



Furniture Report 2020

Statista Consumer Market Outlook – Market Report

July 2020

Agenda

01 Market Outlook

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- Market drivers
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- Key players
- Trends

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OVERVIEW



The Furniture market is constantly growing due to online sales, innovations, and new technology

Overview: management summary

The Furniture market is subject to constant challenges, innovations, and transformations. In this report, growth potentials, market drivers, key companies and future developments for the Furniture market worldwide will be discussed.

The market is divided into seven segments: Living-room & Dining-room Furniture, Bedroom Furniture, Kitchen Furniture, Plastic & Other Furniture, Office Furniture, Lamps & Lighting, and Floor Covering. The Living-room & Dining-room Furniture segment accounts for the largest share with US\$452 billion in revenue, which accounts for 32% of the total market. Overall, the Furniture market generated US\$1,417 billion in revenue worldwide in 2019. The Lamps & Lighting segment is expected to have the most sales growth from 2019 to 2023. With US\$1,594 per capita in 2019, the Swiss spent the most on furniture.

The Furniture market is mostly driven by consumer spending in general. Consumer spending takes various factors into account, such as per-capita income, household debt levels, and consumer expectations. The steady increase in disposable income and the consequent rise in living standards are responsible for the continuous growth of the market, as is the constant demand for furniture.

The growing number of internet and smartphone users has not only changed consumer behavior, it has also fundamentally changed the sales channels and retail landscape: Consumers adopted online shopping and Furniture is one of the fastest growing markets in that regard. The Furniture market is expected to grow at a CAGR¹ of 11% from 2018 to 2021.

The main key player in the Furniture market with regard to market share is the Swedish company, IKEA. With more than US\$45bn, IKEA has by far the highest sales among furniture companies. However, since eCommerce is further driving the growth of the furniture industry, Wayfair, one of the largest online-only home goods retailers, has major potential with regard to its future business.

The following trends currently shape the market: augmented reality apps, generative designs, eco-friendly materials, and integrated technology. From 3D-printed furniture to smart lightening, the Furniture market is experiencing innovations in design, production, and material.

The Furniture market is divided into 7 segments and 5 subsegments

Overview: segments and subsegments (1/2)

Living-room and Dining-room Furniture



Seats & Sofas

Wooden Furniture for Living & Dining-room

Bedroom Furniture



Beds

Mattresses

Closets, Nightstands & Dressers

Kitchen Furniture



Plastic & Other Furniture



The Furniture market is divided into 7 segments and 5 subsegments

Segments and subsegments (2/2)

Office Furniture



Lamps & Lighting



Floor Covering

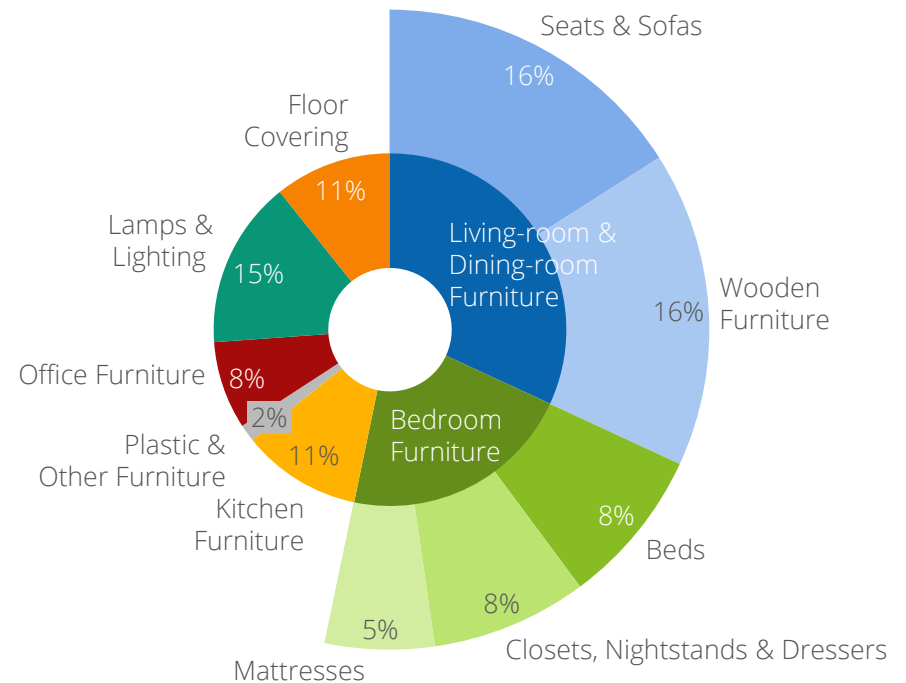


With 32%, the segment Living and Dining-room Furniture accounts for the biggest share in the market

Overview: key takeaways

- The global Furniture market realized a total revenue of US\$1,417 billion in 2019.
- With 32%, Living-room & Dining-room Furniture is the largest segment of the Furniture market with US\$452 billion in revenue in 2019, followed by the Bedroom Furniture segment (US\$303 billion). The smallest segment is Plastic & Other Furniture (US\$22 billion).
- All segments are expected to grow by more than 6% between 2019 and 2023.
- From an international perspective, the most per-capita revenue in the Furniture market was generated in Switzerland in 2019 with US\$1,594.
- eCommerce sales continue to drive the Furniture market. The online share in the Furniture market is expected to grow at a CAGR¹ of 11% between 2018 and 2021.
- Key players include IKEA, the world leader in ready-to-assemble furniture, Wayfair, the online-only home goods retailer, and Steelcase, which specializes in office furniture and products for the office environment.

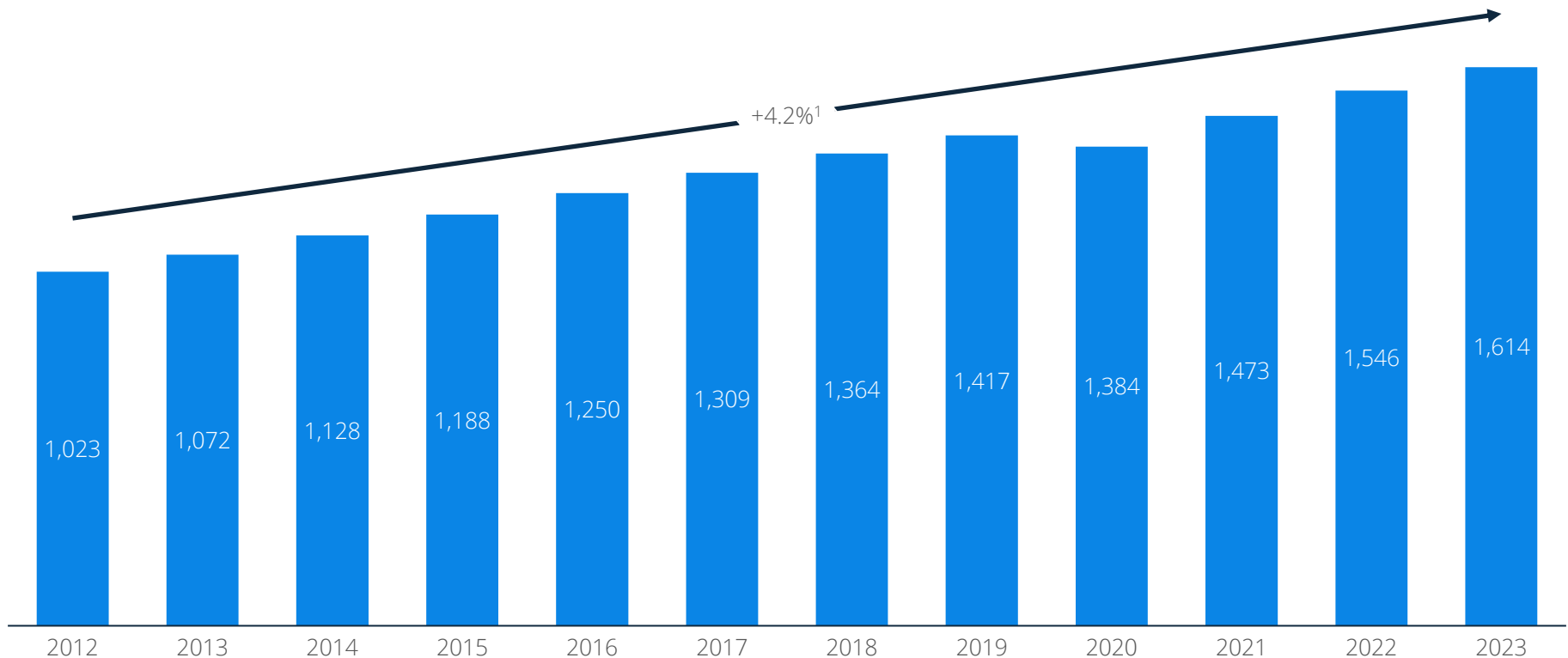
Worldwide revenue share in 2019



In 2019, the Furniture market realized a revenue of US\$1,417bn worldwide

Overview: sales figures (1/4)

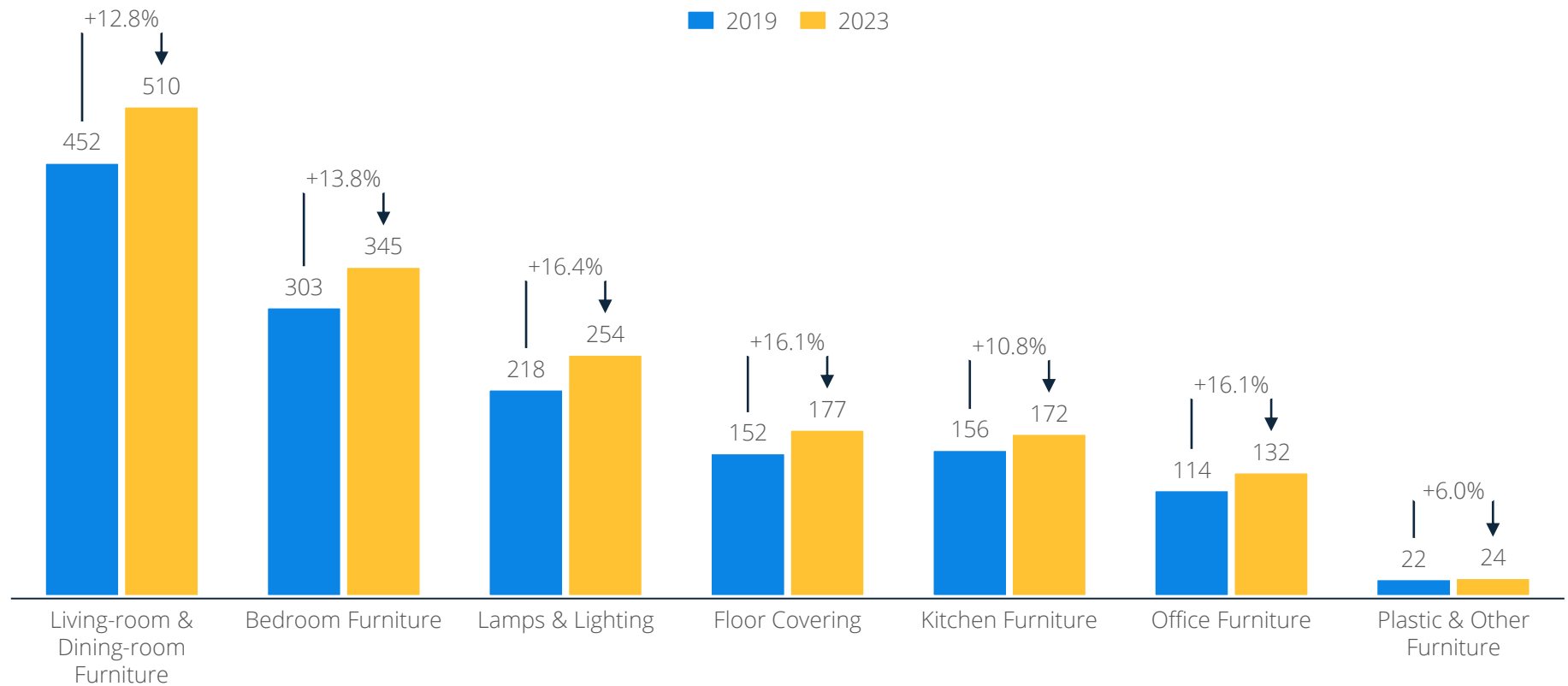
Worldwide revenue in billion US\$



The Lamps & Lighting segment has the highest growth potential with about 16% from 2019 to 2023

Overview: sales figures (2/4)

Worldwide revenue in billion US\$

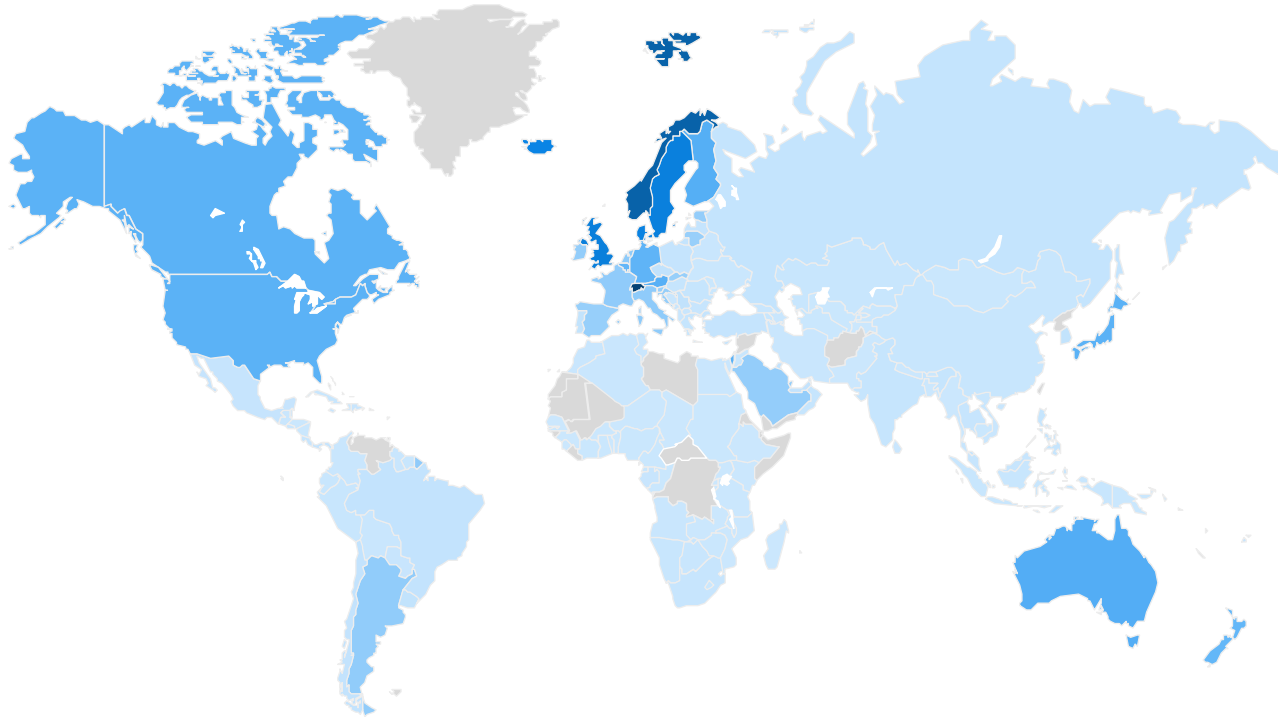


With US\$1594, the Swiss spent the most on Furniture items in 2019

Overview: sales figures (3/4)

