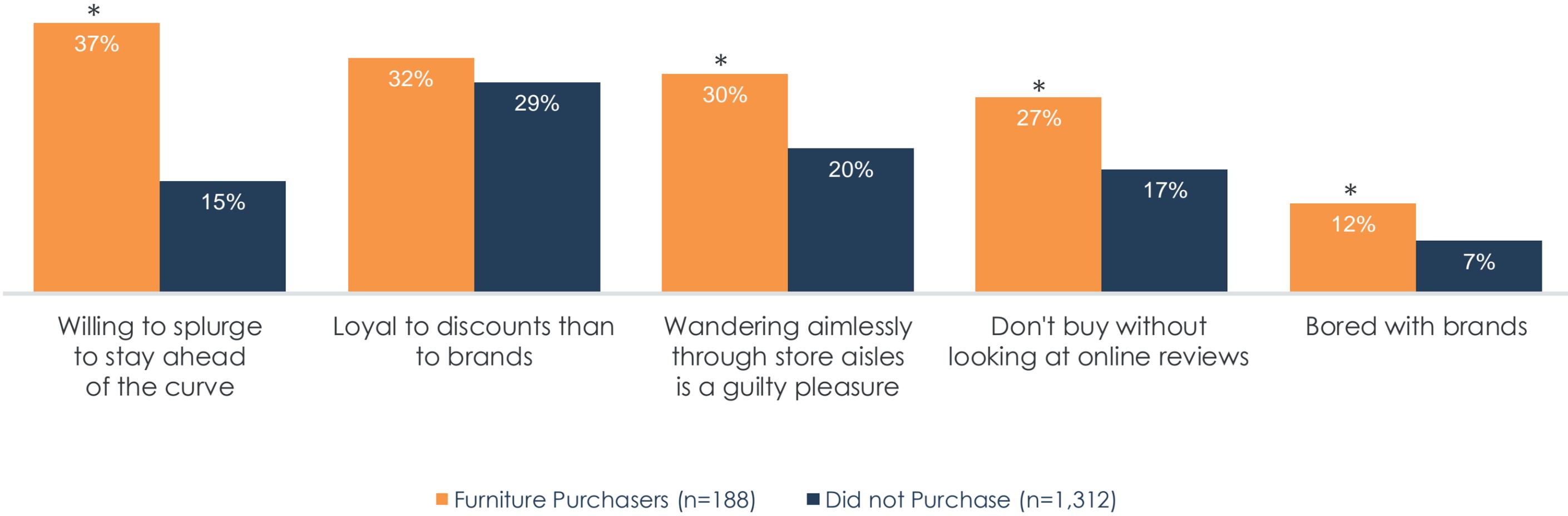
18% Urban



Furniture Shopper Habits

Furniture shoppers are more likely to splurge on items, wander the aisles, and consult online reviews before making a purchase.

Top 2 on a 7-Point Agree Scale

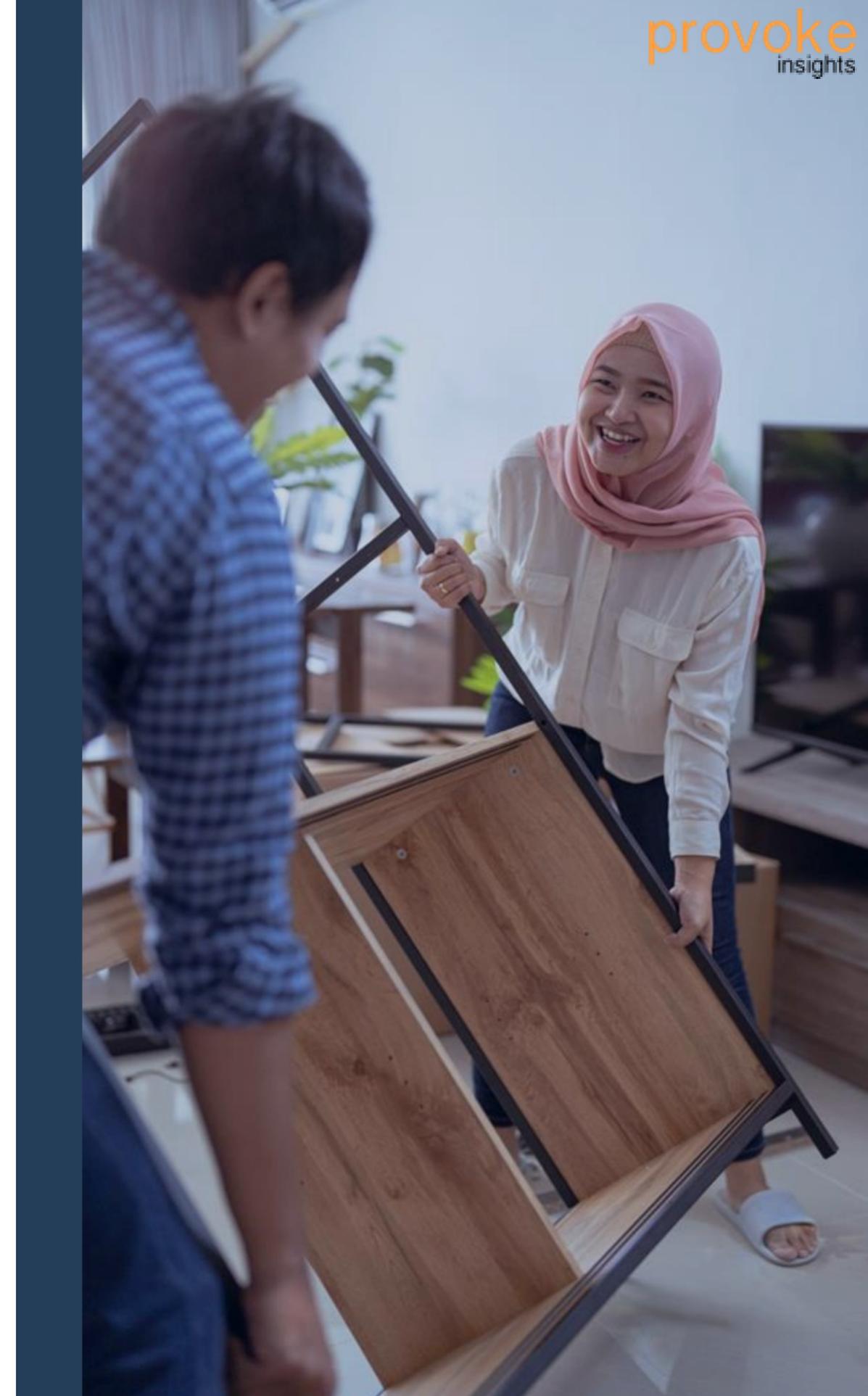


*indicates significant differences

Shopping Activities in the Last Month

Recent furniture shoppers are more likely to visit an influencer's shopping page as well as join loyalty programs.

