

# **Online Home Decor Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Furniture, Textiles, Flooring, and Others), By Price Category (Mass and Premium), By Region & Competition, 2020-2030F**

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## **Abstracts**

The Global Online Home Decor Market, valued at USD 182.05 Billion in 2024, is projected to experience a CAGR of 10.35% to reach USD 328.72 Billion by 2030. The Global Online Home Decor Market encompasses the acquisition of aesthetic and functional items for living spaces via internet-based platforms, including furniture, lighting, textiles, and decorative accessories. This market's expansion is fundamentally driven by increasing global internet penetration and widespread smartphone adoption, which enhance accessibility and convenience for consumers. Further impetus stems from the growing preference for personalized interiors and the extensive product selection available online, alongside technological advancements such as augmented reality tools that improve product visualization.

## **Key Market Drivers**

The Global Online Home Decor Market is significantly propelled by two primary factors: increasing digital connectivity and smartphone adoption, alongside the evolving e-commerce infrastructure and consumer preferences. Enhanced global internet access, facilitated by widespread smartphone usage, has fundamentally broadened the consumer base for online retail, making digital platforms the primary touchpoint for product discovery and purchase. According to the International Telecommunication Union's Facts and Figures 2024, an estimated 5.5 billion people were online in 2024, reflecting a substantial increase of 227 million individuals based on revised estimates for 2023, underscoring the growing digital reach that enables market expansion.

## Key Market Challenges

A significant impediment to the continued expansion of the Global Online Home Decor Market is the complex logistical infrastructure required for shipping and delivering large, bulky, or fragile items. This inherent difficulty directly results in elevated operational expenditures and a heightened potential for product damage during transit, which subsequently contributes to increased customer dissatisfaction and return rates. The specialized handling and protective packaging necessary for home decor items such as furniture and lighting fixtures escalate transportation costs for online retailers, making profit margins more challenging to maintain.

## Key Market Trends

Immersive Visualization Technologies, particularly Augmented Reality (AR) and Virtual Reality (VR), are transforming how consumers engage with home decor products online by providing realistic visualization experiences. These technologies allow customers to virtually place furniture and decorative items within their own living spaces, significantly enhancing purchase confidence and reducing the likelihood of returns. The National Retail Federation highlighted AR/VR as a key retail trend for 2024, noting its potential to revolutionize customer experience, especially in interior design. This capability directly addresses a core challenge of online home decor shopping by bridging the gap between digital representation and physical reality. A 3D Cloud Furniture Shopping Trends Study in April 2024 found that two-thirds of consumers prefer retailers who offer 3D experiences, indicating a strong preference for these advanced visualization tools.

## Key Market Players

Amazon.com, Inc.

Ashley Furniture Industries, LLC

Beyond, Inc.

Costco Wholesale Corporation

Herman Miller, Inc.

SR Brands LLC

Inter IKEA Systems B.V.

ODIKA Furniture

Target Brands, Inc.

Wayfair LLC

### **Report Scope:**

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

#### Online Home Decor Market, By Type:

Furniture

Textiles

Flooring

Others

#### Online Home Decor Market, By Price Category:

Mass

Premium

#### Online Home Decor Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Global Online Home Decor Market.

### **Available Customizations:**

Global Online Home Decor 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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