Per-capita revenue in US\$ in 2019

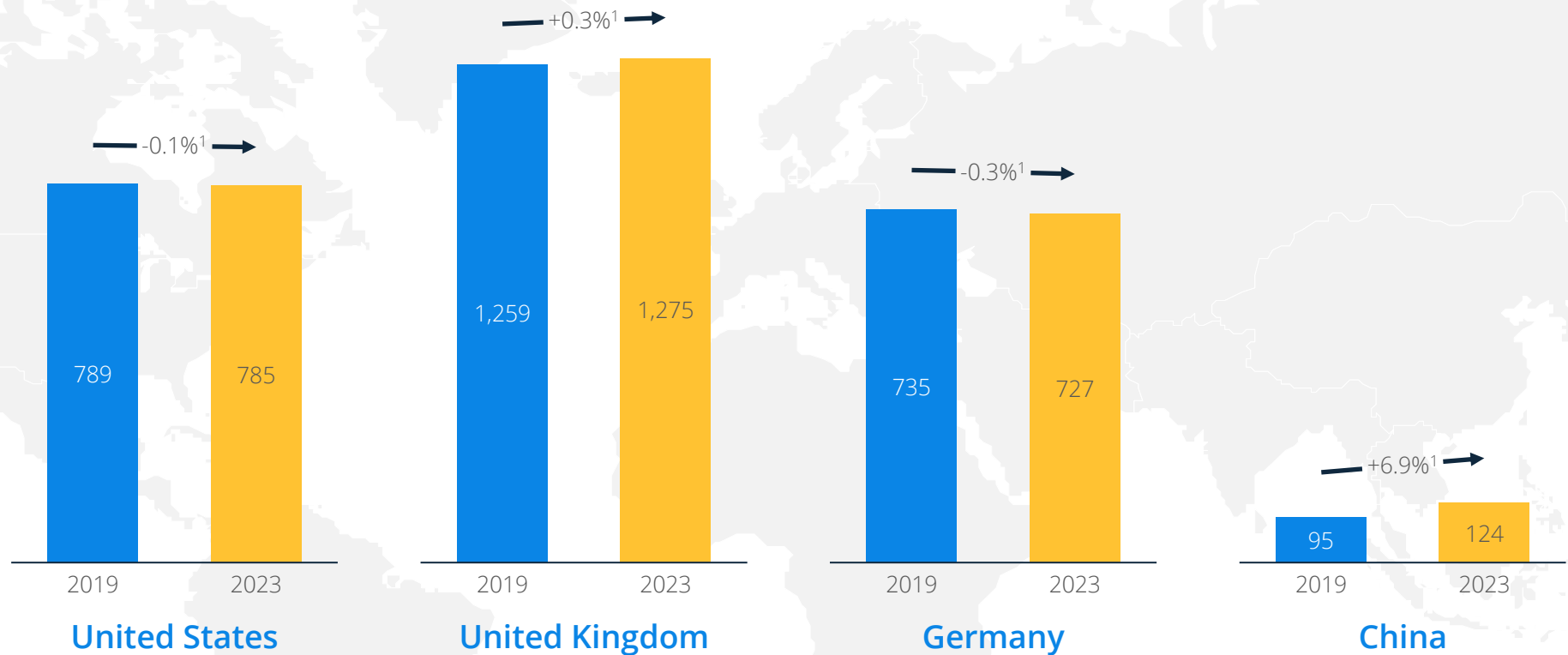
US\$1     US\$1594  Out of scope



Chinese per capita revenue is expected to increase the most at a CAGR¹ of 6.9% from 2019 to 2023

Overview: sales figures (4/4)

Per-capita revenue in US\$

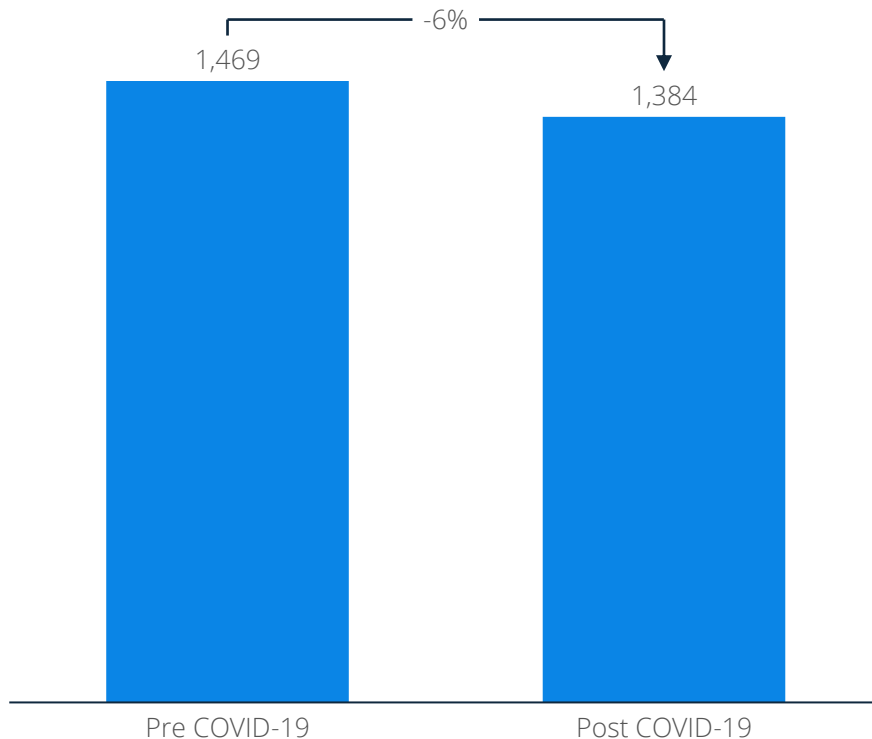


1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2020](#)

The Furniture market is expected to witness a COVID-19-related revenue decline of 6%

Overview: COVID-19 impact (1/2)

Worldwide Furniture revenue in billion US\$ in 2020



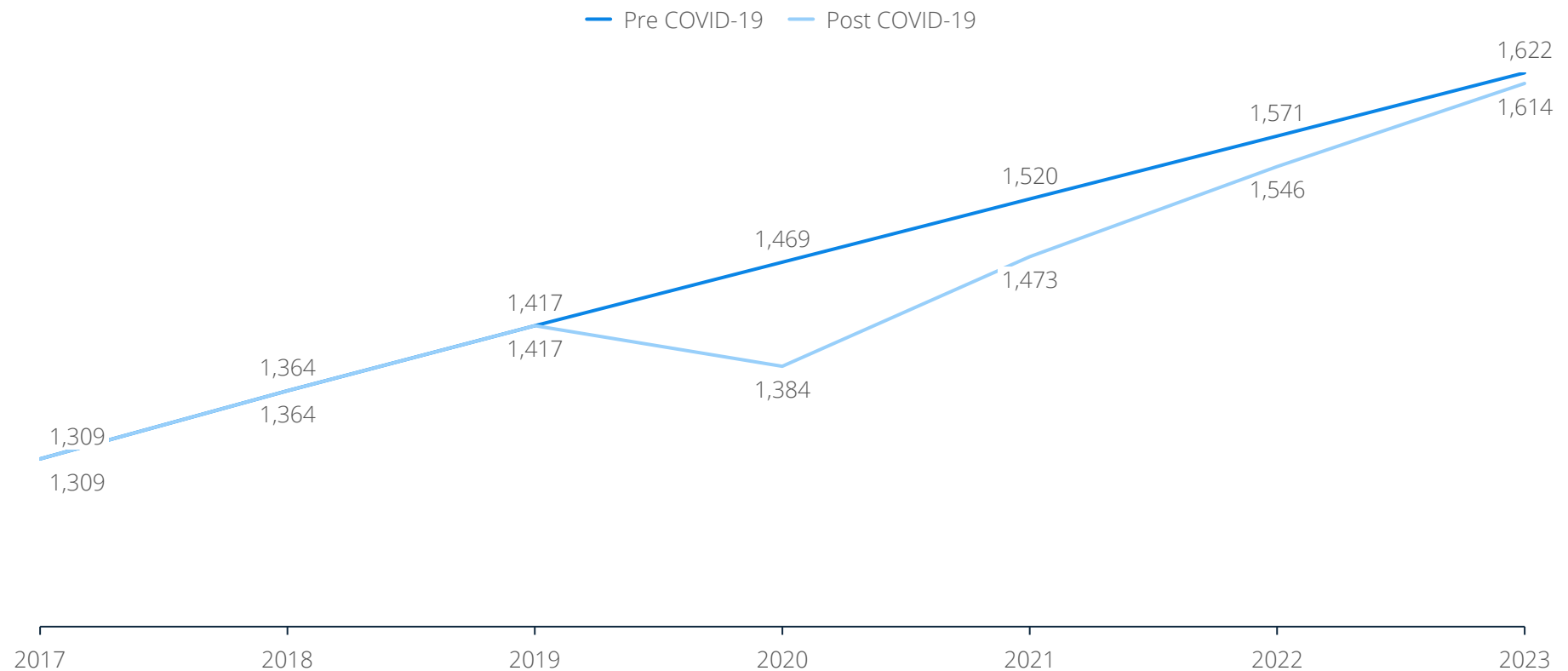
Pandemic likely to result in recession followed by v-shaped recovery

- The Corona pandemic will play out economically as an external shock to consumption. Its immediate effect on the furniture industry is on a historic scale.
- This shock directly affects face-to-face commerce like store retail due to the closing of stores. Additionally, manufacturing and supply chain has been adversely impacted.
- Therefore, our estimated revenues for the furniture market in 2020 have been adjusted by -6%, as online shops cannot provide any compensation.
- We do not anticipate a reversal of long-term trends, but a dissipation of the pandemic-induced shock over the next years. It remains to be seen how consumer's buying moods will develop.
- The forecasts are dependent on governments' ability to „flatten the curve“ of infections, the post-pandemic economic outcomes and labor market situations. A „second wave“ or continued high levels of infections would lead to further downgrading in 2020.

The worldwide Furniture market is expected to reach only US\$1.384 billion in 2020

Overview: COVID-19 impact (2/2)

Worldwide Furniture revenue in billion US\$



MARKET DRIVERS



In 2018, consumer spending in the United States reached US\$40,510

Market drivers: consumer spending (1/2)

Consumer spending is the average per-capita spending of private households. Consumer spending is influenced by various factors. Key determinants include income, household debt levels, and consumer expectations.

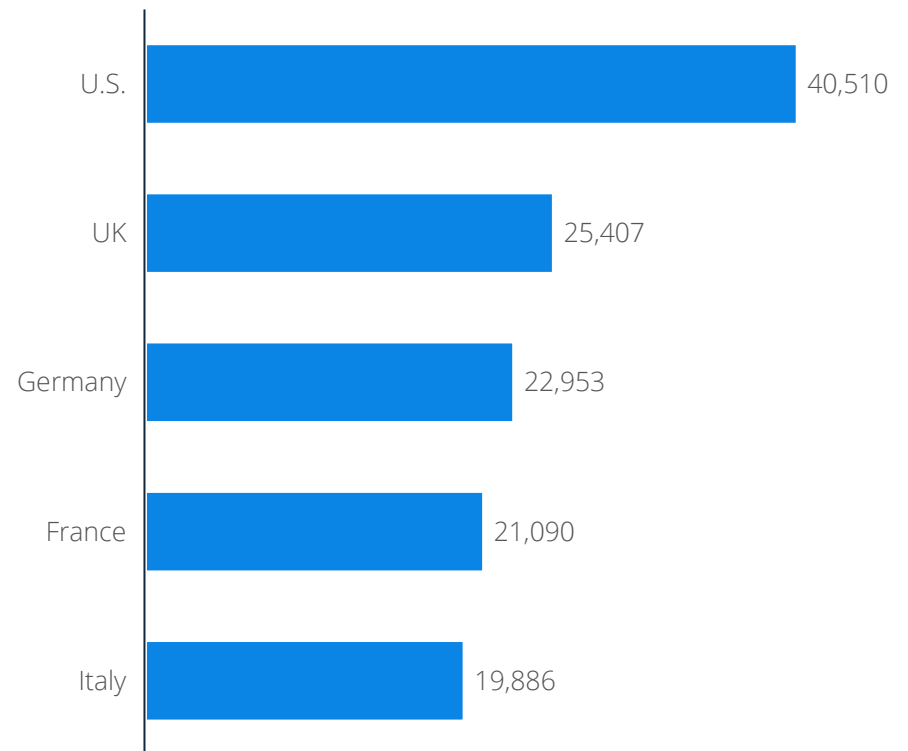
As disposable income levels are constantly increasing, demand is growing as well, and with it the economy as a whole. In addition, per-capita income also plays a significant role. It indicates how much money each person has to spend on average. Per-capita income sheds light on how the standard of living develops over the years.

The level of household debt, especially in relation to the disposable income, shows how much people really have left to spend. Household debt levels have reached new heights, and especially the increasing health care costs have contributed to the worldwide rise in debt.

Consumer confidence also impacts consumer spending. Depending on how confident people are, they spend their money or they save their money. In other words, it includes people's expectations of the country's economic development, how the prices will develop and if an inflation is likely to happen. The more stable the economic situation, the more confidently people spend their money.

The development of consumer spending indicates how the industry and economy are going to evolve. Consumer spending in the United States is one of the highest worldwide and is expected to grow even more.

Per-capita consumer spending in US\$ in 2018



Worldwide spending on household goods is increasing at CAGR of 2.8% between 2017 and 2022

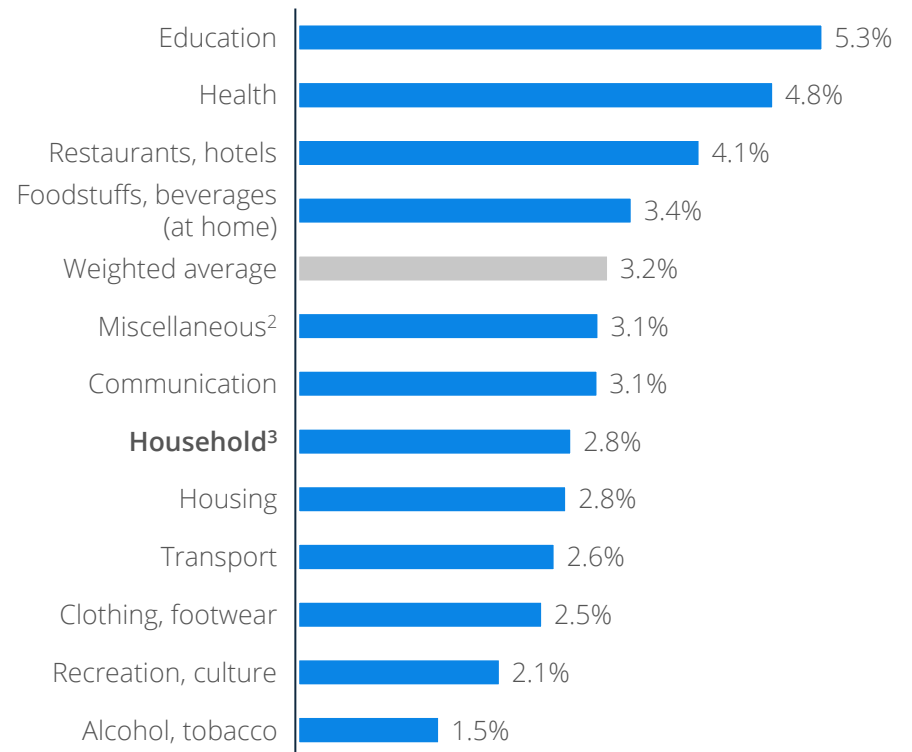
Market drivers: consumer spending (2/2)

National statistical offices estimate the consumption of private households as part of their mission to measure economic activity at large. This consumption expenditure, roughly US\$40 billion in 2017 in the 50 countries included in the Consumer Market Outlook, can be classified according to the Classification of Individual Consumption by Purpose (COICOP) into twelve categories that are shown in the diagram on the right.

