

# **Australia Home Furniture Market, By Product Type (Bed, Table, Chairs, Others), By Material Type (Wood, Plastic, Metal, Others), By Sales Channel (Supermarkets & Hypermarkets, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Australia Home Furniture Market was valued at USD 16.79 billion in 2024 and is projected to reach USD 27.05 billion by 2030, growing at a CAGR of 8.33% during the forecast period. This growth is fueled by increasing urbanization, rising disposable incomes, and a shift in consumer preferences toward modern and multifunctional home furnishings. As more Australians move into urban centers and smaller living spaces, there is a strong demand for compact, space-saving furniture that blends aesthetics with practicality. Eco-consciousness is also shaping purchasing behavior, with a growing emphasis on sustainable and responsibly sourced materials. The expanding reach of e-commerce has opened up access to a wide array of designs and brands, while younger demographics are driving demand for customizable and modular furniture solutions. This evolving landscape is creating opportunities for both local and international brands to innovate and cater to new lifestyle trends.

### **Key Market Drivers**

#### **Urbanization and Compact Living Spaces**

The growth of urban living in cities such as Sydney, Melbourne, and Brisbane is a key

driver for the Australian home furniture market. As housing sizes decrease and apartment living becomes more common, there is increasing demand for compact, multifunctional furniture. Consumers are looking for items that offer dual utility—like sofa beds, expandable dining tables, and modular storage—without sacrificing modern design or comfort. These products are especially attractive to younger consumers and smaller households who seek style and utility within limited space. In response, furniture manufacturers are prioritizing innovative designs that cater to urban living, incorporating built-in storage, foldable features, and minimalist aesthetics aligned with contemporary urban lifestyles.

## **Key Market Challenges**

### Supply Chain Disruptions and Rising Material Costs

The Australian home furniture market faces notable challenges stemming from global supply chain disruptions and rising raw material costs. With a significant portion of furniture or its components imported, delays in global logistics—driven by events like the COVID-19 pandemic and geopolitical uncertainties—have led to inventory shortages, delivery delays, and increased operational costs. Additionally, price surges in raw materials such as wood and metal, compounded by labor shortages and environmental regulations, have inflated production costs. These dynamics reduce profit margins and strain the customer experience, especially for smaller retailers lacking the scale to absorb such impacts. To mitigate these pressures, businesses are exploring strategies like local manufacturing, supplier diversification, and improved inventory forecasting, though implementation remains resource-intensive.

## **Key Market Trends**

### Growing Demand for Multifunctional and Space-Saving Furniture

A defining trend in the Australian home furniture market is the rising popularity of multifunctional and space-optimizing furniture solutions. As urban homes become smaller, consumers are prioritizing products that enhance functionality and efficient use of space. Furniture like sofa beds, foldable desks, nesting tables, and storage ottomans are gaining traction for their versatility and appeal in compact living environments. This trend is particularly strong among millennials and first-time homeowners who value flexibility, aesthetic appeal, and practical use. Retailers and manufacturers are responding with modular and customizable collections that not only maximize utility but also reflect contemporary design sensibilities. This emphasis on smart design is

shaping product development and marketing strategies across the industry.

### **Key Market Players**

IKEA Pty Limited

Harvey Norman Holdings Limited

Living Edge (Aust) Pty Ltd

Nick Scali Limited

Greenlit Brands Pty Limited

Freedom Furniture Australia Pty Limited

Amart Furniture Pty Limited

King Furniture Australia Pty Ltd

Saveba Pty Ltd trading (Coco Republic)

Kogan Australia Pty Ltd

### **Report Scope:**

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

Australia Home Furniture Market, By Product Type:

Bed

Table

Chairs

Others

Australia Home Furniture Market, By Material Type:

Wood

Plastic

Metal

Others

Australia Home Furniture Market, By Sales Channel:

upermarkets & Hypermarkets

pecialty Stores

Online

Others

Australia Home Furniture Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Australia Home Furniture Market.

*Australia Home Furniture Market, By Product Type (Bed, Table, Chairs, Others), By Material Type (Wood, Plastic...*

**Available Customizations:**

Australia Home Furniture Market report 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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