

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

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