The diagram shows the projected average growth rates of global consumer spending by category up to the year 2022. Spending on household goods and services is forecast to grow at a CAGR¹ of 2.8%, which is a higher growth rate than the one for clothing, footwear and transport.

As education and health are mostly born out of actual and perceived necessity, the high growth in spending on household goods indicates a willingness of consumers worldwide to spend more on everyday items to ensure quality and sustainability.

Global consumer spending CAGR¹ 2017-2022



1: CAGR: Compound Annual Growth Rate/average growth rate per year; 2: Personal care, prostitution, personal effects, social protection, insurance, financial services, other services; 3: Services for routine household maintenance are also included

Source: [Statista Consumer Market Outlook 2019](#), [Statista Digital Market Outlook 2019](#), United Nations

CONSUMER INSIGHTS

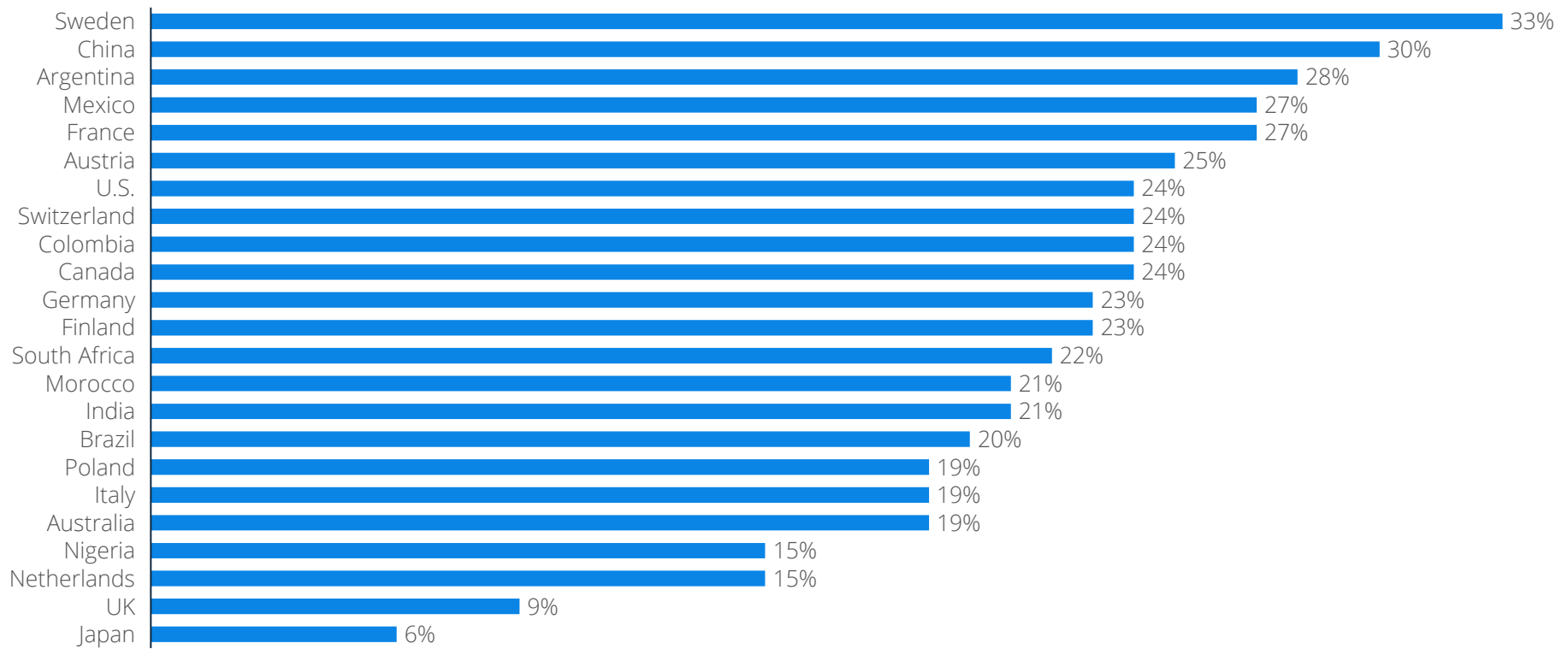


On average, 22% of internet users are interested in interior design and renovating

Consumer insights: regional comparison (1/3)



Share of people interested in interior decorating/renovating

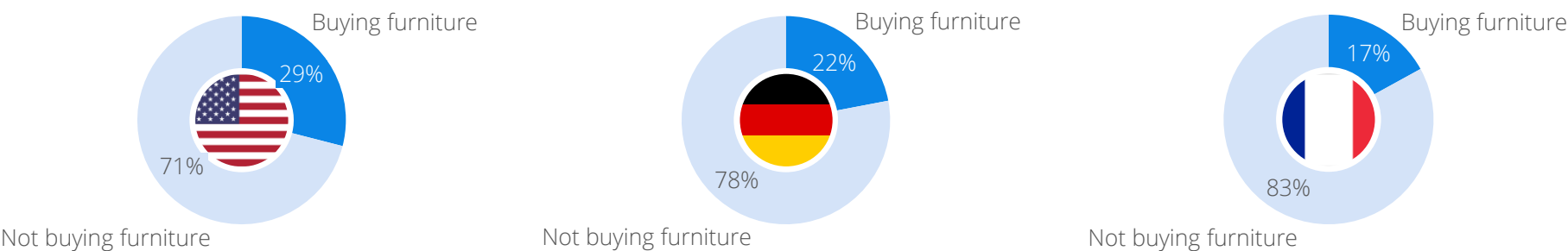


Respondents owning a house buy more furniture in-store

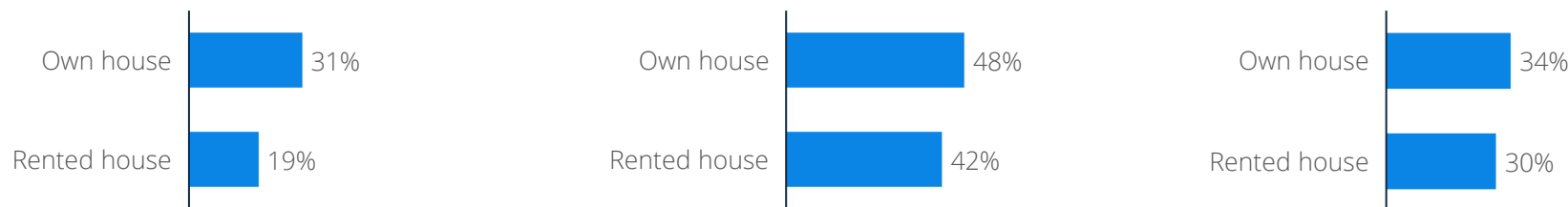
Consumer insights: regional comparison (2/3)



Intention to buy furniture in the next 12 months



Share of respondents who bought furniture in-store last year



"Which of these items are you planning to buy in the next 12 months, online or in store?" Multi Pick; Respondents planning to buy furniture in the next 12 month; n=6,119 ;"Which of these types of stationary stores have you bought something from in the past 12 months?" Multi Pick; n=2,575

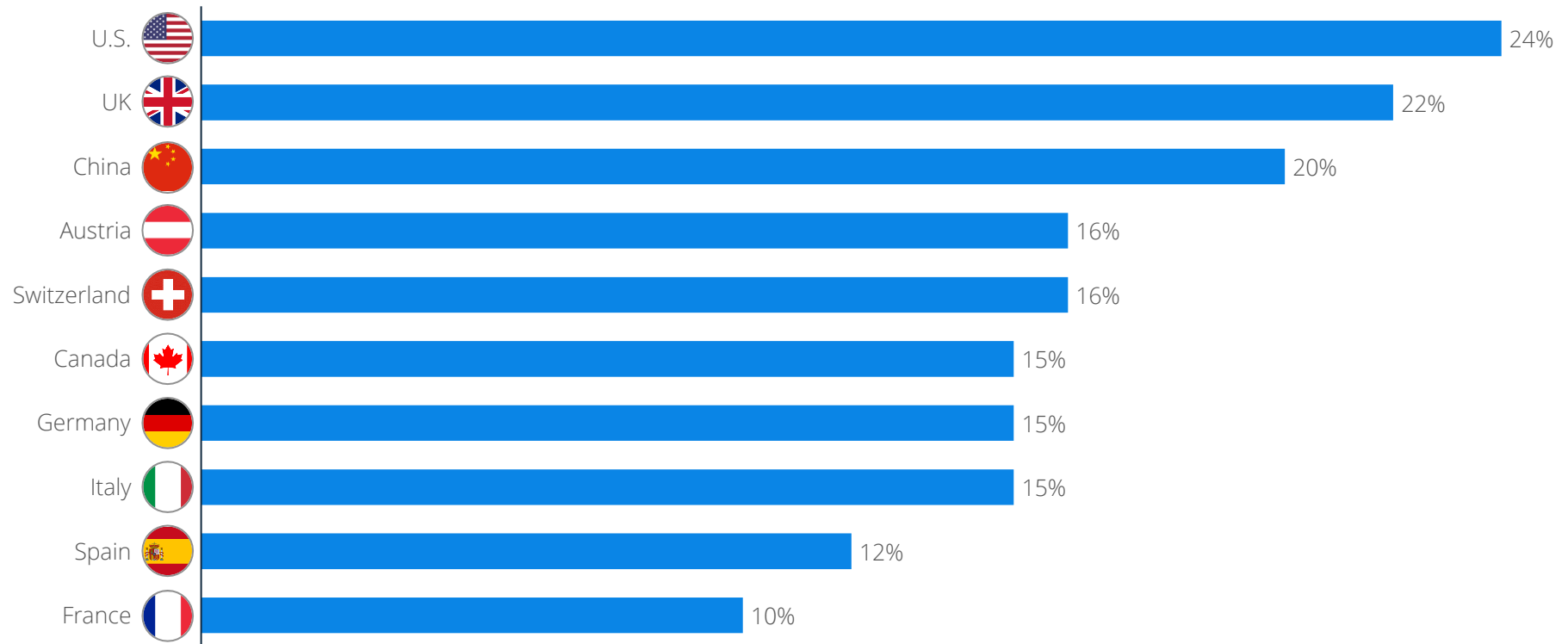
Source: [Statista Global Consumer Survey](#), as at August 2018

On average, 17% of respondents would also buy luxury furniture

Consumer insights: regional comparison (3/3)



Relevance of premium or luxury furniture



SALES CHANNELS



The Furniture market is one of the fastest growing eCommerce markets

Sales channels: summary

eCommerce has fundamentally changed the structure of trading goods. Currently, 55% of the world's population shop online regularly. The penetration of internet-enabled devices and the increasing number of online stores have led to an inevitable change within the retail landscape. Naturally, this has also had a tremendous influence on shopping behaviors.

Nowadays, there are two major ways for a retailer to bring products or services to market – online and offline. The online sales channel refers to the purchase of physical goods via the internet – on a desktop PC, tablet, or smartphone. The offline sales channel covers all purchases in stationary stores, via telesales or mail order (e.g. print catalogs).

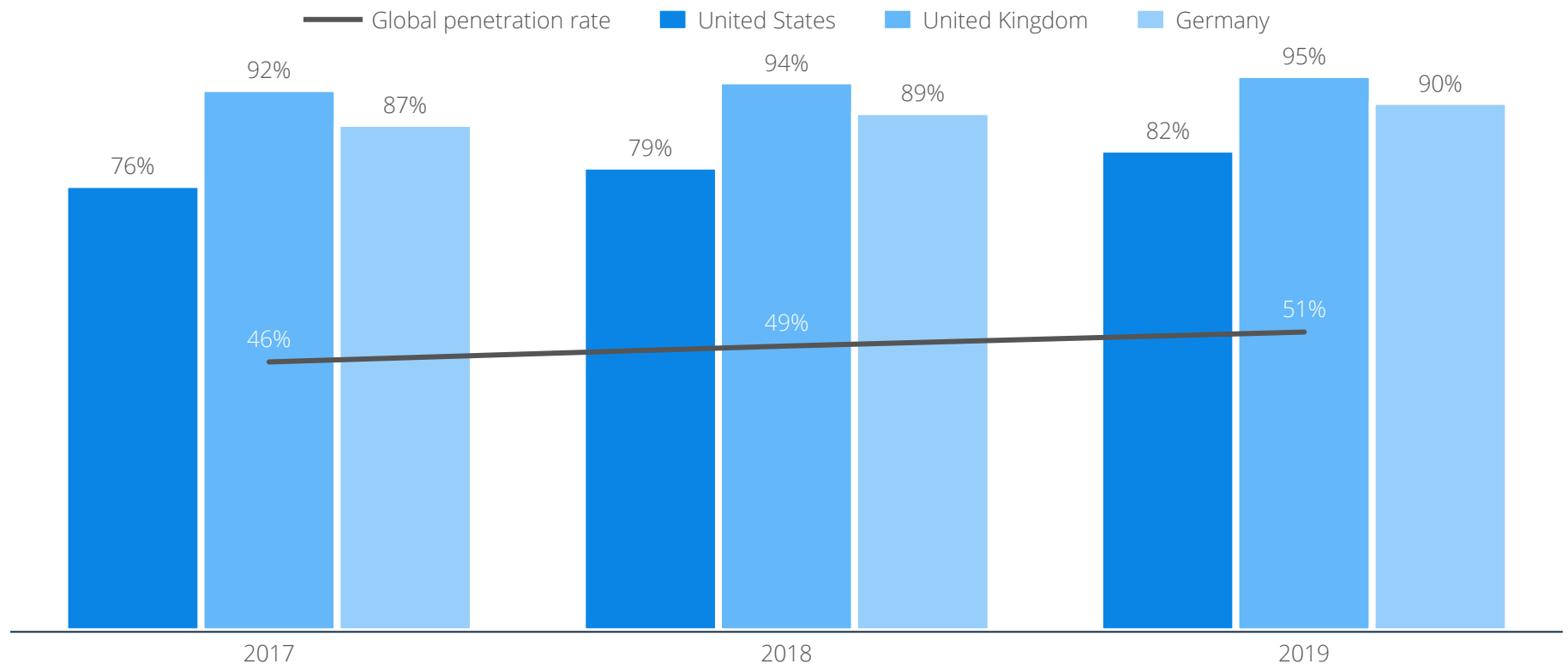
The online sales of furniture are growing fast, with a CAGR¹ of 11% from 2018 to 2021. The online revenue share of the Furniture market was 8% in 2018 in Europe and 22% in North America. The United States accounts for the second highest share within the market with an online share of 25% in 2018, which is expected to grow to 40% by 2023.



