

# The United States Home Furnishing Market: Size, Trends & Forecasts (2016-2020)

June 2016



# The United States Home Furnishing Market Report

## Scope of the Report

The report entitled "The United States Home Furnishing Market: Size, Trends & Forecasts (2016-2020)", provides analysis of the United States home furnishing market, with detailed analysis of market size and growth, market share and economic impact of the industry. The analysis includes the market by value, by number of stores, by channel of sales and by segments.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall United States home furnishing has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Target Corporation, Bed Bath & Beyond, Inc. and Home Depot, Inc. are some of the key players (retailers) operating in the home furnishing market of the United States, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

## Company Coverage

Target Corporation

Bed, Bath & Beyond, Inc.

Home Depot, Inc.

# The United States Home Furnishing Market Report

## Executive Summary

The home furnishings industry includes manufacturers of furniture, upholstery, carpets, wall coverings, and bedding, as well as soft home furnishings, such as bedspreads and other bed-related items, linens, tablecloths, and candles.

The home furnishings industry is cyclical, rising and falling with unemployment, interest rates, and other economic indicators. The furniture market dominates the industry. Furniture manufacturers see their businesses move along with interest rates and the housing market.

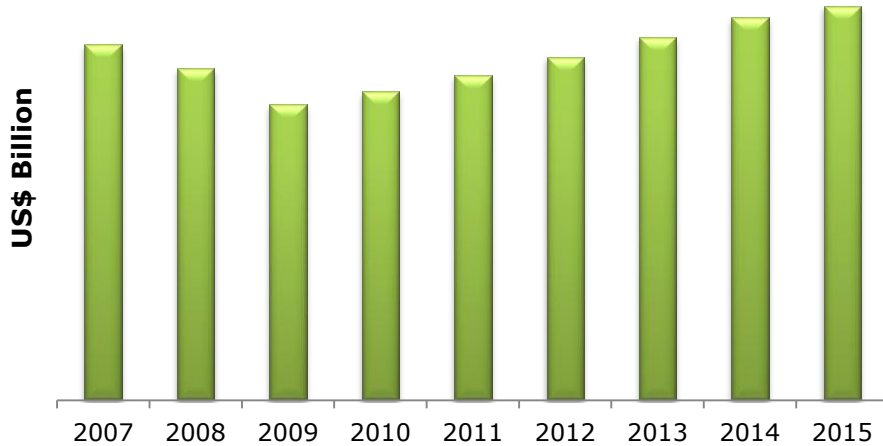
Cash flow of companies is seasonal, with higher sales in third and fourth quarters. Transactions are by cash or credit card, so accounts receivable are low. Gross margins are typically 40% to 45% of net sales. The industry is unregulated except for standard state and federal regulations against deceptive sales practices and laws that regulate the use of credit financing.

The US home furnishing market can be broadly segmented into Furniture; Small Electric Appliances; China Glassware, Tableware & Utensils; and Household Linens. The Furniture segment can be further segmented into furniture; clock, lamps, others; carpet and floor coverings; and window coverings. The China Glassware, Tableware and Utensils can be further segmented into dishes and flatware; and non electric cookware and tableware.

The United States home furnishing market has increased with a healthy growth rate over the years and is expected to increase further during the forecasted period (2016-2020). The home furnishing market is supported by various growth drivers, such as favorable demographics of the United States, Omni-channel Approach, increasing e-commerce and m-commerce penetration, etc. Yet, the market faces certain challenges, such as low home furnishing share of wallet, widening gap between PPI and CPI, etc.

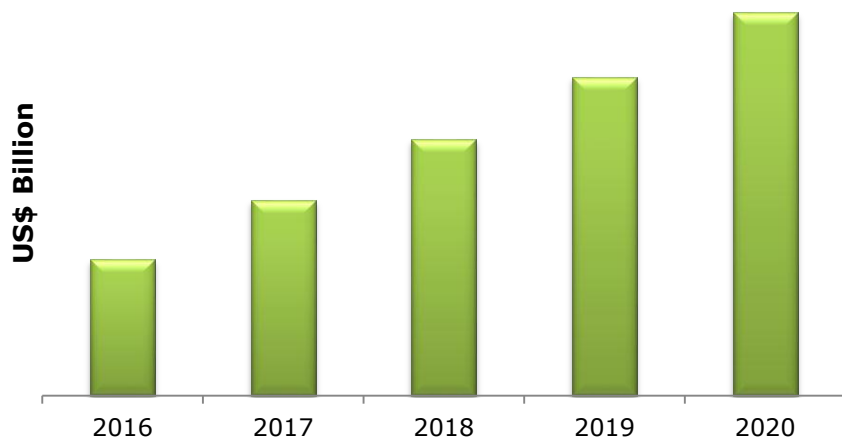
# The United States Home Furnishing Market Overview

US Home Furnishing Market by Value;  
2007-2015 (US\$ Billion)

