

Global Online Home Decor Market Size study with COVID-19 Impact, by Product (Online Home Furniture, Online Home Furnishings, Other Online Home Decorative Products) and Regional Forecasts 2020-2026

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Abstracts

Global Online Home Decor Market is valued approximately at USD XXX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2020-2026. Online Home Decor market includes the availability of home decor goods such as Posters, frames, furniture, vases, wall mirrors, which enhance the visual appeal of the house, Online. The Rising demand for eco-friendly furnishings and multi-functional furniture drives the market towards growth. Further rising demand for premium furniture and availability of multiple options on the Online store fuels the market growth. Also, the rising disposable income coupled with growing popularity of interior designing further boosts the market growth. Moreover, the spread of the COVID-19 Pandemic has positively impacted the market growth. As countries moved towards shutdown the population base using Smartphones and others technologies increased and the shutdowns gave people time to redecorate their homes by purchasing home furnishings online. As per the company sources, Wayfair company, an online furniture store, witnessed an increase in sales amidst the pandemic. As in January and February the company witnessed a gross revenue growth of just 20% but by the end of the March the gross revenue growth surged to more than double. This is mainly due the shift towards Work from home culture which has provoked the employees to purchase and set up small office spaces in their home leading to Online Home decor applications. This can be witnessed through the data from Sales Force's Q1 Shopping Index, which states that home decor and crafting items have posted a 51% digital sales boost in 2020's first quarter. However, increase in operational costs impedes the growth of the market over the forecast period of 2020-2026. Although,

rising prevalence of Smartphones coupled with easy availability of Internet further drives the market towards growth.

The regional analysis of global Online Home Decor market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the high disposable income coupled with rising trend of interior designing in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026. Factors such as rising disposable income along with rising penetration of smart phones and Internet would create lucrative growth prospects for the Online Home Decor market across Asia-Pacific region.

Major market player included in this report are:

Bed Bath & Beyond Inc.

Chairish Inc.

Coyuchi Inc.

Herman Miller Inc.

Home24 SE

Inter IKEA Holding B.V.

Lowe's Companies Inc.

Pier 1 Imports Inc.

Trendsutra Platform Services Pvt. Ltd.

Urban Ladder Home Decor Solutions Pvt. Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Online Home Furniture

Online Home Furnishings

Other Online Home Decorative Products

By Region:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Online Home Decor Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2026 (USD Billion)
 - 1.2.1. Online Home Decor Market, by Region, 2018-2026 (USD Billion)
 - 1.2.2. Online Home Decor Market, by Product, 2018-2026 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL ONLINE HOME DECOR MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL ONLINE HOME DECOR MARKET DYNAMICS

- 3.1. Online Home Decor Market Impact Analysis (2018-2026)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL ONLINE HOME DECOR MARKET: INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2016-2026)
- 4.2. PEST Analysis
 - 4.2.1. Political

- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ONLINE HOME DECOR MARKET, BY PRODUCT

- 5.1. Market Snapshot
- 5.2. Global Online Home Decor Market by Product, Performance - Potential Analysis
- 5.3. Global Online Home Decor Market Estimates & Forecasts by Product 2016-2026 (USD Billion)
- 5.4. Online Home Decor Market, Sub Segment Analysis
 - 5.4.1. Online Home Furniture
 - 5.4.2. Online Home Furnishings
 - 5.4.3. Other Online Home Decorative Products

CHAPTER 6. GLOBAL ONLINE HOME DECOR MARKET, REGIONAL ANALYSIS

- 6.1. Online Home Decor Market, Regional Market Snapshot
- 6.2. North America Online Home Decor Market
 - 6.2.1. U.S. Online Home Decor Market
 - 6.2.1.1. Product breakdown estimates & forecasts, 2016-2026
 - 6.2.2. Canada Online Home Decor Market
- 6.3. Europe Online Home Decor Market Snapshot
 - 6.3.1. U.K. Online Home Decor Market
 - 6.3.2. Germany Online Home Decor Market
 - 6.3.3. Rest of Europe Online Home Decor Market
- 6.4. Asia-Pacific Online Home Decor Market Snapshot
 - 6.4.1. China Online Home Decor Market
 - 6.4.2. India Online Home Decor Market
 - 6.4.3. Japan Online Home Decor Market
 - 6.4.4. Rest of Asia Pacific Online Home Decor Market
- 6.5. Latin America Online Home Decor Market Snapshot
 - 6.5.1. Brazil Online Home Decor Market
 - 6.5.2. Mexico Online Home Decor Market
- 6.6. Rest of The World Online Home Decor Market

CHAPTER 7. COMPETITIVE INTELLIGENCE

7.1. Top Market Strategies

7.2. Company Profiles

7.2.1. Bed Bath & Beyond Inc.

7.2.1.1. Key Information

7.2.1.2. Overview

7.2.1.3. Financial (Subject to Data Availability)

7.2.1.4. Product Summary

7.2.1.5. Recent Developments

7.2.2. Chairish Inc.

7.2.3. Coyuchi Inc.

7.2.4. Herman Miller Inc.

7.2.5. Home24 SE

7.2.6. Inter IKEA Holding B.V.

7.2.7. Lowe's Companies Inc.

7.2.8. Pier 1 Imports Inc.

7.2.9. Trendsutra Platform Services Pvt. Ltd.

7.2.10. Urban Ladder Home Decor Solutions Pvt. Ltd.

CHAPTER 8. RESEARCH PROCESS

8.1. Research Process

8.1.1. Data Mining

8.1.2. Analysis

8.1.3. Market Estimation

8.1.4. Validation

8.1.5. Publishing

8.2. Research Attributes

8.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. List of secondary sources, used in the study of global Online Home Decor market

