

# **U.S. Home Furniture and Bedding Market by Product Type (Sofa, Bed, Chair, Cupboard, and Others) and Sales Channel (Online and Offline),: Opportunity Analysis and Industry Forecast, 2021–2027**

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## **Abstracts**

The U.S. home furniture and bedding market size was valued at \$138,187.52 million in 2019, and is estimated to reach \$183,489.52 million by 2027, registering a CAGR of 3.07% from 2021 to 2027.

Furniture is the pivotal part of every home, and consumers are increasingly spending on home furniture and bedding not only to enhance comfort but also to aesthetically improve their homes. Surge in nuclear families and rise in millennial population who choose to live in closer area are creating extensive demand for smart and portable furniture such as Murphy bed sofa, sofa bed, and Murphy dining tables. Furthermore, increase in spending on home improvement and rise in demand for plastic material-based furniture are likely to augment the growth of the U.S. home furniture and bedding market during the forecast period. In addition, increase in sale of new and existing residential homes in the U.S. is majorly attributed to increase the demand for home furniture and bedding. For instance, according to the National Association of Home Builders, in the U.S., 6,19,000 new and existing residential homes were sold in 2018 and increased up to 8,22,000 in 2020.

Furthermore, many manufacturers are collaborating with importers, contractors, and interior designers to sell their home furniture and bedding products. Manufacturing companies are providing free assistance of interior designers who help buyers to buy furniture and design their dream home. These factors positively impact the growth of the U.S. home furniture and bedding market. Companies have further opted for e-commerce platforms to sell their products and increase their profit margins by reducing

the distribution costs.

The U.S. home furniture and bedding market is segmented into product type and sales channel. On the basis of product type, the market is categorized into sofa, bed, chair, cupboard and others. By sales channel, it is segregated into online and offline.

The players operating in the U.S. home furniture and bedding market have adopted various developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Steelcase, HNI Corporation, Herman Miller, Sleep Number Corporation, La-Z-Boy Inc., Tempur Sealy International, Inc., Serta Simmons Bedding, LLC, Sauder Woodworking Company, Ashley Furniture Industries, and Hooker Furniture Corporation.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the U.S. home furniture and bedding market, with current trends and future estimations to elucidate the imminent investment pockets in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights business practices followed by leading market players across various regions.

## KEY MARKET SEGMENTS

### By Product Type

Sofa

Bed

Chair

Cupboard

Others

### By Sales Channel

Online

Offline

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key market benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Secondary research
  - 1.4.2.Primary research
- 1.5.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Snapshot
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top investment pocket
- 3.3.Porter's five forces analysis
  - 3.3.1.Bargaining power of suppliers
  - 3.3.2.Bargaining power of buyers
  - 3.3.3.Threat of new entrants
  - 3.3.4.Threat of substitute
  - 3.3.5.Intensity of competitive rivalry
- 3.4.Market dynamics
  - 3.4.1.Drivers
    - 3.4.1.1.Surge in sales of new and existing residential homes
    - 3.4.1.2.Increase in spending on home improvement and home décor
    - 3.4.1.3.Rise in urbanized population
    - 3.4.1.4.Increase in consumer interest toward home décor
    - 3.4.1.5.Rapid adoption of online sales channels
  - 3.4.2.Restraints
    - 3.4.2.1.Increase in cost of raw materials
  - 3.4.3.Opportunities
    - 3.4.3.1.Rapid growth of the retail sector

- 3.4.3.2.Improving lifestyle due to rise in disposable income
- 3.5.Pricing analysis, 2019
- 3.6.Value chain analysis
- 3.7.Dashboard of top 20 manufacturers
- 3.8.Dashboard of top 20 distributors
- 3.9.Dashboard of top 20 retailers
- 3.10.Impact Of COVID-19 on the home furniture and bedding market in the U.S

## **CHAPTER 4:U.S. HOME FURNITURE AND BEDDING MARKET, BY PRODUCT TYPE**

- 4.1.Overview
  - 4.1.1.Market size and forecast
- 4.2.Sofa
  - 4.2.1.Key market trends, growth factors, and opportunities
    - 4.2.1.1.Market size and forecast
- 4.3.Bed
  - 4.3.1.Key market trends, growth factors, and opportunities
    - 4.3.1.1.Market size and forecast
- 4.4.Chair
  - 4.4.1.Key market trends, growth factors, and opportunities
    - 4.4.1.1.Market size and forecast
- 4.5.Cupboard
  - 4.5.1.Key market trends, growth factors, and opportunities
    - 4.5.1.1.Market size and forecast
- 4.6.Others
  - 4.6.1.Key market trends, growth factors, and opportunities
    - 4.6.1.1.Market size and forecast