	Purchased Furniture in the Last Month (n=188)	Did Not Purchase (n=1,312)
Visited a social influencer's shopping page	42%	20%
Joined loyalty or membership program	39%	22%
Shared or commented on a branded social media campaign	32%	15%
Joined an online brand event	31%	8%
Entered a sweepstake	28%	25%
Participated in a referral program	24%	11%
Attended an in-person brand event	22%	8%
Acted as a social influencer	13%	4%





How AI is Shaping Furniture Shopping Trends

Interest in AI Shopping Tools Among Furniture Purchasers

The majority of furniture shoppers are keen to use AI tools to enhance their shopping experience.



What Do these Furniture Shoppers Look Like?

Interested in AI Shopping Tools

Overall 65%

- Average Age **37**
- Urban (76%)
- Millennials (75%)
- Parents (71%)

NOT Interested in AI Shopping Tools

Overall 20%

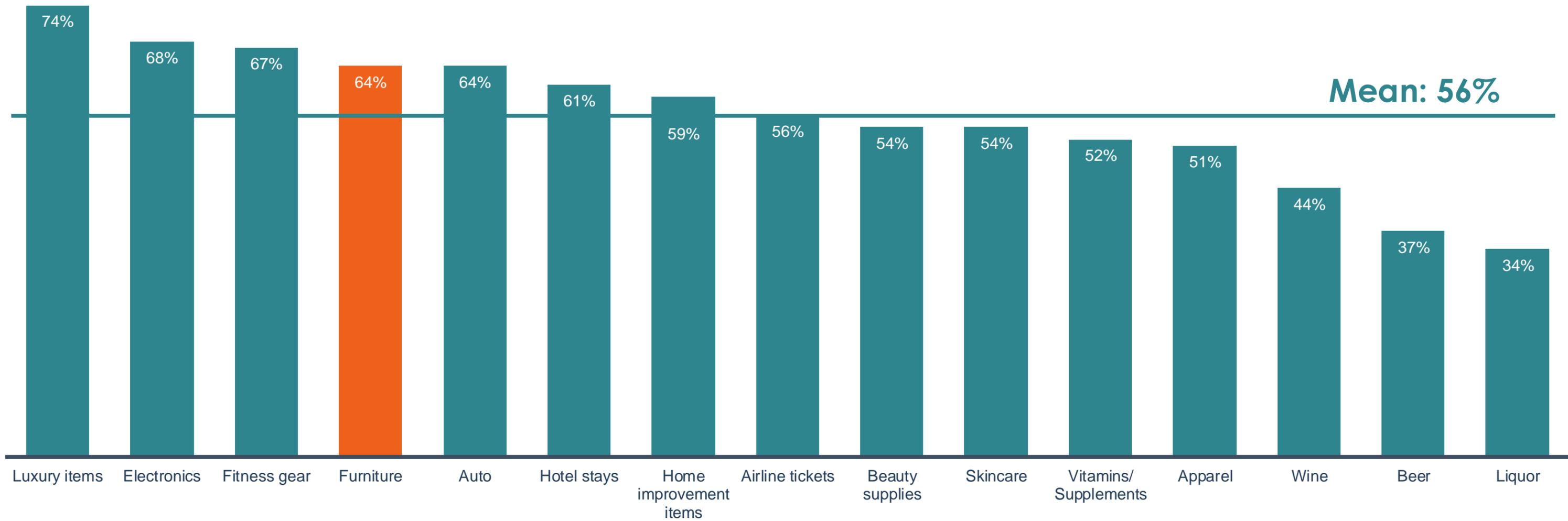
- Average Age **42**
- Gen X (38%)
- Rural (35%)



AI Helpfulness While Shopping

Compared to other industries, consumers perceive artificial intelligence as more beneficial when buying furniture.

AI Helpfulness
Top 2 box on a 5-point helpfulness scale



AI Trustworthiness

Consumers have greater trust in recommendations for electronics, home improvement, and automobiles than for furniture purchases. However, the lowest level of trust is found in the beauty, vitamins, and alcohol categories.

Categories	AI Trust Ranking
Electronics	1
Home Improvement	2
Auto	3
Apparel	4
Travel	5
Furniture	6
Luxury items	7
Fitness gear	8
Beauty/Skincare	9
Vitamins/Supplements	10
Alcohol	11

AI Shopping Tools: Improvement Opportunities

Enhancing tailored experiences and speeding up the shopping process are key areas for enhancing AI shopping tools. Additionally, some users mention a desire for AI shopping tools to assist with the in-store experience.

Tailored Experience

"It tailors recommendations to your tastes and preferences"

"Personalized recommendations can make my shopping experiences more appealing to me"

"More personalized options for me as a consumer"

"I would like it if the AI could curate products, ratings, prices and locations on a comparison basis to ease and speed up the research process."

Convenience & Cost

"If it saved me time and more importantly money"

"The ability to order and pay for groceries that I need and want when it's time to get groceries."

"It would help me make purchasing decisions faster."

"Finding the cheapest and best option for what I'm looking for and creating a list."

"I do really hate to shop. If AI could do the shopping for me that would make me happy."

"If they could find discounts and deals."

User Interface and Usability

"A clean, intuitive design that makes navigation effortless can significantly improve the shopping experience. Simplicity and accessibility are key."

"Virtual try-ons or augmented reality simulations of how a product might work for me."

"A perfect AI model that you can adjust the body size to a person's exact body measurements to try on an outfit."

"It needs to be more seamless. Right now, it feels like a separate feature instead of a core experience."

"The AI voices are too digitized. They would need to be more lifelike."