eCommerce penetration in the three main markets increased only slightly over the past three years

Sales channels: eCommerce overview (1/3)

eCommerce¹ penetration rate

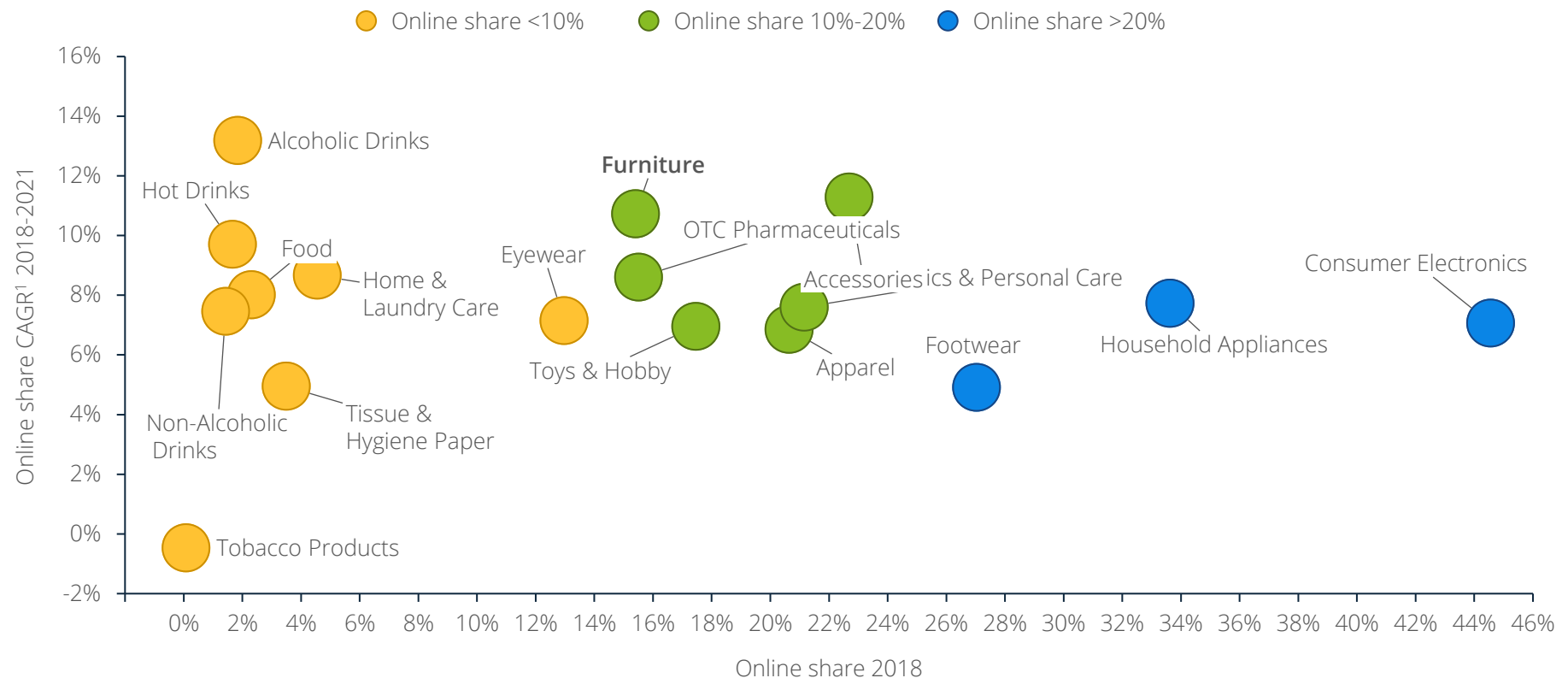


1: Refers to the total [eCommerce](#) market including all segments
Source: [Statista Consumer Market Outlook 2019](#), [Statista Digital Market Outlook 2019](#)

The online share of the Furniture market is expected to grow by nearly 11% annually from 2018 to 2021

Sales channels: eCommerce overview (2/3)

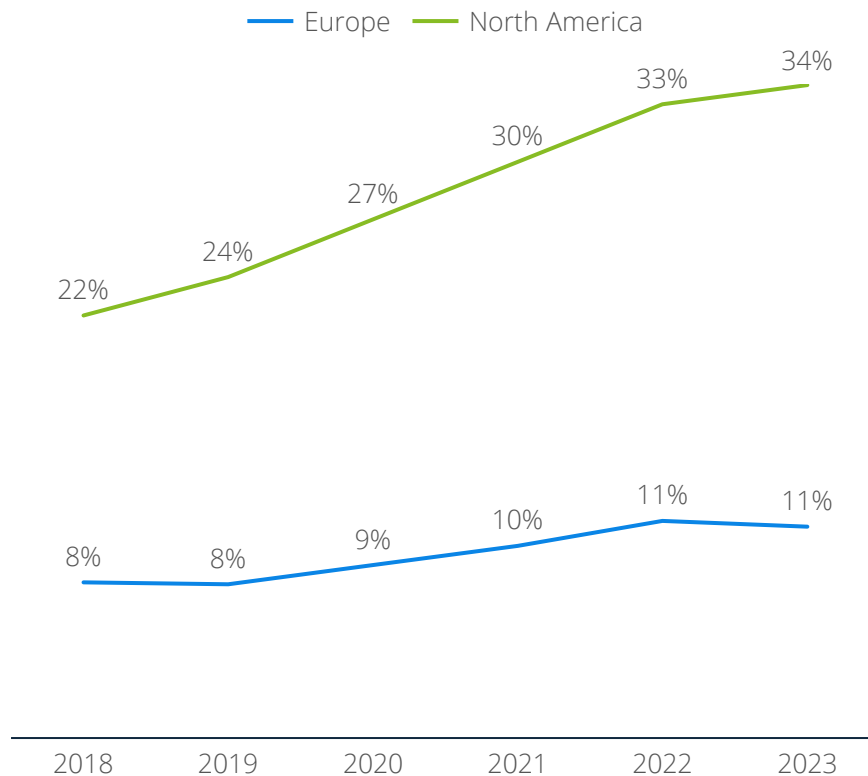
Online share and growth rate in Europe and North America



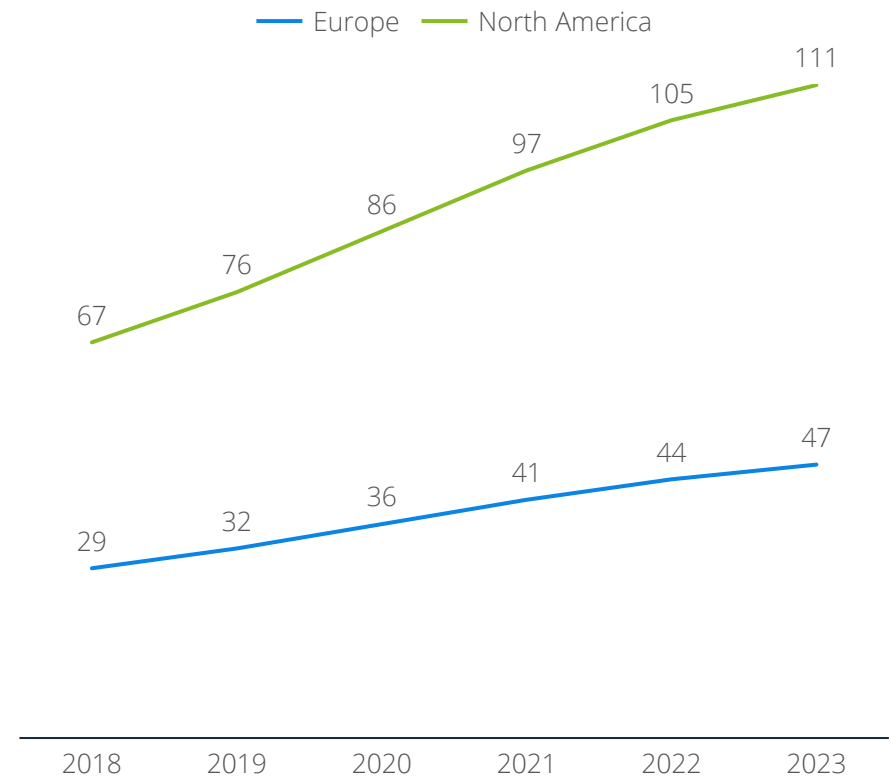
By 2023, the Furniture online share is expected to reach 34% in North America

Sales channels: eCommerce overview (3/3)

Furniture online share



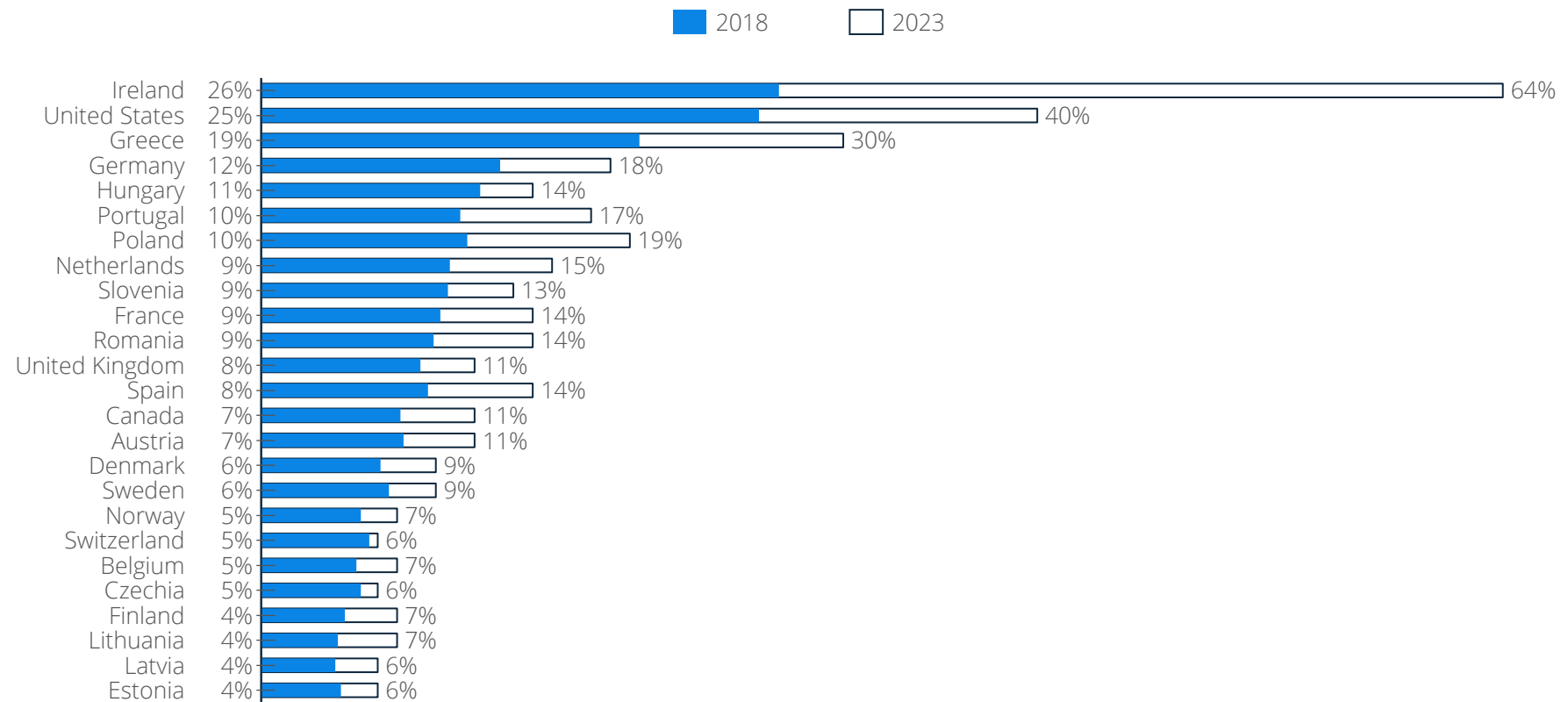
Furniture & Homeware eCommerce revenue in bnUS\$



By 2023, the Furniture online share will increase to 40% in the United States

Sales channels: country comparison

Top-25 countries by Furniture online share














KEY PLAYERS



With a revenue of more than US\$45bn, IKEA is the largest furniture company worldwide

Key players: representative companies and their brands

Company				
Sales ¹ 2018	US\$45.3bn ²	US\$6.8bn	US\$4.6bn ³	US\$3.1bn ⁴
Key brands		 Joss & Main ALLMODERN BIRCH LANE Dwell Studio PERIGOLD	  	 coalesse [®]  DESIGNTEX 



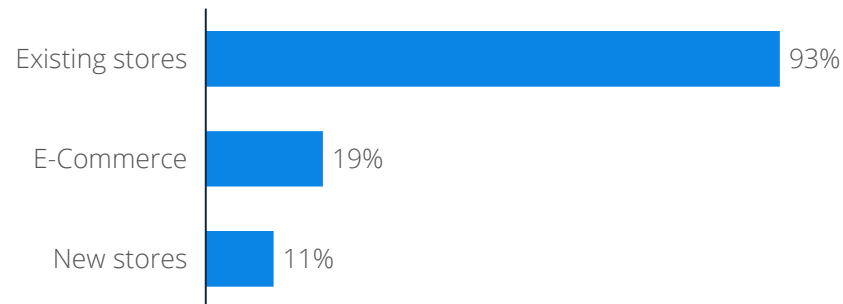
IKEA makes the most of its revenue from existing stores and added 19 new stores in 2018

Key players: IKEA

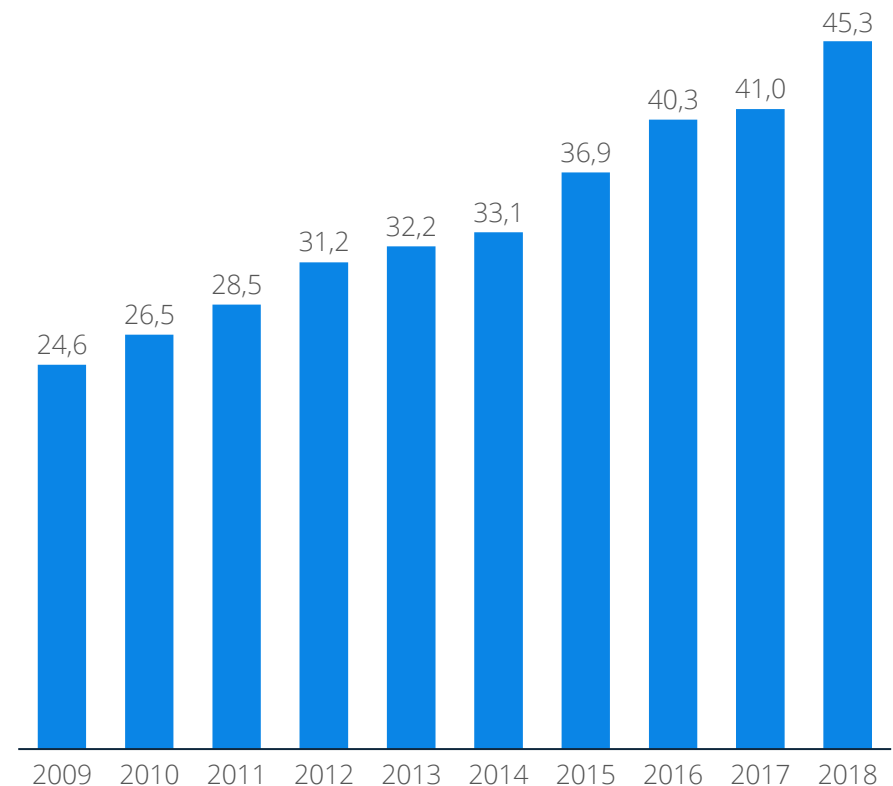


The Swedish company IKEA is one of the world's largest furniture retailers. In 2018, IKEA served more than 950 million customers in 422 IKEA stores in over 50 markets. With more than 2.5 billion website visits in 2018, IKEA has also built a successful online business. The company has dedicated itself to environmental issues by actively considering sustainable and energy-reducing materials. For example, 100% of IKEA's cotton comes from sustainable sources, IKEA only sells LED light bulbs, which reduces energy consumption, and in 2017, IKEA recycled 11 million PET bottles for producing kitchen fronts.