## **CHAPTER 5:U.S. HOME FURNITURE AND BEDDING MARKET, BY SALES CHANNEL**

- 5.1.Overview
  - 5.1.1.Market size and forecast
- 5.2.Online
  - 5.2.1.Key market trends, growth factors, and opportunities
    - 5.2.1.1.Market size and forecast
- 5.3.Offline
  - 5.3.1.Key market trends, growth factors, and opportunities

5.3.1.1. Market size and forecast

## **CHAPTER 6: COMPETITION LANDSCAPE**

6.1. Top winning strategies

6.2. Product mapping

6.3. Competitive dashboard

6.4. Competitive heatmap

6.5. Key developments

6.5.1. Acquisition

6.5.2. Business expansion

6.5.3. Product launch

6.5.4. Agreement

## **CHAPTER 7: COMPANY PROFILES**

### **7.1. ASHLEY FURNITURE INDUSTRIES**

7.1.1. Company overview

7.1.2. Key executives

7.1.3. Company snapshot

7.1.4. Product portfolio

### **7.2. HERMAN MILLER**

7.2.1. Company overview

7.2.2. Key executives

7.2.3. Company snapshot

7.2.4. Operating business segments

7.2.5. Product portfolio

7.2.6. R&D expenditure

7.2.7. Business performance

7.2.8. Key strategic moves and developments

### **7.3. HNI CORPORATION**

7.3.1. Company overview

7.3.2. Key executives

7.3.3. Company snapshot

7.3.4. Operating business segments

7.3.5. Product portfolio

7.3.6. R&D expenditure

7.3.7. Business performance

7.3.8. Key strategic moves and developments

#### 7.4.HOOKER FURNITURE CORPORATION

- 7.4.1.Company overview
- 7.4.2.Key executives
- 7.4.3.Company snapshot
- 7.4.4.Operating business segments
- 7.4.5.Product portfolio
- 7.4.6.Business performance
- 7.4.7.Key strategic moves and developments

#### 7.5.LA-Z-BOY INC.

- 7.5.1.Company overview
- 7.5.2.Key executives
- 7.5.3.Company snapshot
- 7.5.4.Operating business segments
- 7.5.5.Product portfolio
- 7.5.6.R&D expenditure
- 7.5.7.Business performance
- 7.5.8.Key strategic moves and developments

#### 7.6.SAUDER WOODWORKING COMPANY

- 7.6.1.Company overview
- 7.6.2.Key executives
- 7.6.3.Company snapshot
- 7.6.4.Product portfolio

#### 7.7.SERTA SIMMONS BEDDING, LLC

- 7.7.1.Company overview
- 7.7.2.Key executives
- 7.7.3.Company snapshot
- 7.7.4.Product portfolio
- 7.7.5.Key strategic moves and developments

#### 7.8.SLEEP NUMBER CORPORATION

- 7.8.1.Company overview
- 7.8.2.Key executives
- 7.8.3.Company snapshot
- 7.8.4.Product portfolio
- 7.8.5.R&D expenditure
- 7.8.6.Business performance
- 7.8.7.Key strategic moves and developments

#### 7.9.STEELCASE

- 7.9.1.Company overview
- 7.9.2.Key executives

- 7.9.3. Company snapshot
- 7.9.4. Operating business segments
- 7.9.5. Product portfolio
- 7.9.6. R&D expenditure
- 7.9.7. Business performance
- 7.9.8. Key strategic moves and developments
- 7.10. TEMPUR SEALY INTERNATIONAL, INC.
- 7.10.1. Company overview
- 7.10.2. Key executives
- 7.10.3. Company snapshot
- 7.10.4. Operating business segments
- 7.10.5. Product portfolio
- 7.10.6. Business performance
- 7.10.7. Key strategic moves and developments