In-Store Experience

"I would love an AI shopping experience that helps me find things in the store."

"Just knowing if the items I want are available in store."

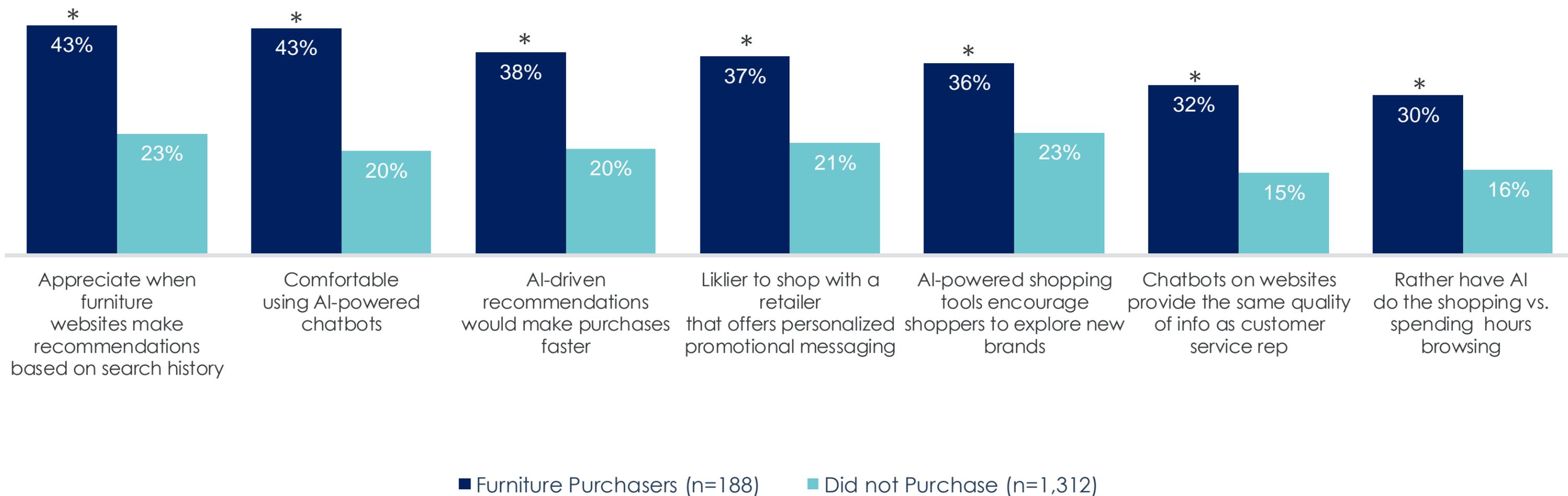
"I hate browsing in stores. AI help would make shopping faster and easier."

"I genuinely like shopping. I would like AI to help find items in the store, comparing brands to each other to see which has better ingredients, and recommendations based on past purchases."

Furniture Shopper Habits Concerning AI

Recent furniture purchasers value the advantages of AI shopping tools. They especially appreciate personalized recommendations tailored to their search and purchase history, and many are comfortable using AI-powered chatbots to enhance their shopping experience.