IKEA's retail sales by sales channel in 2018



IKEA worldwide revenue¹ in billion US\$



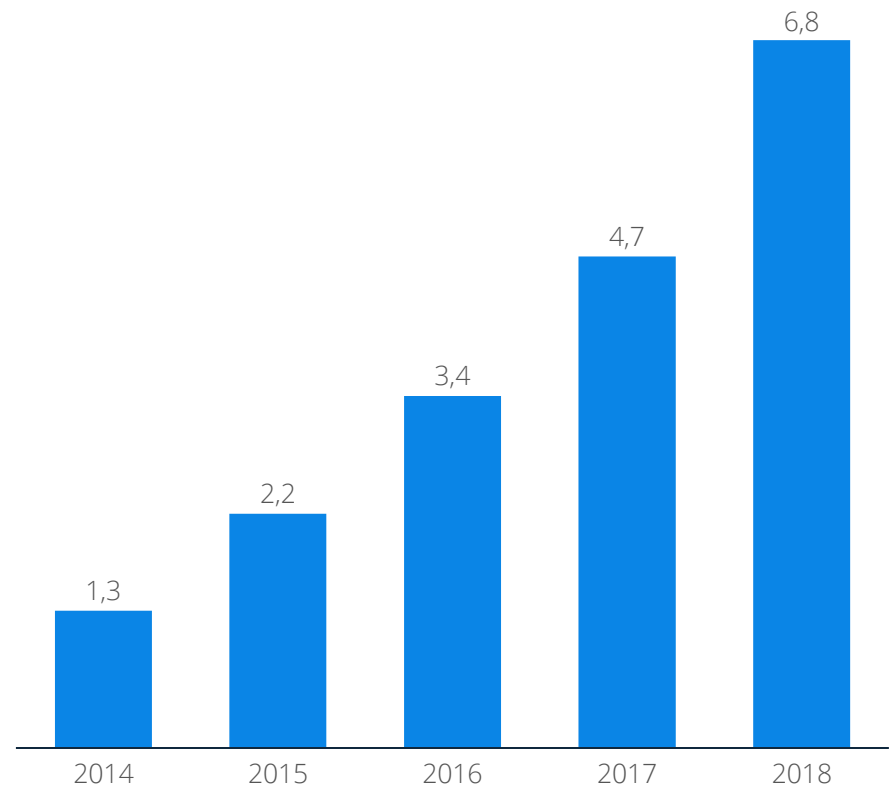
Wayfair is one of the largest online retailers, with a revenue of US\$6.8bn in 2018

Key players: Wayfair

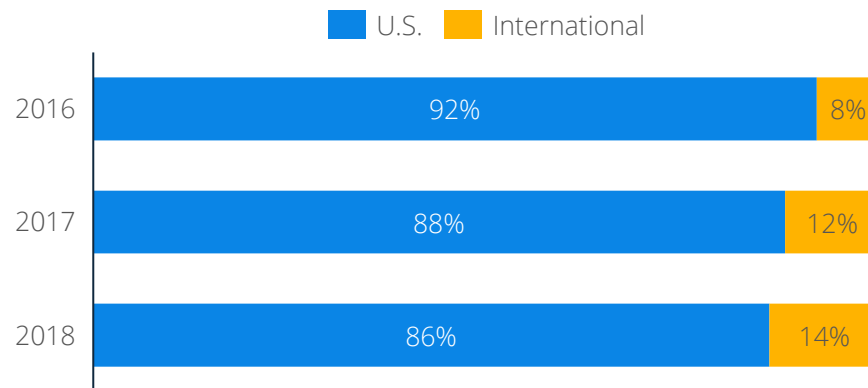


Wayfair Inc. is one of the largest online-only home goods retailers. The company offers an online selection of furniture, home decoration, and houseware from a portfolio of more than 70 house brands and a total of more than 10 million products from 10,000 suppliers. Wayfair markets its products through six distinct sites that differ in the product range regarding design, price, and brand identity: Wayfair, Joss & Main, AllModern, Birch Lane, DwellStudio, and Perigold. Wayfair, however, is the only site that operates internationally – in Canada, UK, and Germany. With more than 6 billion US\$ in 2018, the majority of the net revenue is generated in the United States. One of the company's growth strategies is to continue expanding internationally.

Wayfair worldwide revenue in billion US\$



Share of revenue from 2016-2018



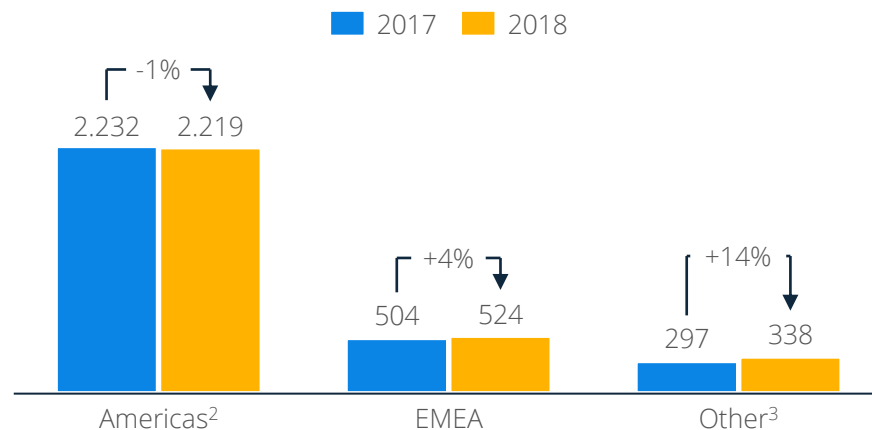
Steelcase is an office furniture manufacturer with stable revenues just above US\$3bn

Key players: Steelcase

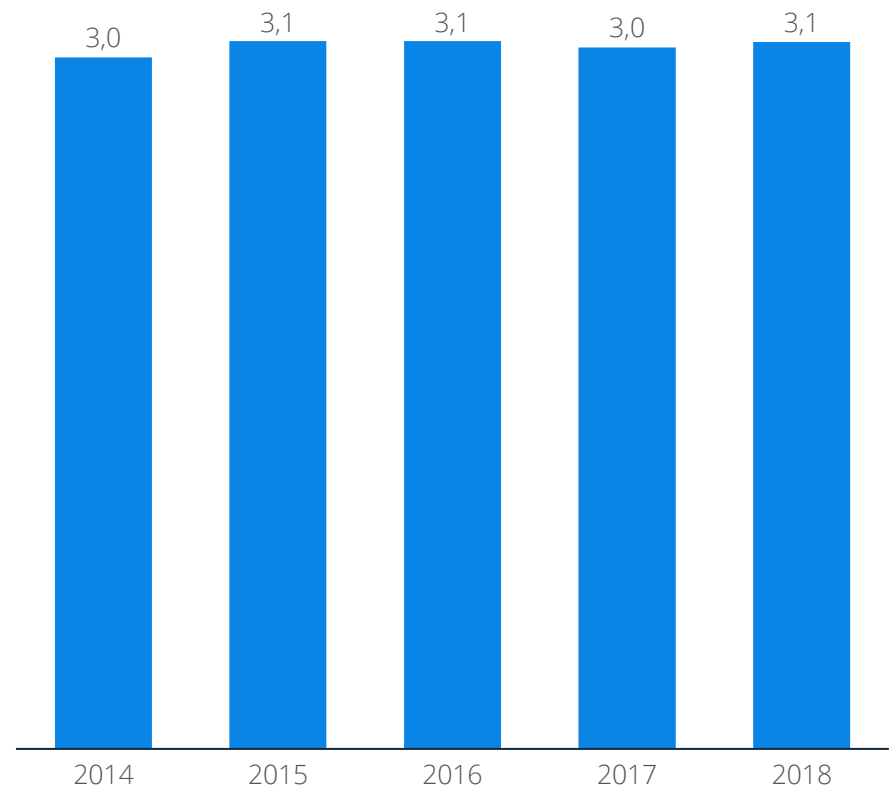
Steelcase

Steelcase Inc. is one of the leading furniture manufacturers for offices, the healthcare and the education market. Besides furniture, Steelcase and its brands also offer panel-based furniture, storage and technology solutions to create a tailor-made workspace and thereby enhance the performance of employees. Steelcase brands include Steelcase, Coalesse, Designtex, PolyVision, Turnstone, and AMQ. These internationally operating brands realize most of their sales in North America, West Europe, and Asia Pacific. The region Americas accounted for more than 70% of the consolidated revenue. In the EMEA region, West Europe accounted for 85% of the revenue, resulting from major sales in Germany, France, and Spain.

Revenue in million US\$¹



Steelcase worldwide revenue in million US\$¹



TRENDS



Augmented reality apps bring virtual furniture into actual environments

Trends: augmented reality apps

Retail stores offer a great way to experience furniture first-hand: Customers can check different pieces from afar and up close, feel fabrics, textures and even try using products themselves. However, many people choose to buy their furniture online without even visiting a showroom. For them, the benefits of convenience and access to a wide assortment of products outweigh the risk of buying an item that does not match their needs or expectations. To minimize that risk, online furniture retailers offer a way to bring the advantages of a store visit to an online customer: augmented reality apps.

Apple Store and Google Play offer a wide variety of iOS and Android applications which can be used as virtual furniture catalogs with an AR functionality. An app like this would use camera devices to scan for surfaces where 3D models can be positioned. Models assume the dimensions of real objects in an on-screen augmented reality, where they can be moved, rotated and placed. Shoppers rearrange items using their devices, before ordering selected products. While some 3D models might look coarse, AR apps offer a great way to visualize furniture in real environments.

The benefits for companies offering AR catalogs are great: Online retail effectively eliminates the high costs of running a brick-and-mortar store, and augmented reality apps make online shopping more tangible and fun. However, like printed catalogs, AR apps are not meant to replace retail stores. Many customers like to try out products in person before buying them and, more importantly, ask a shop assistant for a second opinion, a recommendation, or an idea.

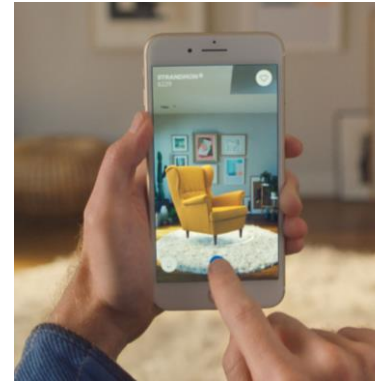


Photo: IKEA press release 2017

With the IKEA Place app, it is possible to see how IKEA furniture fits into one's own home. Moreover, the app recognizes existing IKEA furniture and shows it in the official catalog. This means that one can save items one likes, see how those, or similar virtual items, fit into a real environment and, ultimately, purchase the desired piece of furniture.

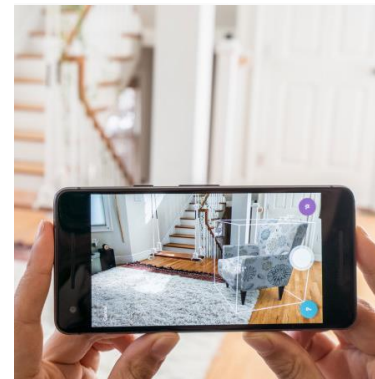


Photo: Wayfair press release 2018

Wayfair recently introduced a new augmented reality feature for its shopping app: View in Room 3D. "Leveraging augmented reality, the Wayfair app allows shoppers to transform their homes into virtual showrooms, allowing them to see their favourite products up close and at every angle – all in their very own space," says Steve Conine, co-founder and co-chairman of online furniture retailer Wayfair.

The furniture of the future might be designed by an algorithm and made by a 3D printer

Trends: generative design

Generative design offers a new way to look at furniture designing by imitating a natural process of evolution in order to make sure that the most important design goals and constraints are satisfied. For example, if one is to design a chair, one would set goals, such as the surface size and height of the seat and the back of the chair, the weight it should support, etc., and constraints, such as the maximum amount of material to be used. The algorithm would start with a simple 3D model, and, iteratively, add and remove material in order to achieve the goals within the constraints. The result is a set of hundreds of potential designs to choose from. The same approach can be applied to parts of furniture individually, adding those design features to the goals which consumers appreciate the most and setting constraints with regard to production expenses. This approach is made feasible by a significant cost reduction due to 3D printing and the integration of the necessary software into major furniture design products.



Photo: Bone Chair, Joris Laarman Lab, 2006



Photo: Elbo Chair, Autodesk, 2016



Photo: 3D printed joints, Digital Joinery For Hybrid Carpentry, 2017

Smart lighting shapes the living environment regarding convenience and energy reduction

Trends: smart lighting (1/2)

Smart lighting

Smart bulbs and intelligent lighting can provide more living comfort and a better living atmosphere. There are three main types of lighting: Basic lighting is the general illumination of a room. Square lighting concentrates on a specific area, such as the lamp above the dining table. Mood lighting can be used to set accents and highlights with spotlights. All these elements can be controlled in a networked home in such a way that they provide the desired lighting situation for every occasion.

With rising electricity prices, energy efficiency is also becoming increasingly important. The use of LED lamps reduces energy consumption, as do smart home options such as the automation of switching off or dimming the lights at certain times of the day, which prevents energy from being wasted.