## List Of Tables

### LIST OF TABLES

- TABLE 01. NEW AND EXISTING HOMES SOLD BY REGION IN THE U.S.
- TABLE 02. U.S. HOME FURNITURE AND BEDDING MARKET, BY PRODUCT TYPE, 2019–2027 (\$MILLION)
- TABLE 03. U.S. HOME FURNITURE AND BEDDING MARKET, BY SALES CHANNEL, 2019–2027 (\$MILLION)
- TABLE 04. ASHLEY FURNITURE INDUSTRIES: KEY EXECUTIVES
- TABLE 05. ASHLEY FURNITURE INDUSTRIES: COMPANY SNAPSHOT
- TABLE 06. ASHLEY FURNITURE INDUSTRIES: PRODUCT PORTFOLIO
- TABLE 07. HERMAN MILLER: KEY EXECUTIVES
- TABLE 08. HERMAN MILLER: COMPANY SNAPSHOT
- TABLE 09. HERMAN MILLER: OPERATING SEGMENTS
- TABLE 10. HERMAN MILLER: PRODUCT PORTFOLIO
- TABLE 11. HERMAN MILLER: R&D EXPENDITURE, 2018–2020 (\$MILLION)
- TABLE 12. HERMAN MILLER: NET SALES, 2018–2020 (\$MILLION)
- TABLE 13. HNI CORPORATION: KEY EXECUTIVES
- TABLE 14. HNI CORPORATION: COMPANY SNAPSHOT
- TABLE 15. HNI CORPORATION: OPERATING SEGMENTS
- TABLE 16. HNI CORPORATION: PRODUCT PORTFOLIO
- TABLE 17. HNI CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)
- TABLE 18. HNI CORPORATION: NET SALES, 2017–2019 (\$MILLION)
- TABLE 19. HOOKER FURNITURE CORPORATION: KEY EXECUTIVES
- TABLE 20. HOOKER FURNITURE CORPORATION: COMPANY SNAPSHOT
- TABLE 21. HOOKER FURNITURE CORPORATION: OPERATING SEGMENTS
- TABLE 22. HOOKER FURNITURE CORPORATION: PRODUCT PORTFOLIO
- TABLE 23. HOOKER FURNITURE CORPORATION: NET SALES, 2018–2020 (\$MILLION)
- TABLE 24. LA-Z-BOY INC.: KEY EXECUTIVES
- TABLE 25. LA-Z-BOY INC.: COMPANY SNAPSHOT
- TABLE 26. LA-Z-BOY INC.: OPERATING SEGMENTS
- TABLE 27. LA-Z-BOY INC.: PRODUCT PORTFOLIO
- TABLE 28. LA-Z-BOY INC.: R&D EXPENDITURE, 2018–2020 (\$MILLION)
- TABLE 29. LA-Z-BOY INC.: NET SALES, 2018–2020 (\$MILLION)
- TABLE 30. SAUDER WOODWORKING COMPANY: KEY EXECUTIVES
- TABLE 31. SAUDER WOODWORKING COMPANY: COMPANY SNAPSHOT
- TABLE 32. SAUDER WOODWORKING COMPANY: PRODUCT PORTFOLIO

TABLE 33.SERTA SIMMONS BEDDING, LLC: KEY EXECUTIVES

TABLE 34.SERTA SIMMONS BEDDING, LLC: COMPANY SNAPSHOT

TABLE 35.SERTA SIMMONS BEDDING, LLC: PRODUCT PORTFOLIO

TABLE 36.SLEEP NUMBER CORPORATION: KEY EXECUTIVES

TABLE 37.SLEEP NUMBER CORPORATION: COMPANY SNAPSHOT

TABLE 38.SLEEP NUMBER CORPORATION : PRODUCT PORTFOLIO

TABLE 39.SLEEP NUMBER CORPORATION: R&D EXPENDITURE, 2018–2020 (\$MILLION)

TABLE 40.SLEEP NUMBER CORPORATION: NET SALES, 2018–2020 (\$MILLION)

TABLE 41.STEELCASE: KEY EXECUTIVES

TABLE 42.STEELCASE: COMPANY SNAPSHOT

TABLE 43.STEELCASE: OPERATING SEGMENTS

TABLE 44.STEELCASE: PRODUCT PORTFOLIO

TABLE 45.STEELCASE: R&D EXPENDITURE, 2018–2020 (\$MILLION)