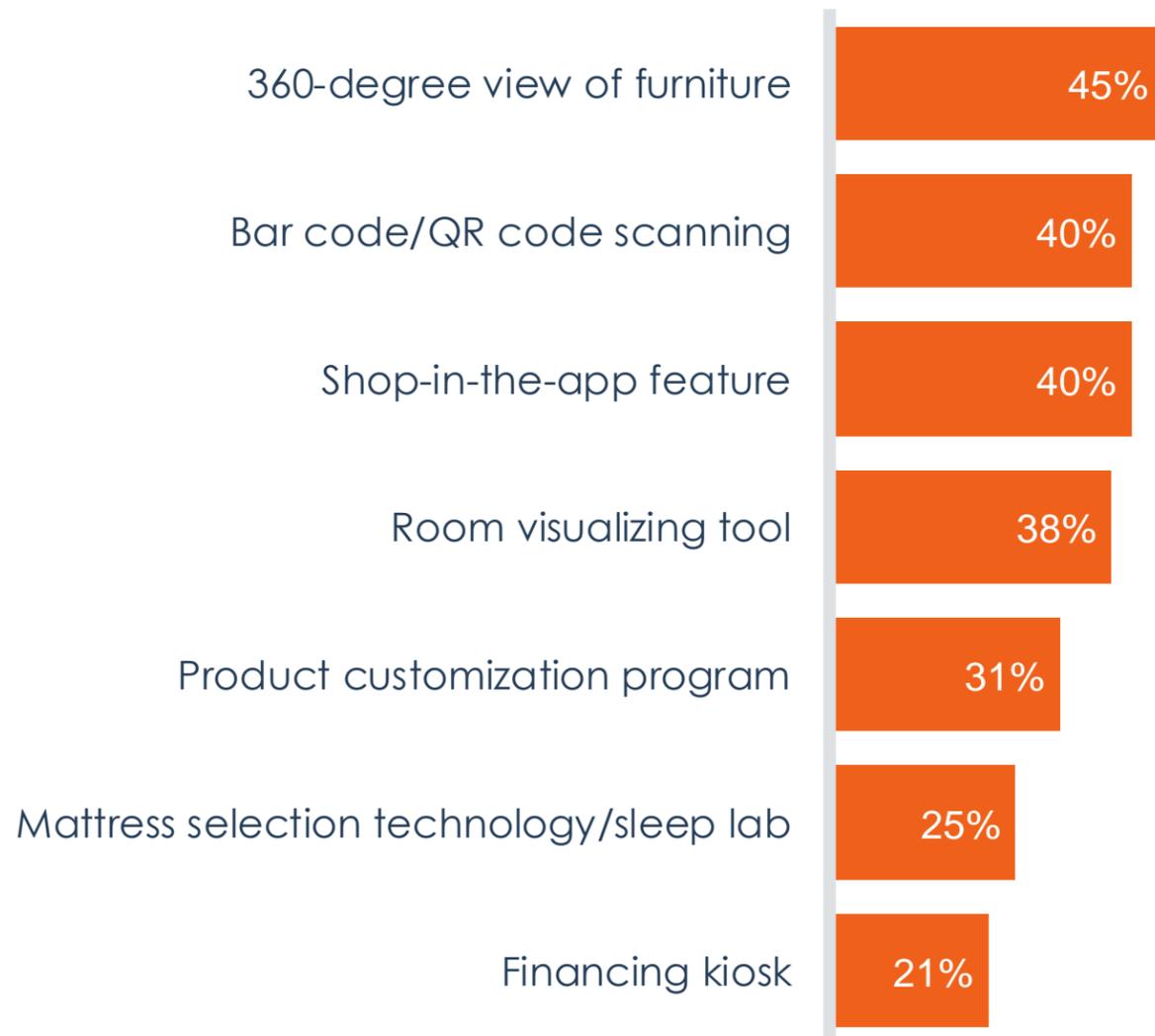
Top 2 on a 7-Point Agree Scale



*indicates significant differences

AI Tools Used

About half of furniture shoppers have utilized 360° views to explore potential purchases. Other commonly used AI tools include QR code scans, shop-in-app features, and room visualization tools.



*indicates significant differences



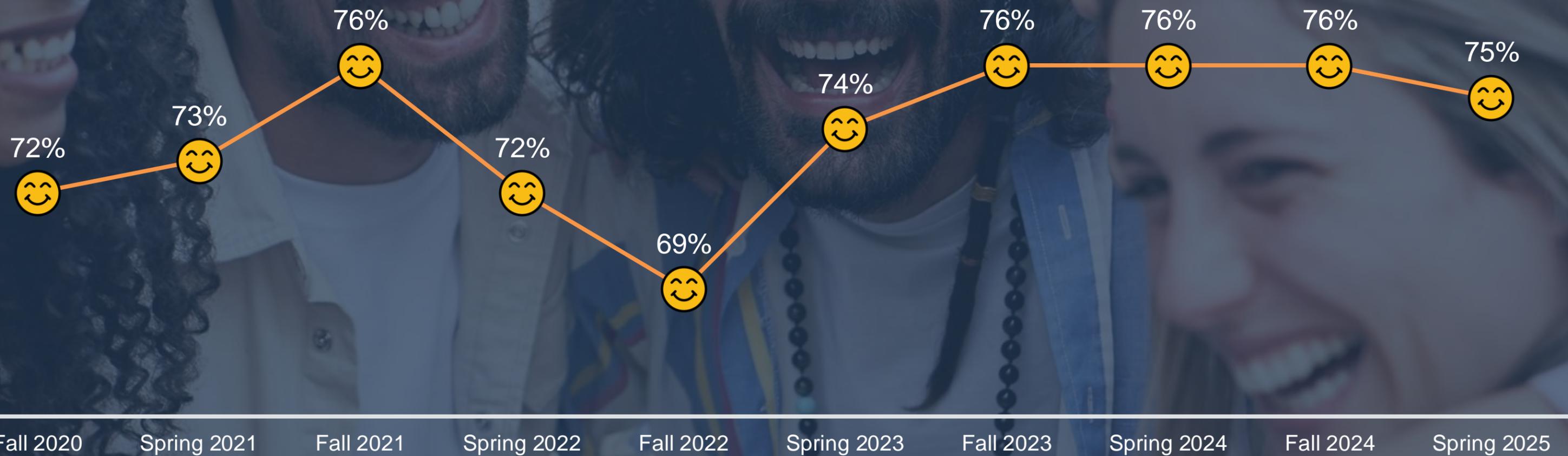
Optimism & Concerns



Consumer Optimism

Overall, Americans remain positive about the future.

Optimism
Top 2 box on a 4-point scale



Why are Americans Optimistic? (75% of total responses)

Americans who are hopeful about the future point to the current administration as a major factor behind their optimism. Additionally, belief that financial stability, possibility of tech advances, and personal plus familial health also adds to their positive outlook.

Political and Economic Reasons

"The new administration has brought changes that have improved my living situation."

"I believe the economy will improve under the current leadership."

"The economy seems to be improving, and the efforts are being made to cut federal expenses to reduce national debt."

Financial Stability

"My job is secure and high paying"

"I believe I will be financially very stable in coming years"

"I got a raise recently"

"I have added a new exciting business picture with my existing business model and it will be very profitable."

"I am three years away from retirement and have worked to save for it."

Family and Personal Wellbeing

"I have a wonderful family and friends that are supporting. I have a career I love and my husband is very successful. We also have a nice sum for retirement."

"Seeing my grandchildren grow makes me keeping going."

"We are planning to move out of state and purchase a home."

"I have a good family, good wife, I have new born baby 8 months old. I am trying to make better life for my son and its actually make me optimistic."

"I have God in my life, a beautiful marriage and kids and all my needs are met."

Advancing Technology

"The possibility of AI to drive growth and innovation"

"I'm optimistic about the future because technology keeps improving daily, making life easier and more connected worldwide."

"I am optimistic about the future mainly because of the incredible advancements we're seeing in technology, sustainability, global cooperation, and new innovations in areas like renewable energy and more."

"Technology advancement will solve most problems in the future."

"Rapid progress in technology such as artificial intelligence"

Why are Americans Not Optimistic? (25% of total responses)

In the same vein, Americans who are pessimistic about the future also blame the current administration for their frustrations. Other contributing factors include concerns about financial instability, and climate change.

Governance Failures

"I am concerned about the direction of leadership in the country."

"I feel that the current policies are negatively impacting the country."

"There are unsettling developments in the government that contribute to uncertainty."

"I am concerned about policies that may negatively impact certain communities"

"The outcome of recent elections has made me less hopeful about the future."

"The government is scary. "

Financial Instability

"I am concerned about having enough financial resources for retirement."

"Inflation is reducing my purchasing power, and as a senior, I have limited opportunities to increase my income."

"Things are too expensive"

"Prices continue to increase while wages and income have remained relatively unchanged."

"Inflation and recent policy changes have created uncertainty about future affordability and financial stability."

Inflation shows no signs of stopping. Trump and Musk don't care what happens to the average citizen. I can't afford groceries or gasoline

Climate Concerns

"The increasing frequency of extreme weather events makes it hard to feel optimistic."

