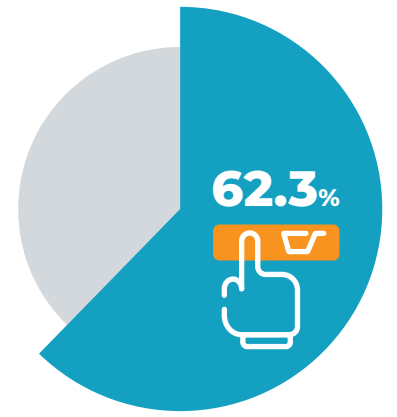# ONLINE FURNITURE SHOPPING IS ON THE RISE

2/3 of searches for the furniture sector are transactional — in other words, most of the customers searching for furniture products online are ready to buy *(Searchmetrics)*

62.3%

Baby Boomers **37%**
Gen X **49%**
Millennials **58%**

Online shopping is no longer only for digitally native customers — **58%** of millennials, **49%** of Gen X consumers, and **37%** of baby boomers are likely to make their next furniture purchase on the internet *(Furniture Today)*


81% YoY increase in consumer spend
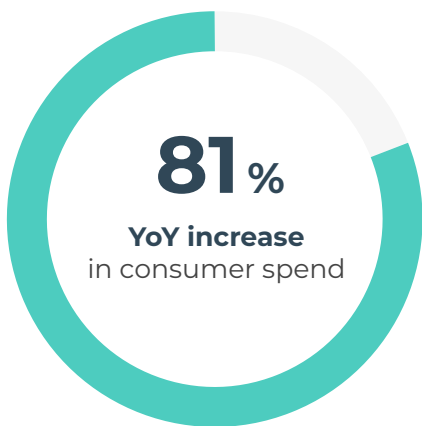
Furniture and appliances was one of the top 3 growing categories in digital commerce, with a **81% YoY increase** in consumer spend *(Comscore Digital Commerce Measurement)*
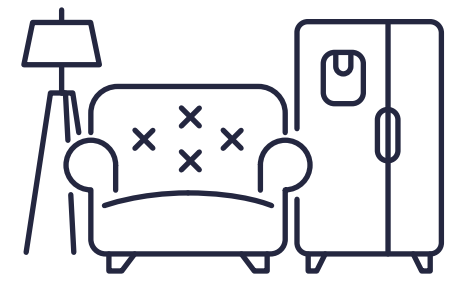
Online retail spending in the 2021 holiday season nearly reached $200 billion, growing **+32% YoY** *(Comscore Digital Commerce Measurement)*
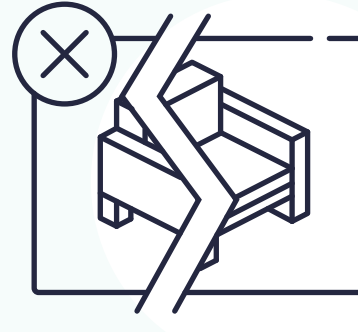
+32%

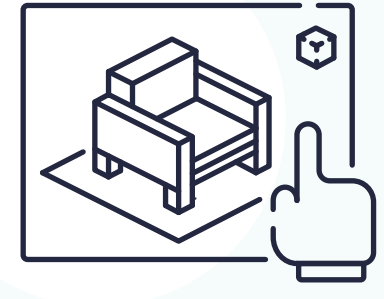## WHAT ARE CUSTOMERS LOOKING FOR WHEN SHOPPING ONLINE?
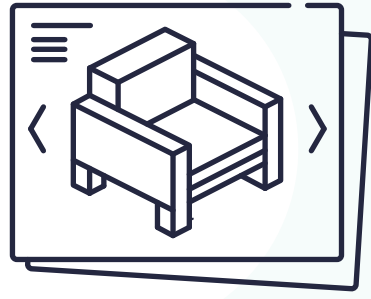
41%
of U.S. shoppers ranked **quality images** and **product descriptions** as a top-three reason for choosing where to shop online *(Salsify)*
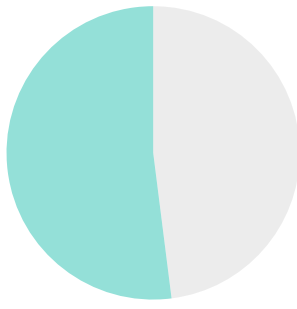
30%
of U.S. shoppers will not purchase if **product images are missing or of low quality** *(Salsify)*

23%
of shoppers are interested in trying furniture via **augmented reality (AR)** before making a purchase *(eMarketer)*
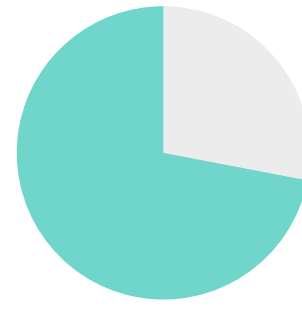

WHAT ARE FURNITURE COMPANIES DOING TO PREPARE FOR AN UPTICK IN ORDERS? CYLINDO DID THE RESEARCH AND FOUND OUT THAT:

26
of the Top 50 DTC furniture brands have HD zoom on their product pages

31
of the Top 50 DTC furniture brands have high-quality visuals on their

36
of the Top 50 DTC furniture brands have a pleasant checkout experience

46
of the Top 50 DTC furniture brands have room scenes on their product pages

47 out of the Top 50 DTC furniture brands have configurators on their product pages

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START PREPARING FOR THE 2022 HOLIDAY SEASON NOW

Equip your product pages with tools and features that help customers make an informed purchase decision: **3D product visuals, product configurator, AR, floorplanner**, etc.

Optimize the checkout experience: companies that optimize the checkout experience may see an increase in the AOV compared to companies that don't.

Boost online sales by introducing virtual consultations

Tackle supply chain issues upfront by creating an **endless aisle online** and **in store** with a **product configurator** that allows customers to see a product in great detail before ordering

Invest in **3D assets** that can be leveraged across channels and platforms for a consistent brand experience

Cylindo