

# **Australia Furniture Market, By Product Type (Home Furniture, Office Furniture and Institutional Furniture), By Point of Sale (Exclusive Showrooms, Supermarkets/Hypermarkets, Online and Others (Furniture Retail Outlets, Traditional Stores, etc.)), By Raw Material Type (Wood, Plastic, Metal and Others (Bamboo, Cane, etc)), By Company, By Region, Forecast & Opportunities, 2025**

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## **Abstracts**

Australia furniture market was valued USD 7.76 Billion in 2019 and is predicted to be valued USD 8.78 Billion by 2025. Favorable economic factors such as rapid urban infrastructure developments, growing demand from residential as well as non-residential sectors coupled with encouraging government policies and low mortgage interest rates, have provided a conducive operating environment for furniture industry and pushed furniture demand through the years.

The Australia furniture market is driven by growing urban population and increasing spending pattern for comfortable lifestyle. Also, online availability of furniture for permanent or rental use is positively influencing the growth of market over the next few years. However, volatile prices of raw materials used in the manufacture of furniture can hamper the growth of the market.

The Australia furniture market is segmented based on product type, point of sale, raw material type, company and region. Based on raw material type, the market is segmented into wood, plastic, metal and others. Out of which, the wood segment dominated the market with share of 55.31% in 2019 and the segment is anticipated to

maintain its leading position during the forecast period as well on account of the benefits offered by wood when compared to other materials such as high strength & durability, cost effectiveness, ease of maintenance, among many others. In terms of product type, the market is fragmented into home furniture, office furniture and institutional furniture. The home furniture segment is estimated to grow at a high pace in over the years to come which is attributable to growing demand for furniture in living room and bedroom.

The major players operating in the furniture market are IKEA Pty Limited, Steelcase Australia Pty. Ltd, Herman Miller (Aust.) Proprietary Limited, Haworth Australia Pty Limited, Greenlit Brands Pty Limited, HNI Corporation, Knoll Inc., Sebel Pty Ltd., Schiavello Group Pty. Ltd., Harvey Norman Holdings Limited, Bfx Australia Pty Ltd, Amart Furniture Pty Ltd, D D K Commercial Interiors Pty Ltd , Bentons Kitchens Pty Ltd, AKD Softwoods Pty Ltd, Chiswell Furniture Pty Ltd , Forty Winks Franchising Pty Ltd, Furnware Group Pty Ltd, Fuller Furniture and others. Major companies are adopting competitive strategies such as product innovation and increasing presence in the country in order to register sound return.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and estimate the market size of Australia furniture market from 2015 to 2018.

To estimate and forecast the market size of Australia furniture market from 2019 to 2025 and growth rate until 2025.

To classify and forecast Australia furniture market based on product type, distribution channel, raw material type, company and regional distribution.

To identify dominant region or segment in the Australia furniture market.

To identify drivers and challenges for Australia furniture market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia furniture market.

To conduct pricing analysis for Australia furniture market.

To identify and analyze the profile of leading players operating in Australia furniture market.

To identify key sustainable strategies adopted by market players in Australia furniture market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the country.

TechSci Research calculated the market size of Australia furniture market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Furniture manufacturers

Market research and consulting firms

Government bodies such as regulating authorities and policy makers

Organizations, forums and alliances related to furniture

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Australia furniture market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Australia Furniture Market, By Product Type:

Home Furniture

Office Furniture

Institutional Furniture

Australia Furniture Market, By Point of Sale:

Exclusive Showrooms

Supermarkets/Hypermarkets

Online

Others

Australia Furniture Market, By Raw Material Type:

Wood

Plastic

Metal

Others

#### Australia Furniture Market, By Region:

New South Wales

Victoria

Queensland

Western Australia

Northern Territory & South Australia

Tasmania

#### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia furniture market.

#### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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