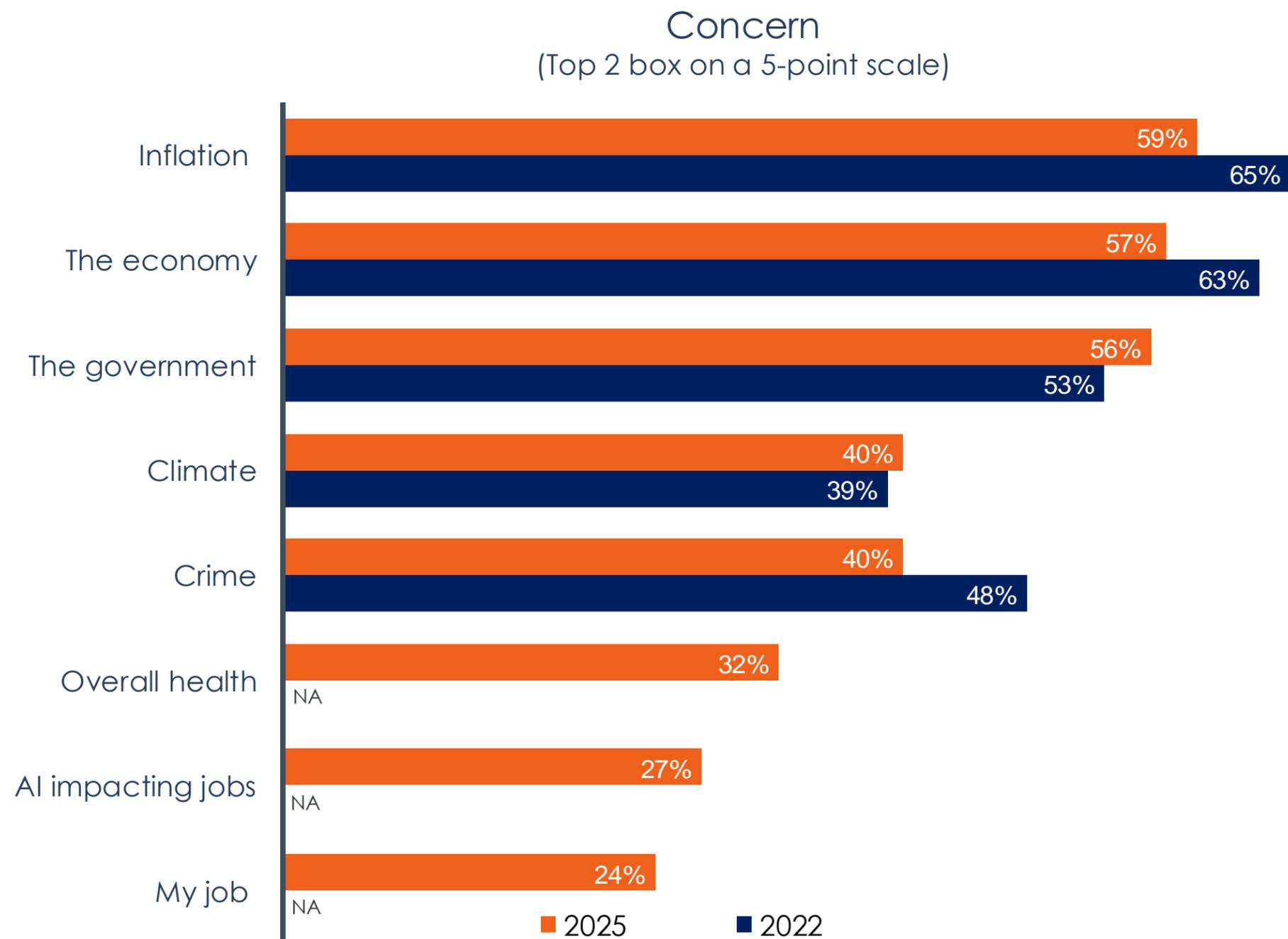
"There needs to be stronger action on climate change and there is little being done."

"I worry about the stability of the planet."

"The slow pace of climate action makes it difficult to believe meaningful changes will happen in time."

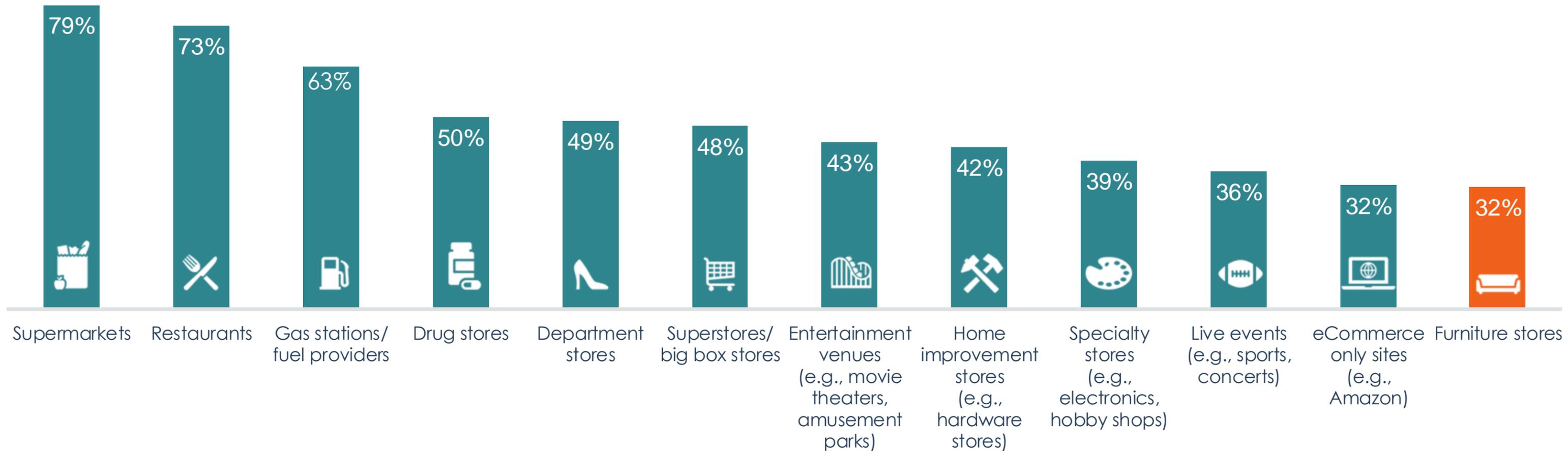
Top Concerns Impacting Consumers

Despite a decrease from three years ago, inflation and the economy continues to be the leading concern for Americans. Governmental concerns has risen since 2022, while crime has sharply declined.