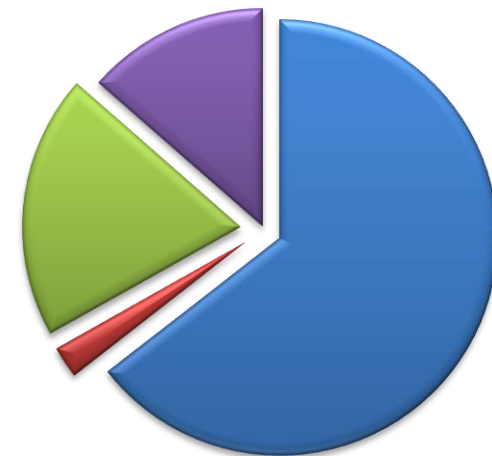


The home furnishing market of the US is estimated to have reached US\$..... billion in 2015, up by ..% as compared to US\$..... billion in 2014. The increase in ..... have driven the market for home furnishing. The US home furnishing market is expected to increase to US\$.... billion in 2020, from US\$..... billion in 2016. The home furnishing market is expected to increase at a CAGR of ....% over the years 2016-2020. The US home furnishing market can be broadly segmented into Furniture; Small .....

US Home Furnishing Market by Value;  
2016-2020 (US\$ Billion)

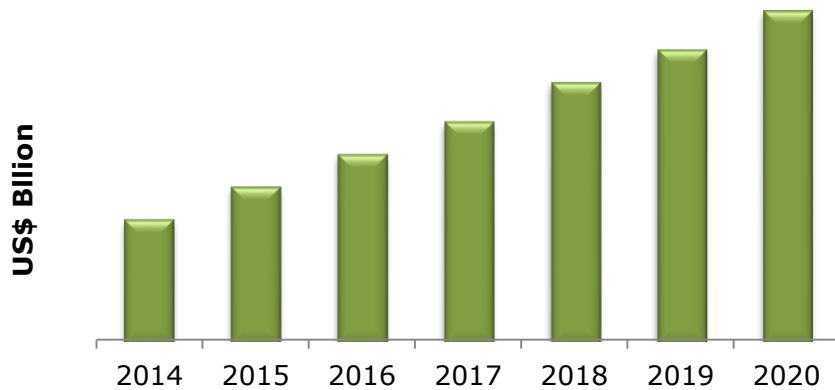


US Home Furnishing Market by Segments;  
2014

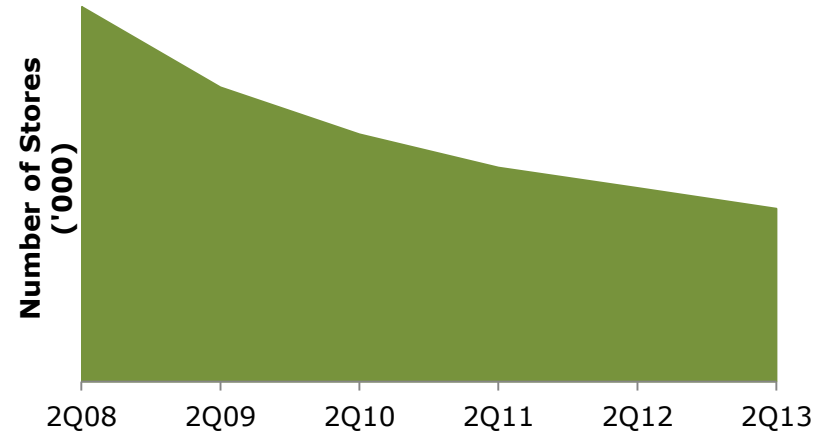


# The United States Home Furnishing Market Overview

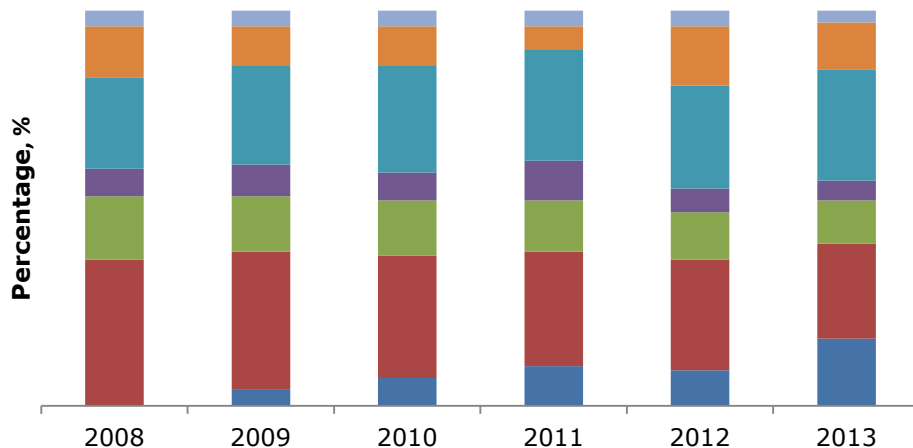
**US Home Furnishing Market by Online Channel; 2014-2020 (US\$ Billion)**



**US Home Furnishing Market by Number of Stores; 2008-2013 ('000)**



**US Home Furnishing Market Sales by Channel; 2008-2013**



The penetration of online channel has increased to ...% in 2015, making the online home furnishing market to be valued at US\$... billion. The number of home furnishing stores in the US has decreased to ..... thousand in 2Q13, as compared to .... thousand in 2Q08. The home furnishing market includes various channels of sale. The different channels can be Online; Specialty Stores; Mass

.....