

# State of the Home Goods Industry

Stats & Trends to Help You Discover Untapped Revenue Potential

## TOP MARKETING TRENDS & INITIATIVES IN THE INDUSTRY

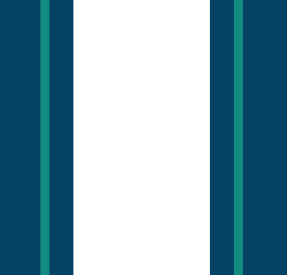
**64.7%**

Conversion Rate Optimization



**58.8%**

Shipping & Fulfillment



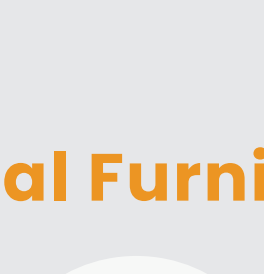
**52.9%**

Social Media Advertising



**47.1%**

Search Engine Optimization



**41.2%**

Direct to Consumer



**35.3%**

Amazon Advertising



## FURNITURE MARKET VALUE DATA

### Global Furniture Market Value (in Billions)

\$527.9

2021

\$546.6

2022

\$566.0

2023

\$586.1

2024

\$606.9

2025

By 2027, the global furniture market is projected to be worth **\$650.7 billion** ... an increase of **\$141 billion** since 2020!

**57%** of US consumers are comfortable buying large furniture online.

## US Home Decor Market Value (in Billions)

\$181.5

2021

\$188.1

2022

\$194.9

2023

\$202.0

2024

US furniture ecommerce surged **23% year-over-year** in 2020 due to the pandemic after staying mostly stagnant during the years before.

In 2024, the home decor market will be worth **\$33 billion** more than it was in 2019 before the pandemic hit.

The second-hand home goods & furniture market in the US is also growing in light of supply chain strain.

In **2023**, the used furniture market will be **more than double** what it was in 2015.

## US FURNITURE REVENUE & SALES

### US Furniture Ecommerce Revenue (in Billions)

\$119.7

2020

\$132.7

2021

\$149.4

2022

\$167.5

2023

\$187.1

2024

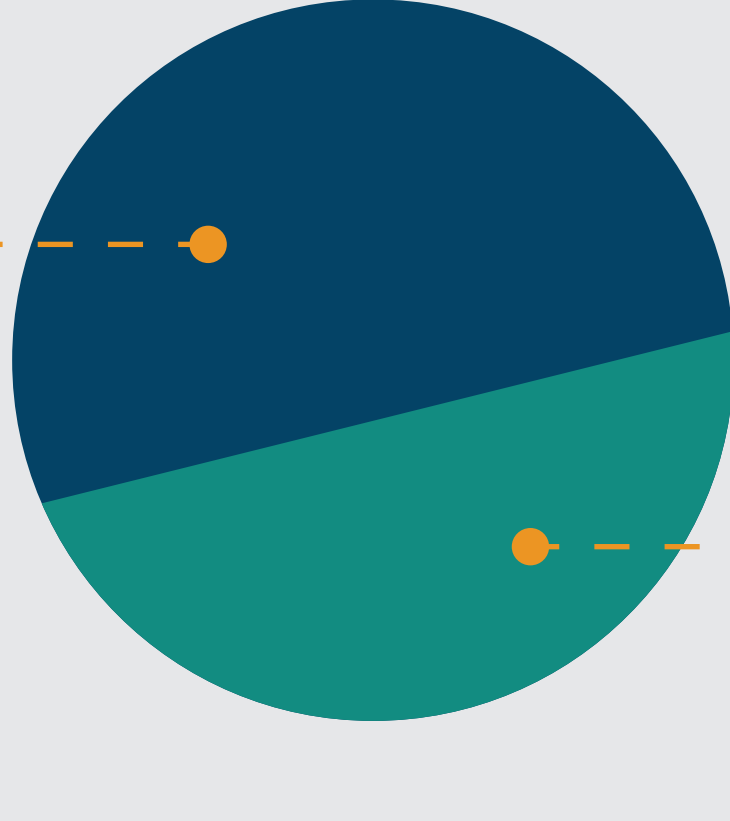
\$208.2

2025

### US Furniture & Home Furnishing Sales Share

**67.4%**

Brick & Mortar



**32.6%**

Ecommerce

In 2022, furniture & home furnishings made up **12.5%** of all retail ecommerce sales.

## Value of US Furniture Categories by 2025



**\$21.9 Billion**

Sofas



**\$14.8 Billion**

Master Bedroom



**\$9.4 Billion**

Entertainment



**\$6.9 Billion**

Desks

By 2027, the **global outdoor furniture market** will be worth nearly **\$23 billion**.

By 2026, the **global office furniture market** will be worth **over \$30 billion** more than it was in 2021.

By 2025, the **global furniture industry** will reach **\$1.6 trillion** in revenue.

The **global pet furniture market** is projected to **grow 36%** between 2019 and 2025 to be worth **\$3 billion**.

The **US furniture market** ranks **#1** across all countries for revenue generated.

The top online furniture stores in the US are **Amazon, Home Depot, and Walmart**.

### Global Office Furniture Market Value (in Billions)

\$54.2

2021

\$59.3

2022

\$64.9

2023

\$71.0

2024

\$77.7

2025

\$85.0

2026

The US home improvement market **grew 22.3% year-over-year** in 2020 to hit **\$497.1 billion**.

By 2025, the market will be worth **more than \$621 billion!**

## DRIVING PROFITABLE GROWTH

Growth Driven by ROI Revolution's Experts for Luxury Home Goods Brand

**135%**

Revenue Growth

**379%**

Increase in Impressions

**119%**

Increase in Transactions

## TALK TO US!

ROI Revolution's **digital marketing experts** have been helping brands discover untapped revenue potential for **20+ years**.

Reach out to our team of experts at [ROIRevolution.com/HomeGoodsInfographicContactUs](https://www.ROIRevolution.com/HomeGoodsInfographicContactUs) to discover omnichannel opportunities to supercharge your brand's profitable growth.