TABLE 46.STEELCASE: NET SALES, 2018–2020 (\$MILLION)

TABLE 47.TEMPUR SEALY INTERNATIONAL, INC.: KEY EXECUTIVES

TABLE 48.TEMPUR SEALY INTERNATIONAL, INC.: COMPANY SNAPSHOT

TABLE 49.TEMPUR SEALY INTERNATIONAL, INC.: OPERATING SEGMENTS

TABLE 50.TEMPUR SEALY INTERNATIONAL, INC.: PRODUCT PORTFOLIO

TABLE 51.TEMPUR SEALY INTERNATIONAL, INC.: NET SALES, 2018–2020 (\$MILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.U.S. HOME FURNITURE AND BEDDING MARKET SNAPSHOT, BY SEGMENTATION, 2020–2027

FIGURE 03.TOP INVESTMENT POCKETS, BY PRODUCT TYPE

FIGURE 04.HIGH BARGAINING POWER OF SUPPLIERS

FIGURE 05.LOW BARGAINING POWER OF BUYERS

FIGURE 06.HIGH THREAT OF NEW ENTRANTS

FIGURE 07.LOW THREAT OF SUBSTITUTION

FIGURE 08.HIGH INTENSITY OF COMPETITIVE RIVALRY

FIGURE 09.U.S. HOME FURNITURE AND BEDDING MARKET SHARE, BY PRODUCT TYPE, 2019 (%)

FIGURE 10.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR SOFA, 2019-2027 (\$MILLION)

FIGURE 11.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR BEDA, 2019-2027 (\$MILLION)

FIGURE 12.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR CHAIR, 2019-2027 (\$MILLION)

FIGURE 13.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR CUPBOARD, 2019-2027 (\$MILLION)

FIGURE 14.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR OTHERS, 2019-2027 (\$MILLION)

FIGURE 15.U.S. HOME FURNITURE AND BEDDING MARKET SHARE, BY SALES CHANNEL, 2019(%)

FIGURE 16.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR ONLINE, 2019-2027 (\$MILLION)

FIGURE 17.U.S. HOME FURNITURE AND BEDDING MARKET REVENUE FOR OFFLINE, 2019-2027 (\$MILLION)

FIGURE 18.TOP WINNING STRATEGIES, BY YEAR, 2017–2021\*

FIGURE 19.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2021\* (%)

FIGURE 20.PRODUCT MAPPING OF TOP 10 KEY PLAYERS

FIGURE 21.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 22.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 23.HERMAN MILLER: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 24.HERMAN MILLER: NET SALES, 2018–2020 (\$MILLION)

FIGURE 25.HERMAN MILLER: REVENUE SHARE BY SEGMENT, 2020 (%)

FIGURE 26.HNI CORPORATION: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 27.HNI CORPORATION: NET SALES, 2017-2019 (\$MILLION)

FIGURE 28.HNI CORPORATION: REVENUE SHARE BY SEGMENT, 2019 (%)

FIGURE 29.HOOKER FURNITURE CORPORATION: NET SALES, 2018–2020 (\$MILLION)

FIGURE 30.HOOKER FURNITURE CORPORATION.: REVENUE SHARE BY SEGMENT, 2020 (%)

FIGURE 31.LA-Z-BOY INC.: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 32.LA-Z-BOY INC.: NET SALES, 2018–2020 (\$MILLION)

FIGURE 33.LA-Z-BOY INC.: REVENUE SHARE BY SEGMENT, 2020 (%)

FIGURE 34.SLEEP NUMBER CORPORATION: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 35.SLEEP NUMBER CORPORATION: NET SALES, 2018–2020 (\$MILLION)

FIGURE 36.STEELCASE: R&D EXPENDITURE, 2018–2020 (\$MILLION)

FIGURE 37.STEELCASE: NET SALES, 2018-2020 (\$MILLION)

FIGURE 38.STEELCASE: REVENUE SHARE BY SEGMENT, 2020 (%)

FIGURE 39.TEMPUR SEALY INTERNATIONAL, INC.: NET SALES, 2018–2020 (\$MILLION)

FIGURE 40.TEMPUR SEALY INTERNATIONAL, INC.: REVENUE SHARE BY SEGMENT, 2020 (%)

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