Philips Hue is the market leader for smart home lighting systems. The system is easy to use, offers a wide choice of lamps and is compatible with Apple HomeKit, Google Home, and Amazon Echo. In addition, the Philips Hue system can integrate up to 50 matching LEDs into the smart home. Light intensity and color tone can be adjusted to mood or activity via an app, remote or voice control. A hub (except for the Hue Bridge, which is included in all Philips Hue starter kits) or other smart home accessories are not necessary for controlling the lighting.

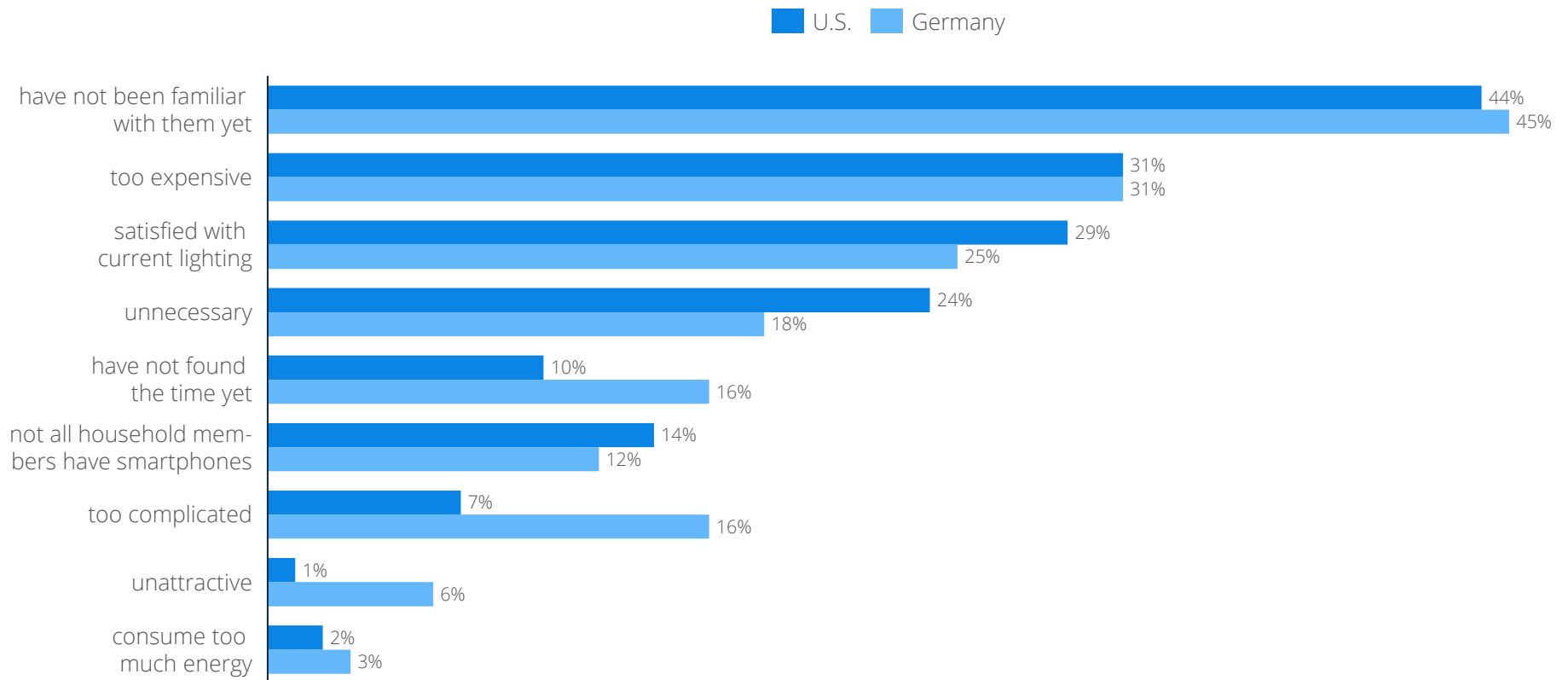
Philips Hue: smart lighting products and applications¹



Main reasons for costumers not purchasing smart lightbulbs are their price and unfamiliarity

Trends: smart lighting (2/2)

Reasons for not purchasing smart bulbs



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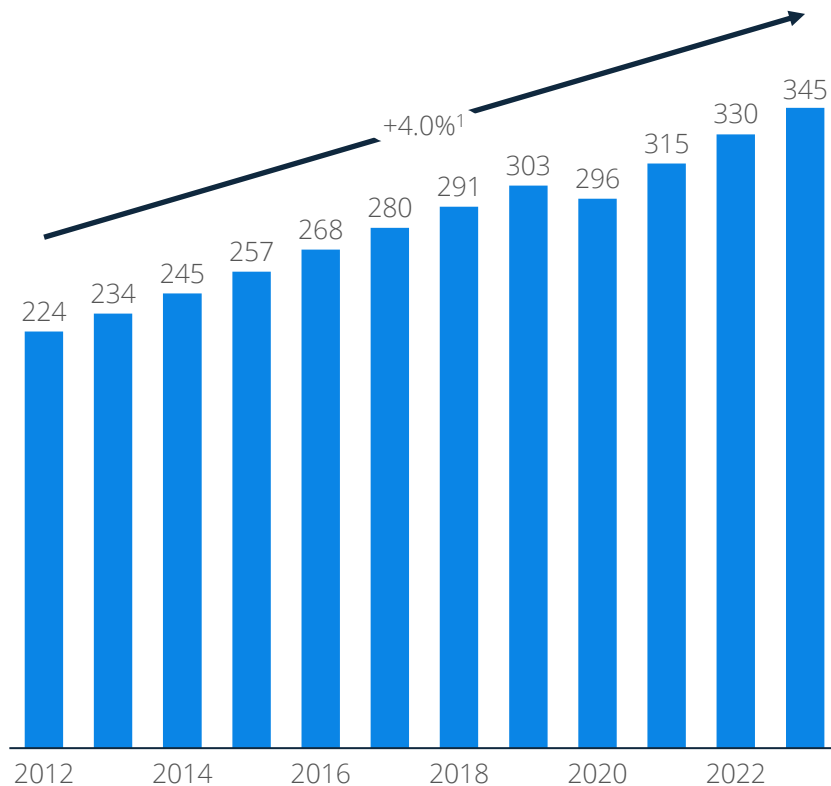
BEDROOM FURNITURE



In 2019, worldwide Bedroom Furniture sales amounted to US\$303 billion

Bedroom Furniture: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Bedroom Furniture accounted for 21% of the Furniture revenue in 2019.

In 2019, Bedroom Furniture sales increased by 3,9% in comparison to 2018 and reached US\$303 billion.

In the Bedroom Furniture segment, Switzerland (US\$320) and the United Kingdom (US\$262) had the highest annual revenue per capita in 2019.



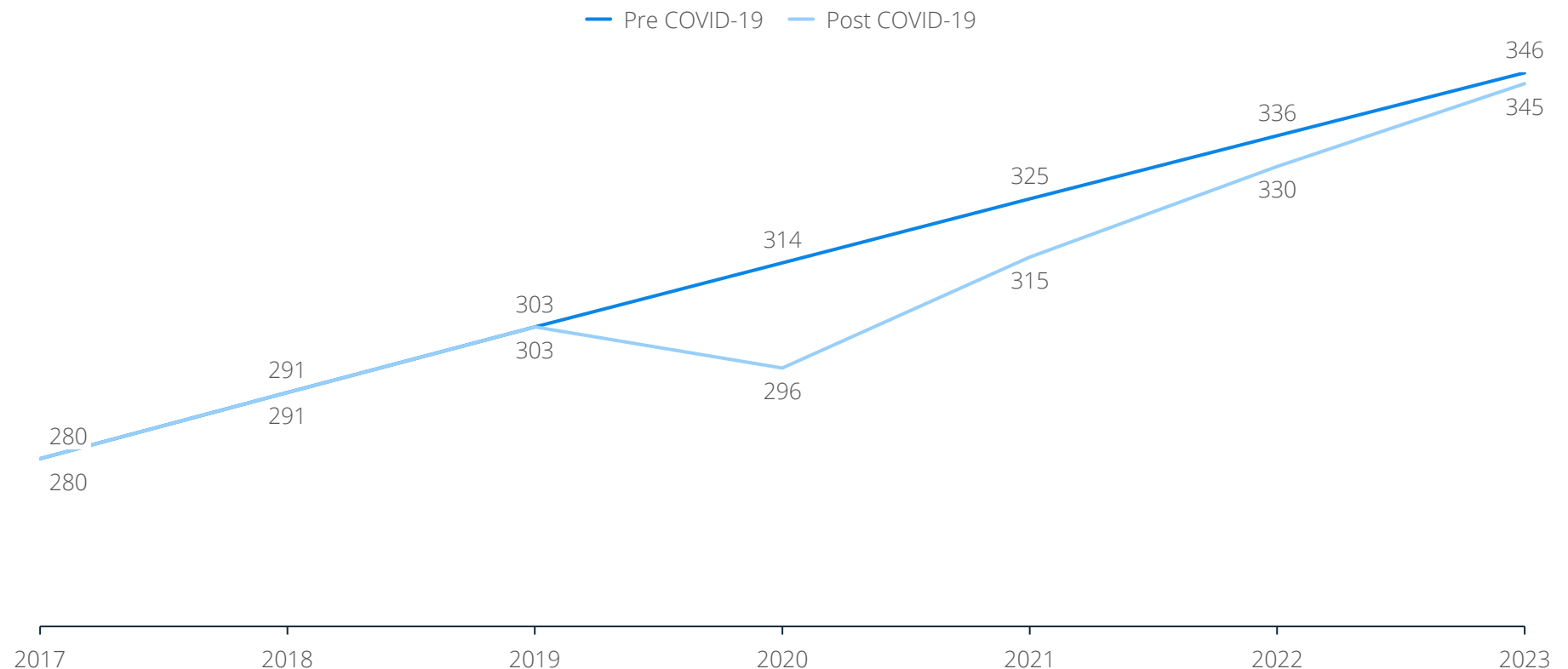
US\$303bn
in 2019

+4,4%
CAGR¹ 2012-2019

The worldwide Bedroom Furniture segment is expected to reach only US\$296 billion in 2020

Bedroom Furniture: COVID-19 impact

Worldwide Bedroom Furniture revenue in billion US\$

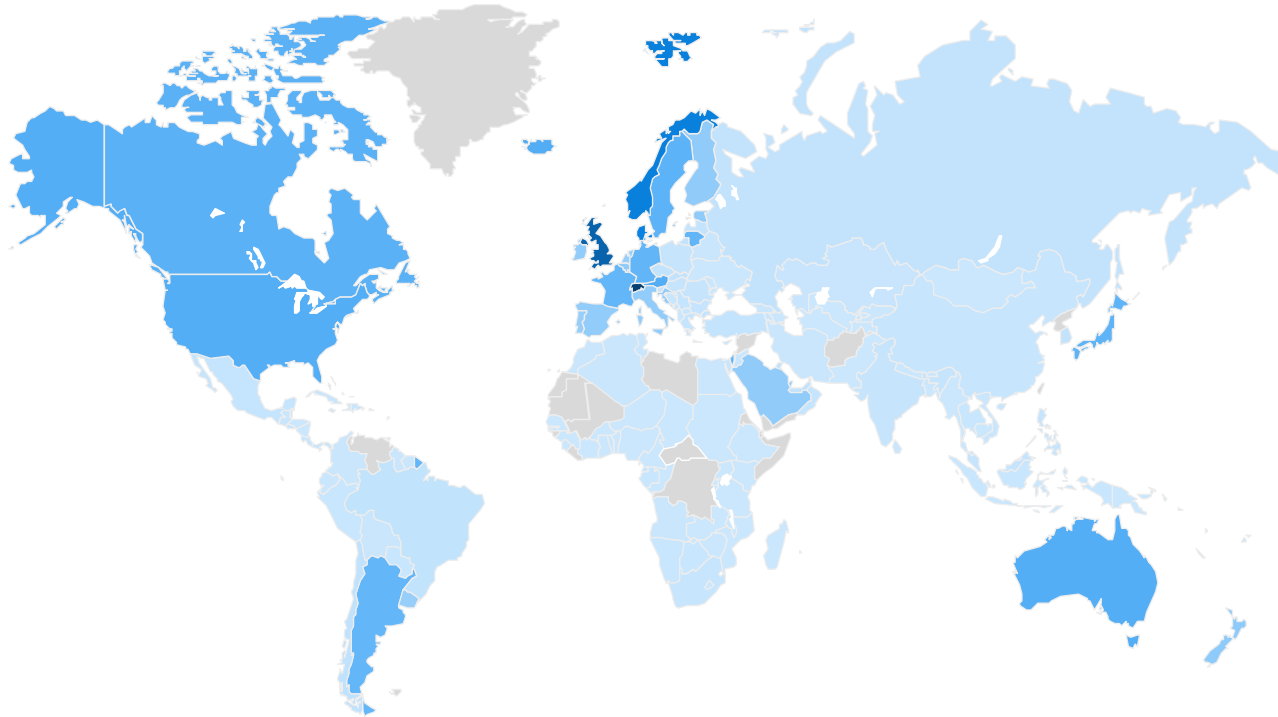


In 2019, Switzerland and the United Kingdom spent the most on Bedroom Furniture

Bedroom Furniture: regional comparison (1/2)

Per-capita revenue in US\$ in 2019

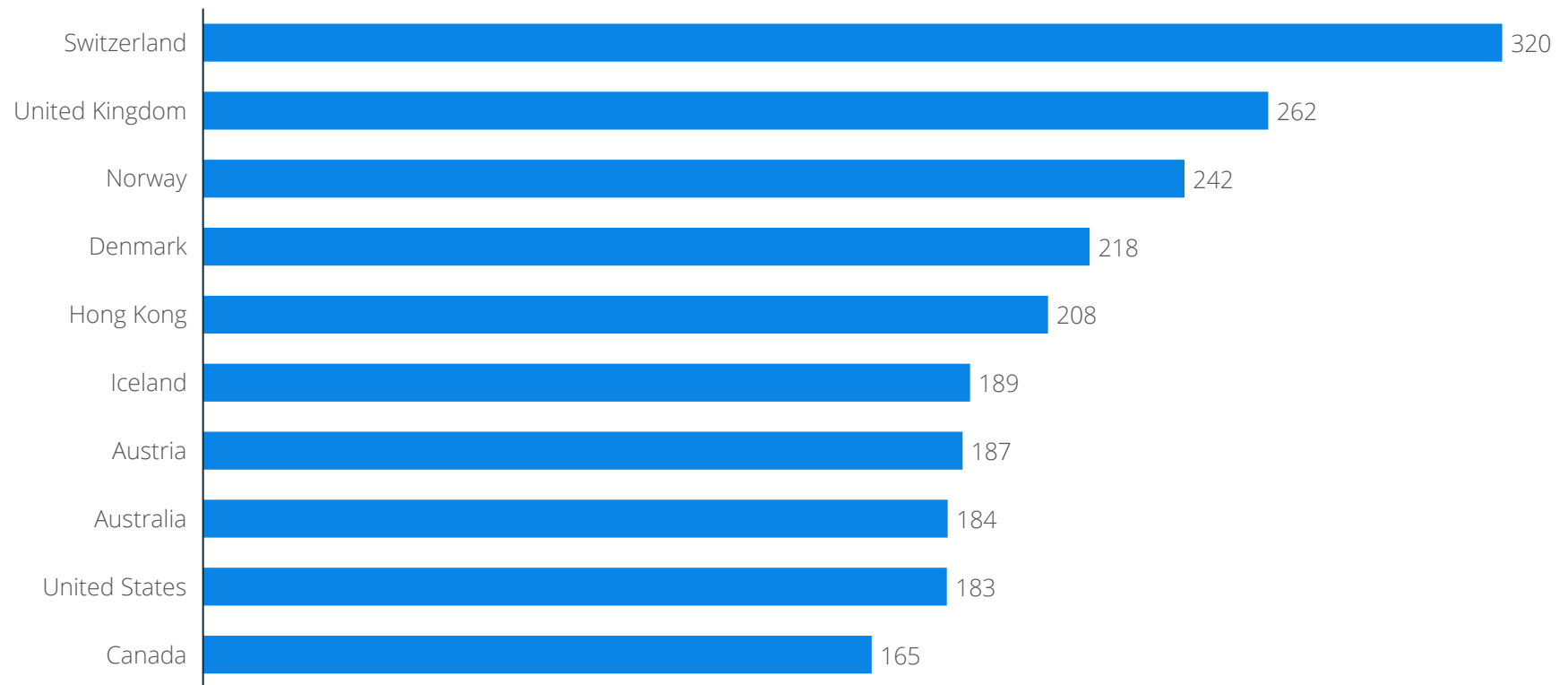
US\$1     US\$320  Out of scope



In 2019, the Swiss spent an average of US\$320 on Bedroom Furniture

Bedroom Furniture: regional comparison (2/2)

