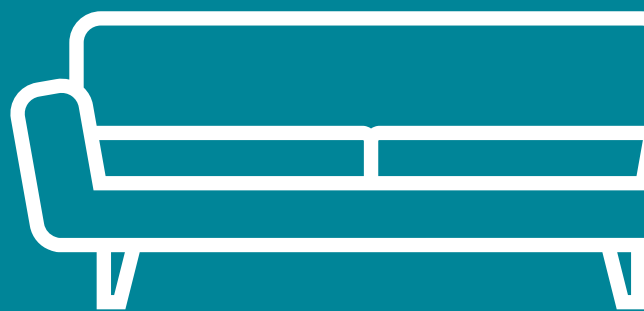


FURNITURE INDUSTRY & ADVERTISING TRENDS

TO HELP YOU GAIN A

COMPETITIVE ADVANTAGE



Mspark focuses on the unique needs, desires and media consumption habits of the consumers in our geography. The following data is a sample of our research into your category that shows how well direct mail works for rural consumers and furniture. Also included in this document are statistics on how direct mail works for specific furniture categories and furniture advertising opportunities for you that are unique to the Mspark consumer.

FURNITURE INDUSTRY TRENDS



The Furniture Stores industry has grown over the five years to 2018.

The average American purchased a new piece of furniture

2.85
YEARS AGO



The internet plays a part in almost 80% of mattress sales, from search and shopping phases to purchase.

90%

of consumers return to a store because they enjoy the music, visuals, and scent.



BOPUS

(sales where customers order goods online and pick them up at a nearby store)

soared 47% at the end of 2018 compared with the same time period in the year prior.

79%

of full-line furniture stores carry outdoor furniture year-round



Rising consumer sentiment and discretionary spending encouraged individuals to ramp up purchases of **BIG-TICKET HOME GOODS** in 2018, including furniture.

The industry is **HIGHLY FRAGMENTED**, with no one company controlling a commanding market share.



Higher disposable income will help drive some furniture purchases over the five years to 2023.



Furthermore, stabilizing homeownership rates will encourage consumers to purchase more furniture to outfit homes.

During the next 5 years, industry competition from other outlets, such as department stores, mass merchandisers and online retailers, will continue to grow.



HOW DOES DIRECT MAIL WORK FOR DIFFERENT FURNITURE CATEGORIES?

As revealed above, Rising consumer sentiment and discretionary spending encouraged individuals to ramp up purchases of big-ticket home goods in 2018, including furniture. Here we will share how well different furniture segment shoppers reacted to ads or coupons they received in their mailbox over the past 30 days and 12 months. As the stats below will reveal, direct mail is a great way to reach these consumers.



LAST
30 DAYS

37%

of living room furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 30 days

37%

of baby furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 30 days

42%

of patio furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 30 days

37%

of bedroom furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 30 days

39%

of dining room furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 30 days



LAST
12 MONTHS

64%

of living room furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 12 months

71%

of baby furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 12 months

69%

of patio furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 12 months

63%

of bedroom furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 12 months

66%

of dining room furniture shoppers said an ad/coupon in their mailbox led them to take action in the last 12 months

FURNITURE ADVERTISING OPPORTUNITIES IN MSPARK'S GEOGRAPHY

As mentioned earlier, consumers in our geography have different needs, desires and media consumption habits from consumers in the more urban locations of the country. When you mix all of these traits together, they combine to create unique advertising opportunities for furniture stores looking to reach consumers in our geography. We believe the information below will provide you with valuable insight into how much opportunity you have to reach over 27 million households in our geography each month.

STATS TO HELP YOU GAIN A COMPETITIVE ADVANTAGE

MILLENIALS (and the younger half of Gen X) have emerged as the largest segment of the furniture-buying population at **22.4%**.

MILLENIALS in Mspark geography are **252%** more likely to purchase furniture most often from a home specialty store than online.



Consumers in our geography are

18%
MORE LIKELY
to purchase
children's furniture

7%
MORE LIKELY
to purchase
infant's furniture

25%
MORE LIKELY
to purchase
a recliner



20%

of rural customers surveyed said promotions such as sales and coupons were the reasons they shop most often at a particular furniture store, **5% HIGHER** than their urban counterparts.



56%

of rural survey respondents reported redeeming coupons by cutting them out of advertising inserts – this is **30% HIGHER** than those who clip coupons from the newspaper



75%

of consumers in our geography say that they choose a retailer based on available promotions or sales.

PRINT IS THE LEADING DRIVER AT 12%

(over social, email, TV and digital) of rural consumers to online shopping

According to the 2018 DMA Response Rate Report, direct mail response rates come in at **9%** to a house list and **5%** to a prospect list. This is nearly double the response rates from 2017 and

THE HIGHEST RESPONSE RATES HAVE BEEN OVER 15 YEARS.

Sources: Prosper Insights & Analytics 2019, AdMall 2019, ANA/DMA Response Rate Report 2018, Furniture Today 2019, IBISWorld 2019

Mspark Direct Mail Delivers Traffic and Sales For Furniture Retailers

TO VIEW ONE OF OUR FURNITURE SUCCESS STORIES AND
SEE MORE OF OUR FURNITURE CATEGORY RESEARCH.

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