Inflation Impact Across Different Types of Stores

While three-tenths of consumers have seen price increases at furniture stores, it is not as high as supermarkets and restaurants.

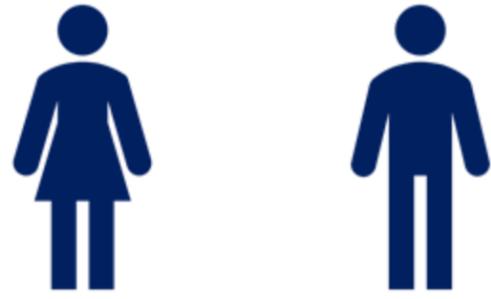


Furniture Customer Profile



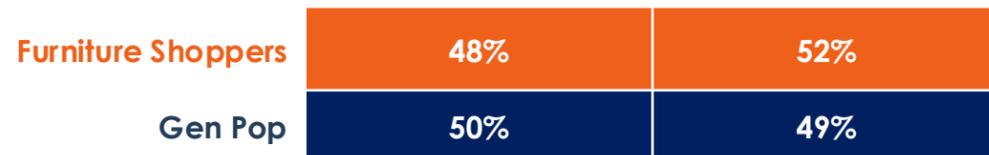
Respondent Profile

Gender



Female

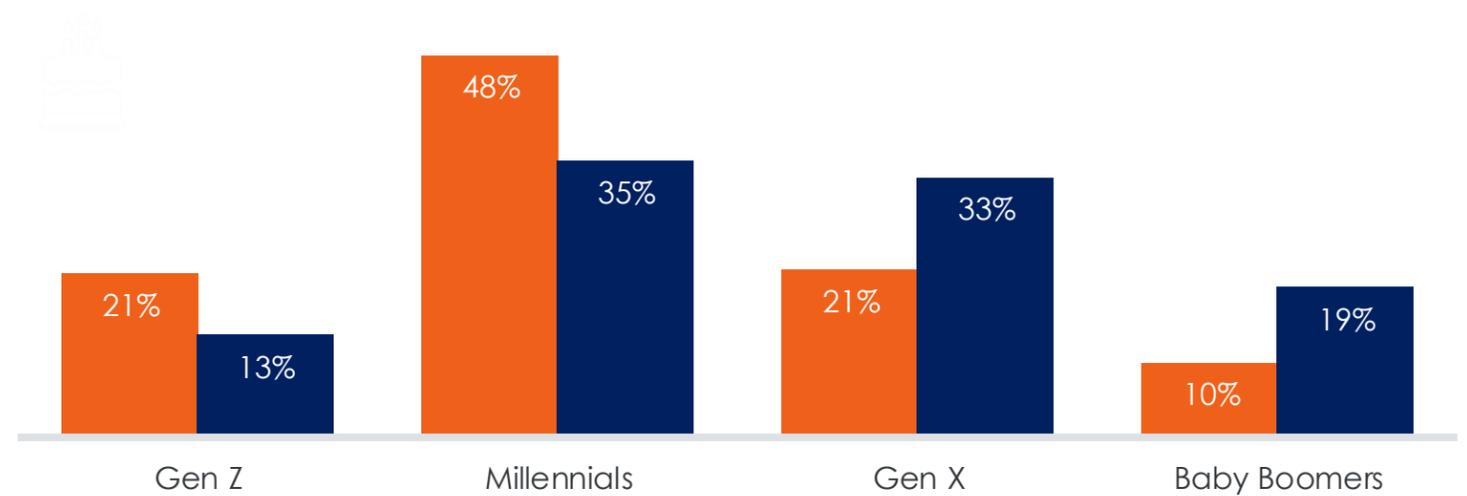
Male



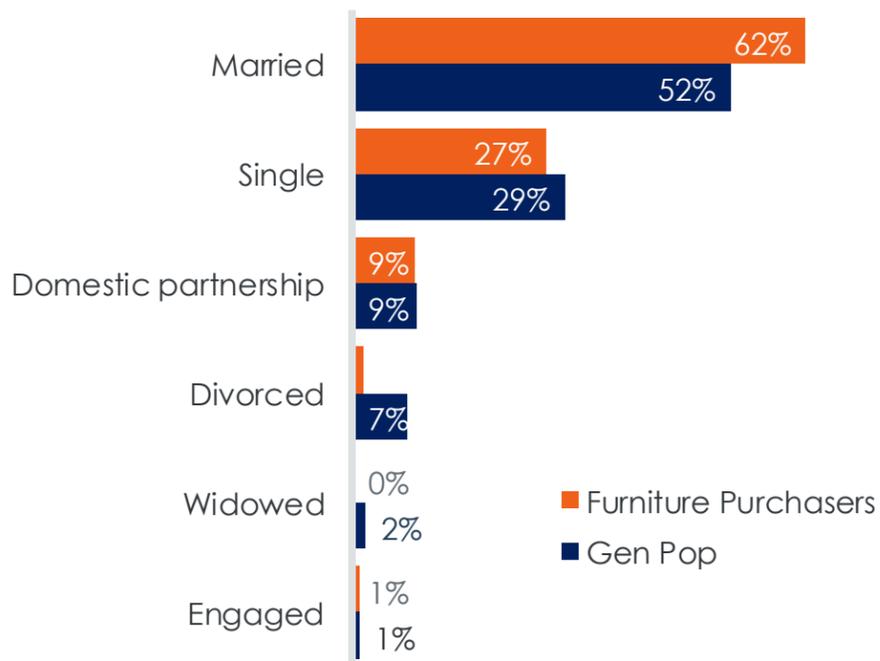
*<1% other identity

Generation

Furniture Purchasers Gen Pop

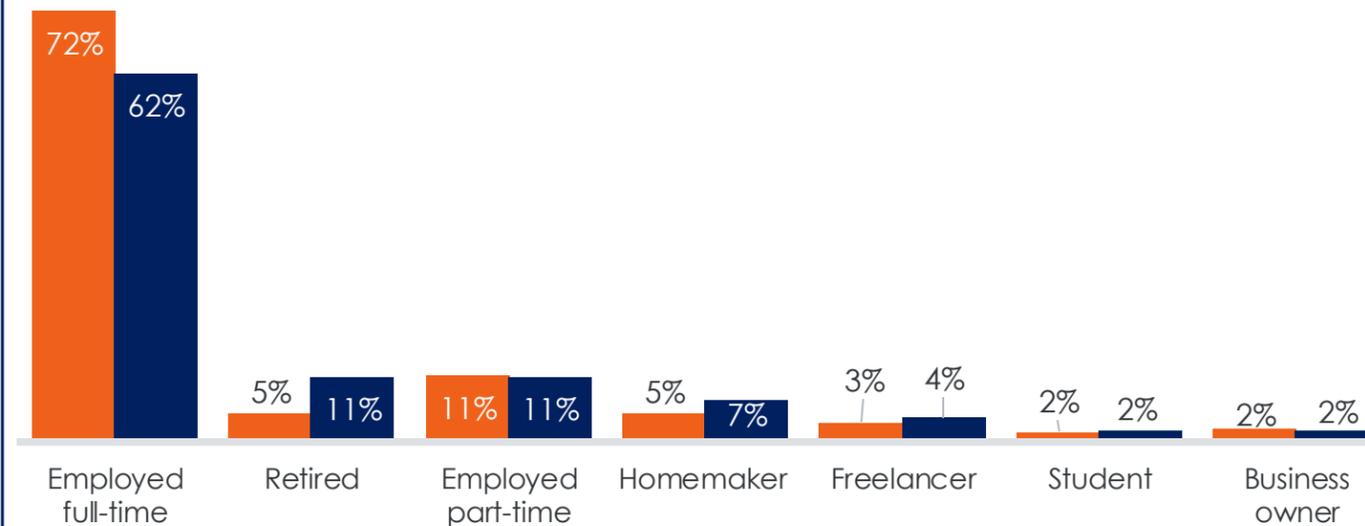


Civil Status



Employment Status

Furniture Purchasers Gen Pop



Parents of Children Under 18