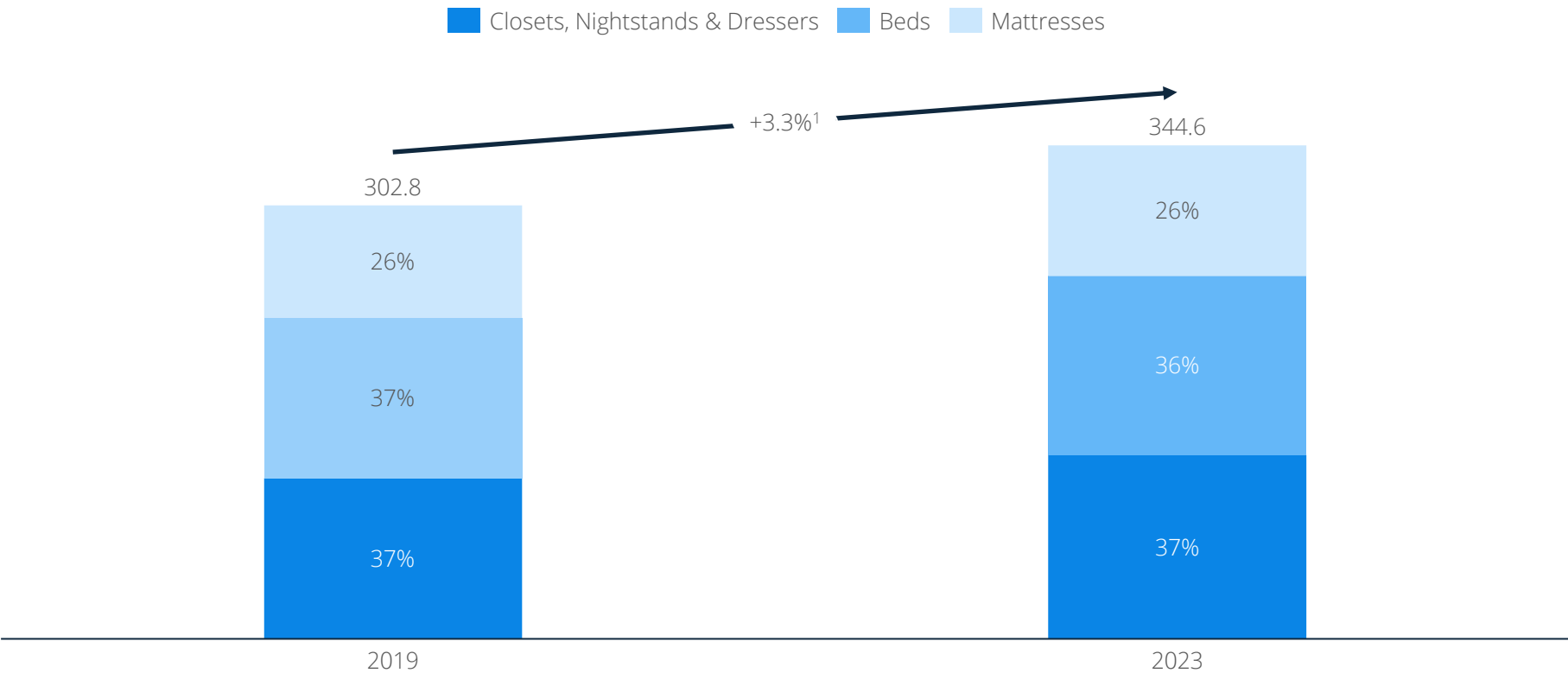
Top-10 per-capita revenue in US\$ in 2019



Closets, Nightstands & Dressers generates the most revenue within the Bedroom Furniture segment

Bedroom Furniture: revenue and growth by subsegment

Worldwide revenue in billion US\$



Bedroom Furniture sales in Europe will increase at a CAGR¹ of 2,5% from 2012 to 2023

Bedroom Furniture: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Bedroom Furniture	63,3	65,0	67,4	70,1	72,6	74,8	76,7	78,5	73,6	77,9	81,0	83,4	2,5%
Share of total market (in %)	21,0	20,7	20,5	20,4	20,4	20,3	20,3	20,3	20,3	20,3	20,3	20,3	-0,3%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Bedroom Furniture	57,1	57,5	58,0	58,5	59,0	59,4	59,9	60,3	54,2	57,6	59,8	61,6	0,7%
Share of total market (in %)	23,1	23,1	23,1	23,2	23,2	23,2	23,2	23,2	23,2	23,3	23,3	23,3	0,1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023
Source: [Statista Consumer Market Outlook](#) 2020

Bedroom Furniture sales in South America will increase at a CAGR¹ of 8,3% from 2012 to 2023

Bedroom Furniture: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Bedroom Furniture	17,0	18,9	21,0	23,2	25,5	27,8	30,2	32,5	34,9	37,3	39,7	42,2	8,6%
Share of total market (in %)	25,0	25,1	25,0	24,5	24,1	23,9	23,8	23,7	23,6	23,5	23,4	23,3	-0,6%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Bedroom Furniture	11,6	12,7	14,0	15,4	16,8	18,3	19,9	21,4	21,3	23,7	25,8	27,9	8,3%
Share of total market (in %)	22,7	23,1	23,2	23,1	23,0	23,0	23,2	23,4	23,6	23,8	23,9	24,0	0,5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023
Source: [Statista Consumer Market Outlook](#) 2020

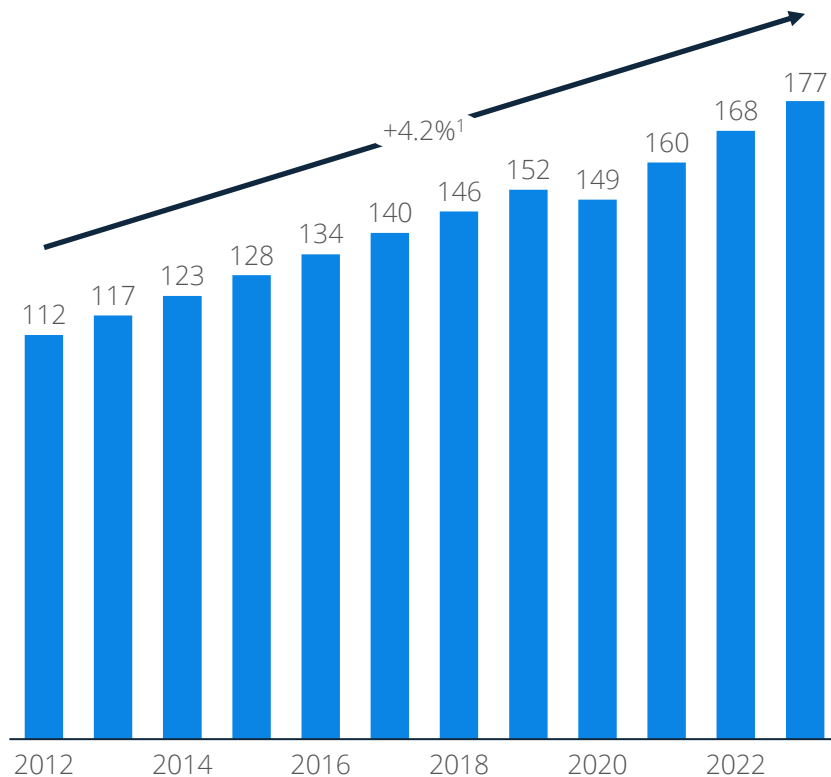
FLOOR COVERING



In 2019, worldwide Floor Covering sales amounted to US\$152 billion

Floor Covering: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Floor Covering accounted for 11% of the Furniture revenue in 2019.

In 2019, Floor Covering sales increased by 4,2% in comparison to 2018 and reached US\$152 billion.

In the Floor Covering segment, Switzerland (US\$178) and Norway (US\$165) had the highest annual revenue per capita in 2019.



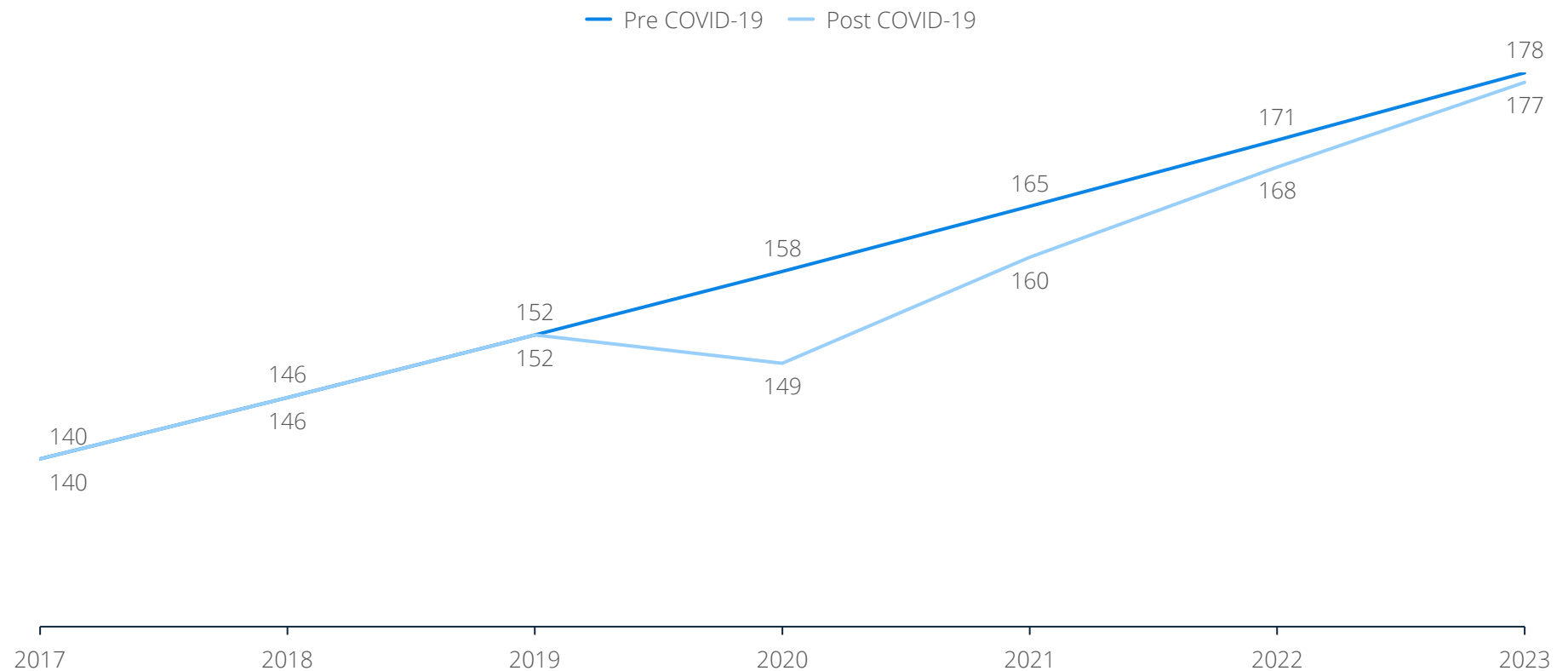
US\$152bn
in 2019

+4,5%
CAGR¹ 2012-2019

The worldwide Floor Covering segment is expected to reach only US\$149 billion in 2020

Floor Covering: COVID-19 impact

Worldwide Floor Covering revenue in billion US\$

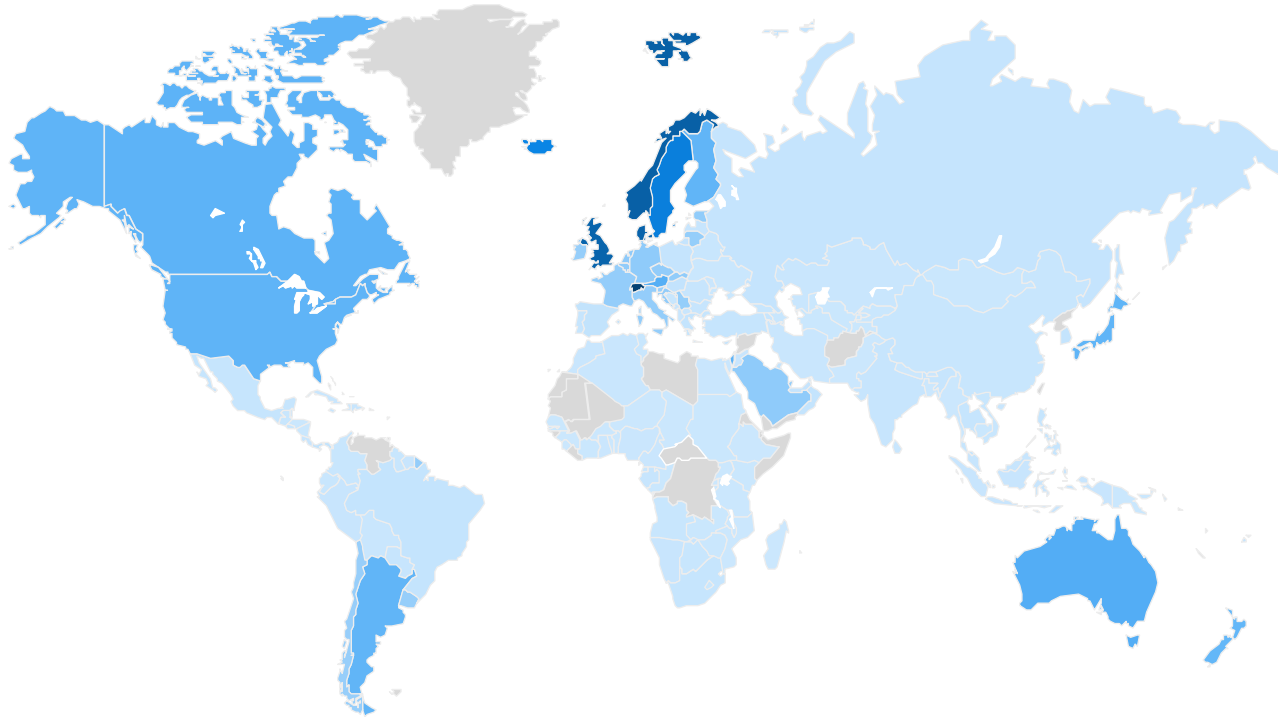


In 2019, Switzerland and Norway spent the most on Floor Covering

Floor Covering: regional comparison (1/2)

