

# Home Furnishings in North America

August 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

North America remains the second biggest regional market for home furnishings

Growth will pick up again from 2023, after slowing in 2021 and 2022

Stronger CAGR for outdoor living, but indoor living adds the most new sales

Home office furniture benefits from remote working/learning in North America

Bedroom furniture, mattresses in particular, adds the most new value in 2016-2021

Continued positive growth in 2021, even after the demand spike a year earlier

Home and garden specialist retailers continue to dominate sales

E-commerce now accounts for a quarter of US home furnishings sales

## LEADING COMPANIES AND BRANDS

Home furnishings a fragmented competitive landscape

Serta Simmons Bedding looks to halt its falling share

US the main revenue generator for all of the top 10 companies

Ashley and IKEA remain the leading brands

## FORECAST PROJECTIONS

Gradually improving growth rates expected from 2023

Supply shortages disrupting the home furnishings market at the end of the historic period

## COUNTRY SNAPSHOTS

Canada: Market Context

Canada: Competitive and Retail Landscape

US: Market Context

US: Competitive and Retail Landscape

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