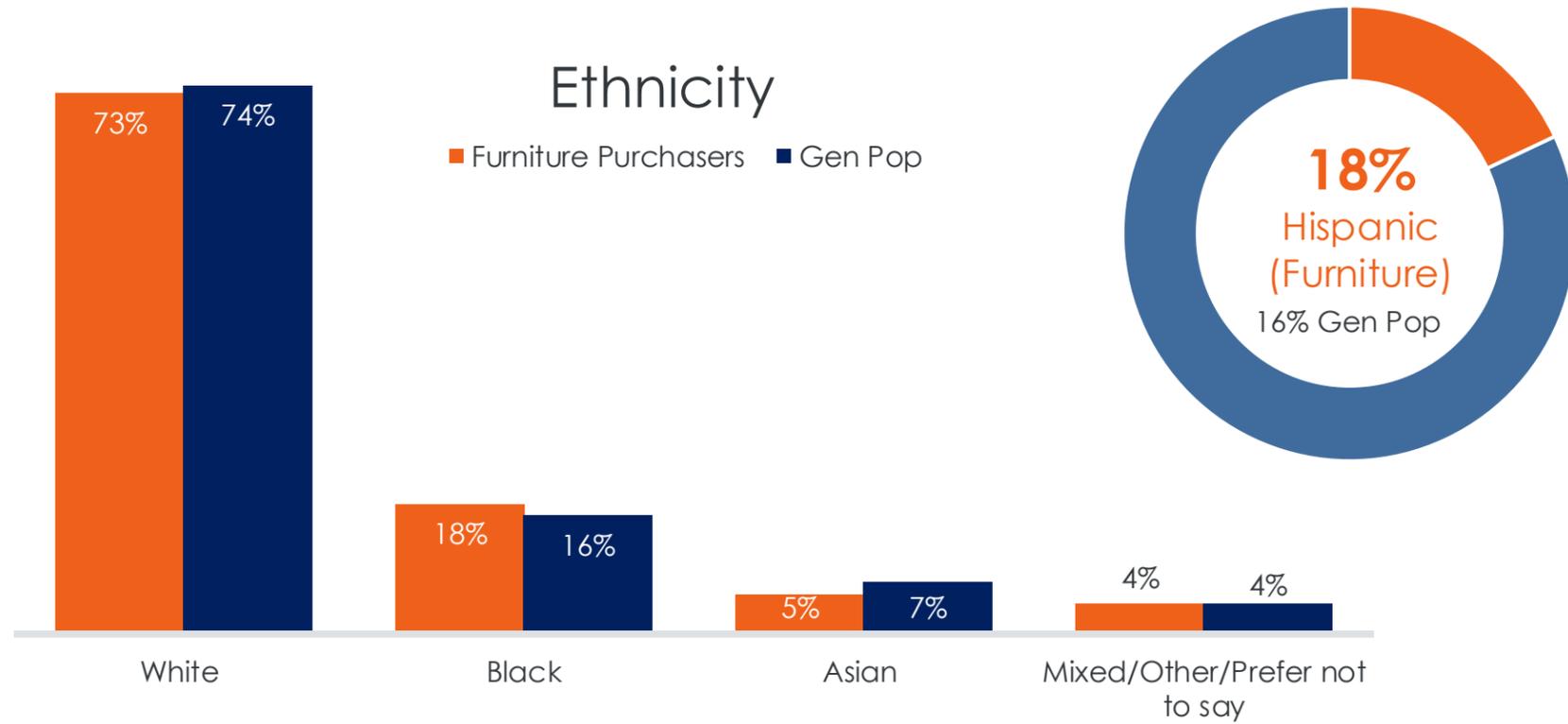


61%
Of Furniture Shoppers

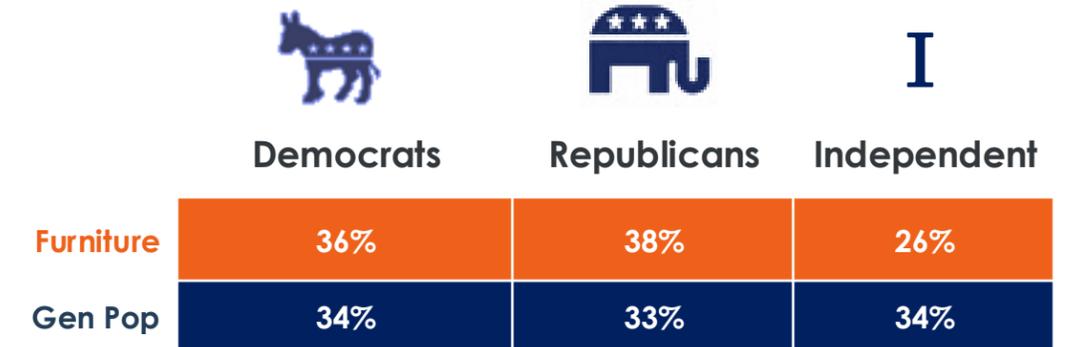
39%
Gen Pop

Respondent Profile

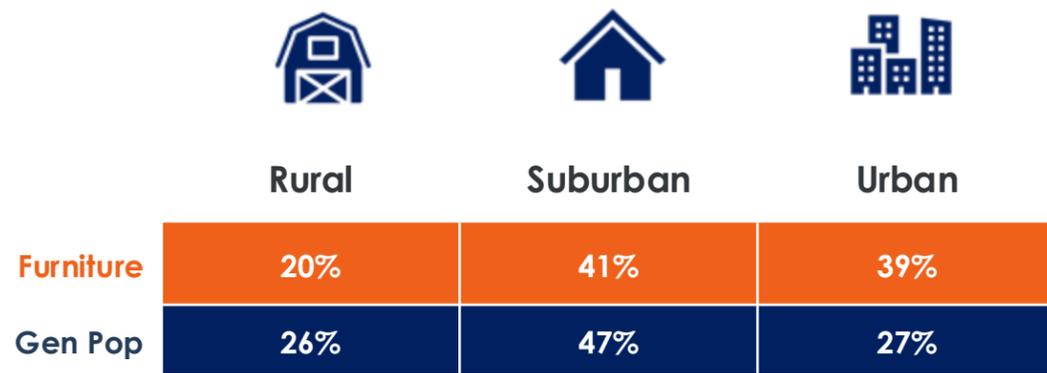
Ethnicity



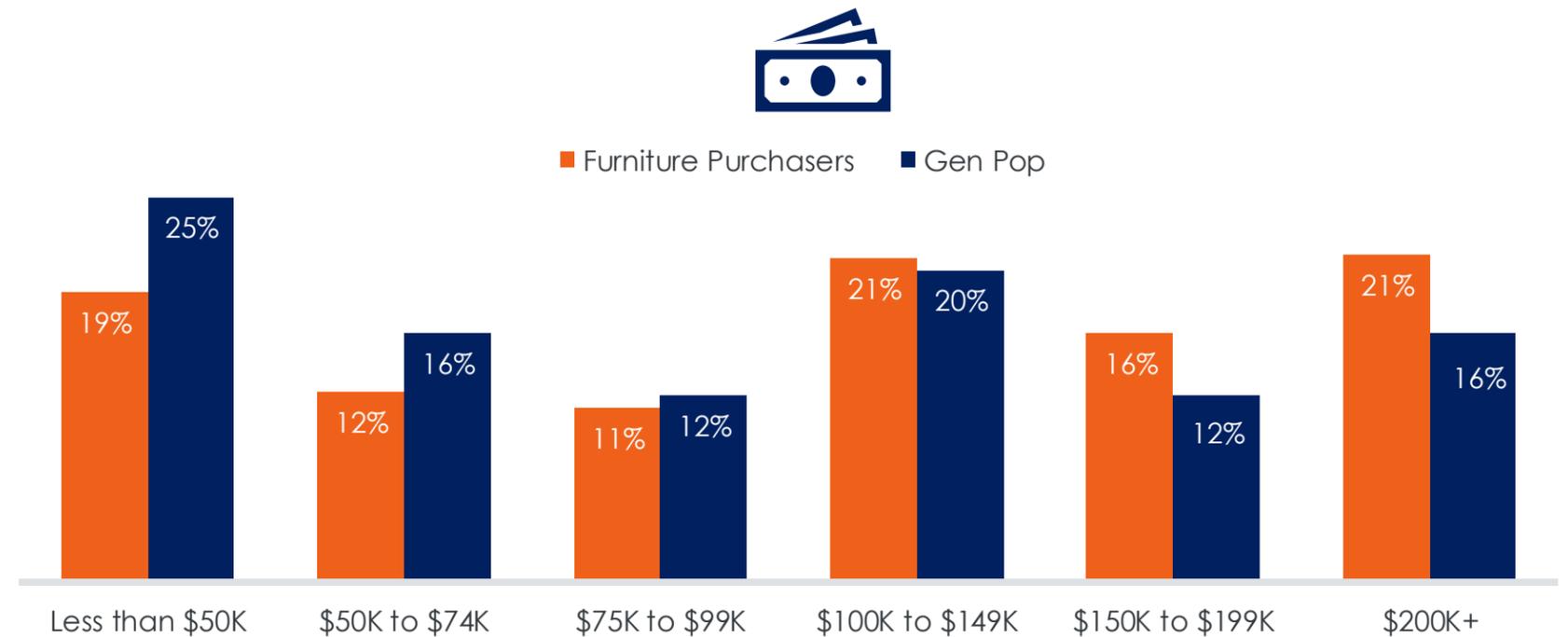
Political Party



Area



Household Income



About Provoke Insights

Provoke Insights is not just a market research firm—we are a strategic partner dedicated to fueling brand growth. Our full-service approach is designed to go beyond data collection, providing deep, actionable insights that empower brands to make smarter marketing decisions.

What sets us apart? We specialize in branding and advertising research, blending cutting-edge methodologies with real-world marketing expertise. Our team is made up of seasoned researchers, brand strategists, and media experts, ensuring that every insight translates into impactful business strategies.

At Provoke Insights, we don't just deliver reports—we deliver a roadmap to success. Whether you're looking to sharpen your messaging, refine your target audience, or maximize ROI, we provide the research that drives measurable results.

Let's transform insights into action. Reach out to us at info@provokeinsights.com to learn more.