TABLE 2. List of primary sources, used in the study of global Online Home Decor market

TABLE 3. Global Online Home Decor market, report scope

TABLE 4. Years considered for the study

TABLE 5. Exchange rates considered

TABLE 6. Global Online Home Decor market estimates & forecasts by region 2016-2026 (USD billion)

TABLE 7. Global Online Home Decor market estimates & forecasts by Product 2016-2026 (USD billion)

TABLE 8. Global Online Home Decor market by segment, estimates & forecasts, 2016-2026 (USD billion)

TABLE 9. Global Online Home Decor market by region, estimates & forecasts, 2016-2026 (USD billion)

TABLE 10. Global Online Home Decor market by segment, estimates & forecasts, 2016-2026 (USD billion)

TABLE 11. Global Online Home Decor market by region, estimates & forecasts, 2016-2026 (USD billion)

TABLE 12. Global Online Home Decor market by segment, estimates & forecasts, 2016-2026 (USD billion)

TABLE 13. Global Online Home Decor market by region, estimates & forecasts, 2016-2026 (USD billion)

TABLE 14. Global Online Home Decor market by segment, estimates & forecasts, 2016-2026 (USD billion)

TABLE 15. Global Online Home Decor market by region, estimates & forecasts, 2016-2026 (USD billion)

TABLE 16. Global Online Home Decor market by segment, estimates & forecasts, 2016-2026 (USD billion)

TABLE 17. Global Online Home Decor market by region, estimates & forecasts, 2016-2026 (USD billion)

TABLE 18. U.S. Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 19. U.S. Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 20. U.S. Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 21. Canada Online Home Decor market estimates & forecasts, 2016-2026 (USD
billion)

TABLE 22. Canada Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 23. Canada Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 24. UK Online Home Decor market estimates & forecasts, 2016-2026 (USD
billion)

TABLE 25. UK Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 26. UK Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 27. Germany Online Home Decor market estimates & forecasts, 2016-2026
(USD billion)

TABLE 28. Germany Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 29. Germany Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 30. RoE Online Home Decor market estimates & forecasts, 2016-2026 (USD
billion)

TABLE 31. RoE Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 32. RoE Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 33. China Online Home Decor market estimates & forecasts, 2016-2026 (USD
billion)

TABLE 34. China Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 35. China Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 36. India Online Home Decor market estimates & forecasts, 2016-2026 (USD
billion)

TABLE 37. India Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 38. India Online Home Decor market estimates & forecasts by segment
2016-2026 (USD billion)

TABLE 39. Japan Online Home Decor market estimates & forecasts, 2016-2026 (USD

billion)

TABLE 40. Japan Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 41. Japan Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 42. RoAPAC Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 43. RoAPAC Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 44. RoAPAC Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 45. Brazil Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 46. Brazil Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 47. Brazil Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 48. Mexico Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 49. Mexico Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 50. Mexico Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 51. RoLA Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 52. RoLA Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 53. RoLA Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 54. RoW Online Home Decor market estimates & forecasts, 2016-2026 (USD billion)

TABLE 55. RoW Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

TABLE 56. RoW Online Home Decor market estimates & forecasts by segment 2016-2026 (USD billion)

List Of Figures

LIST OF FIGURES

- FIG 1. Global Online Home Decor market, research methodology
- FIG 2. Global Online Home Decor market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Online Home Decor market, key trends 2019
- FIG 5. Global Online Home Decor market, growth prospects 2020-2026
- FIG 6. Global Online Home Decor market, porters 5 force model
- FIG 7. Global Online Home Decor market, pest analysis
- FIG 8. Global Online Home Decor market, value chain analysis
- FIG 9. Global Online Home Decor market by segment, 2016 & 2026 (USD billion)
- FIG 10. Global Online Home Decor market by segment, 2016 & 2026 (USD billion)
- FIG 11. Global Online Home Decor market by segment, 2016 & 2026 (USD billion)
- FIG 12. Global Online Home Decor market by segment, 2016 & 2026 (USD billion)
- FIG 13. Global Online Home Decor market by segment, 2016 & 2026 (USD billion)
- FIG 14. Global Online Home Decor market, regional snapshot 2016 & 2026
- FIG 15. North America Online Home Decor market 2016 & 2026 (USD billion)
- FIG 16. Europe Online Home Decor market 2016 & 2026 (USD billion)
- FIG 17. Asia pacific Online Home Decor market 2016 & 2026 (USD billion)
- FIG 18. Latin America Online Home Decor market 2016 & 2026 (USD billion)
- FIG 19. Global Online Home Decor market, company market share analysis (2019)

COMPANIES MENTIONED

Bed Bath & Beyond Inc.
Chairish Inc.
Coyuchi Inc.
Herman Miller Inc.
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