Per-capita revenue in US\$ in 2019

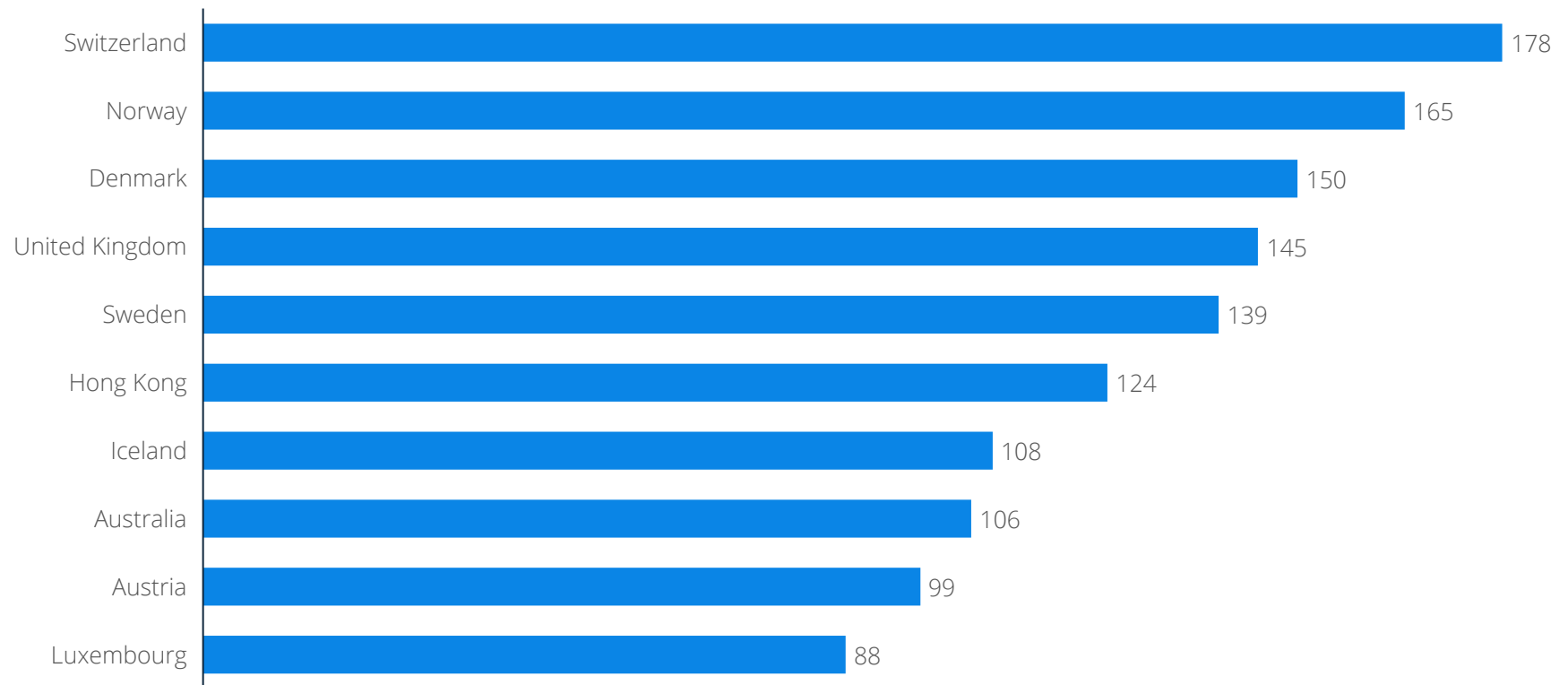
US\$1  US\$178  Out of scope



In 2019, the Swiss spent an average of US\$178 on Floor Covering

Floor Covering: regional comparison (2/2)

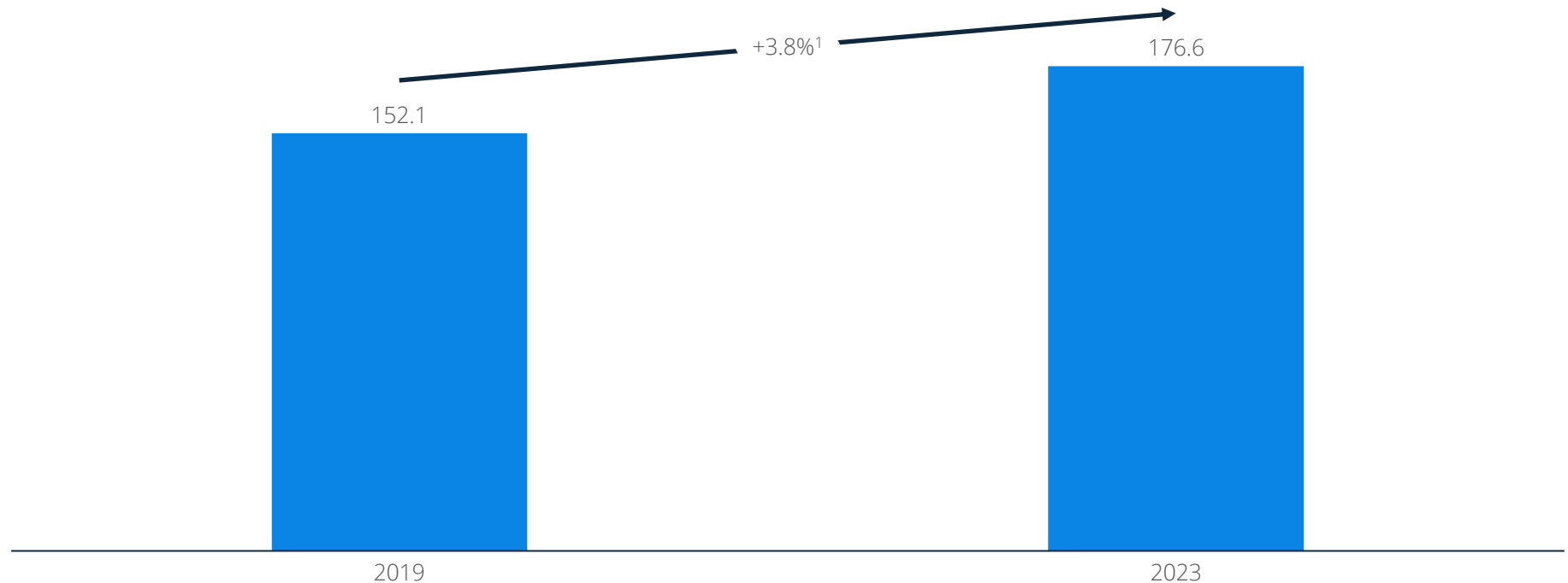
Top-10 per-capita revenue in US\$ in 2019



Floor Covering sales worldwide will increase at a CAGR¹ of 3,8% from 2019 to 2023

Floor Covering: revenue and growth

Worldwide revenue in billion US\$



Floor Covering sales in Europe will increase at a CAGR¹ of 2,3% from 2012 to 2023

Floor Covering: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Floor Covering	33,0	34,2	35,3	36,4	37,4	38,3	39,1	39,9	37,3	39,5	41,0	42,3	2,3%
Share of total market (in %)	10,9	10,9	10,7	10,6	10,5	10,4	10,4	10,3	10,3	10,3	10,3	10,3	-0,5%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Floor Covering	25,9	26,1	26,2	26,4	26,6	26,7	26,9	27,0	24,2	25,7	26,6	27,3	0,5%
Share of total market (in %)	10,5	10,5	10,5	10,5	10,4	10,4	10,4	10,4	10,4	10,4	10,4	10,3	-0,1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Floor Covering sales in South America will increase at a CAGR¹ of 7,1% from 2012 to 2023

Floor Covering: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Floor Covering	7,4	8,1	8,9	9,7	10,6	11,5	12,5	13,6	14,8	16,0	17,3	18,7	8,7%
Share of total market (in %)	10,9	10,8	10,6	10,2	10,0	9,9	9,9	9,9	10,0	10,1	10,2	10,3	-0,5%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Floor Covering	6,6	7,1	7,5	8,1	8,7	9,3	10,0	10,7	10,7	11,9	13,0	14,1	7,1%
Share of total market (in %)	13,0	12,8	12,5	12,1	11,8	11,7	11,7	11,7	11,8	11,9	12,0	12,1	-0,6%

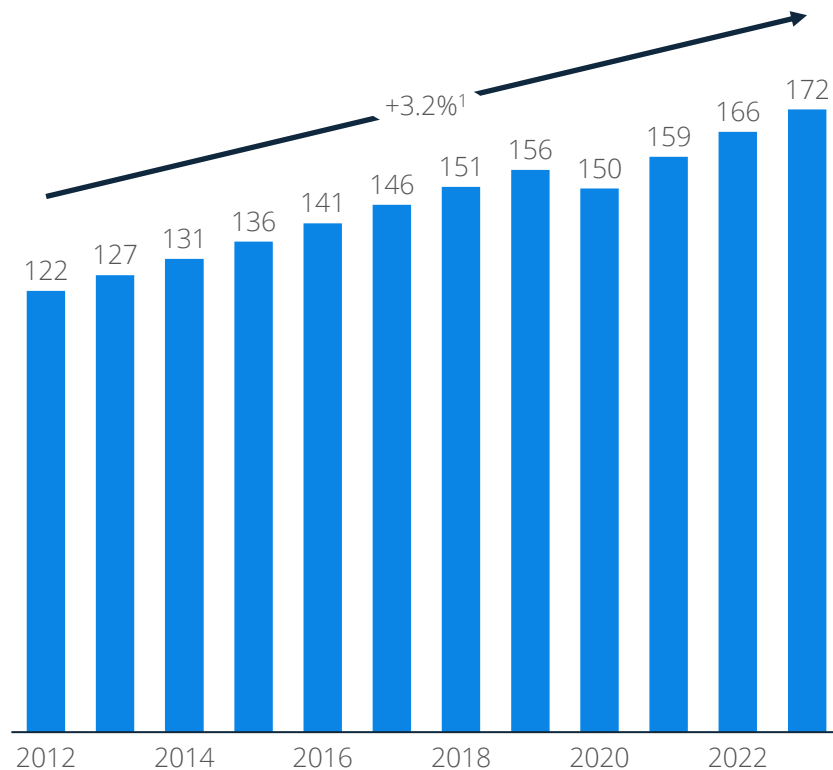
KITCHEN FURNITURE



In 2019, worldwide Kitchen Furniture sales amounted to US\$156 billion

Kitchen Furniture: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Kitchen Furniture accounted for 11% of the Furniture revenue in 2019.

In 2019, Kitchen Furniture sales increased by 3,1% in comparison to 2018 and reached US\$156 billion.

In the Kitchen Furniture segment, Finland (US\$199) and Switzerland (US\$187) had the highest annual revenue per capita in 2019.



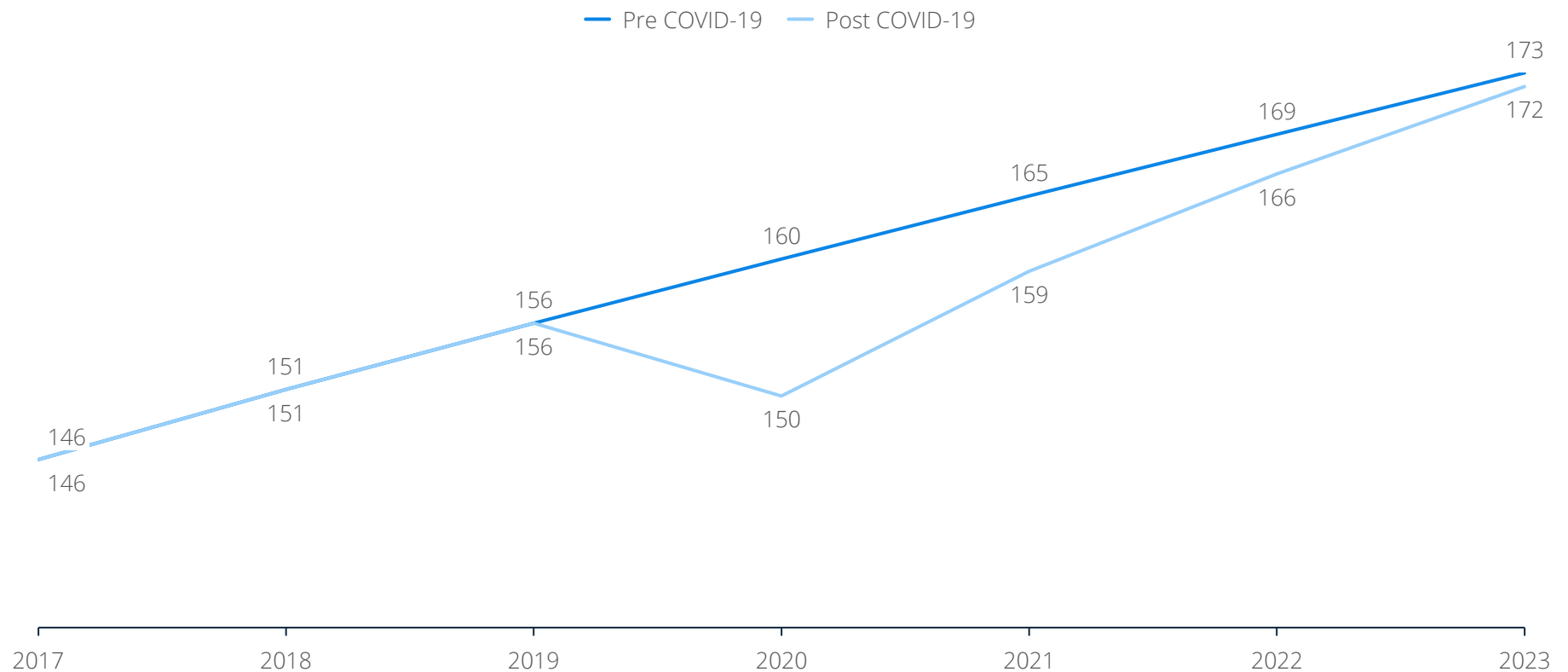
US\$156bn
in 2019

+3,5%
CAGR¹ 2012-2019

The worldwide Kitchen Furniture segment is expected to reach only US\$150 billion in 2020

Kitchen Furniture: COVID-19 impact

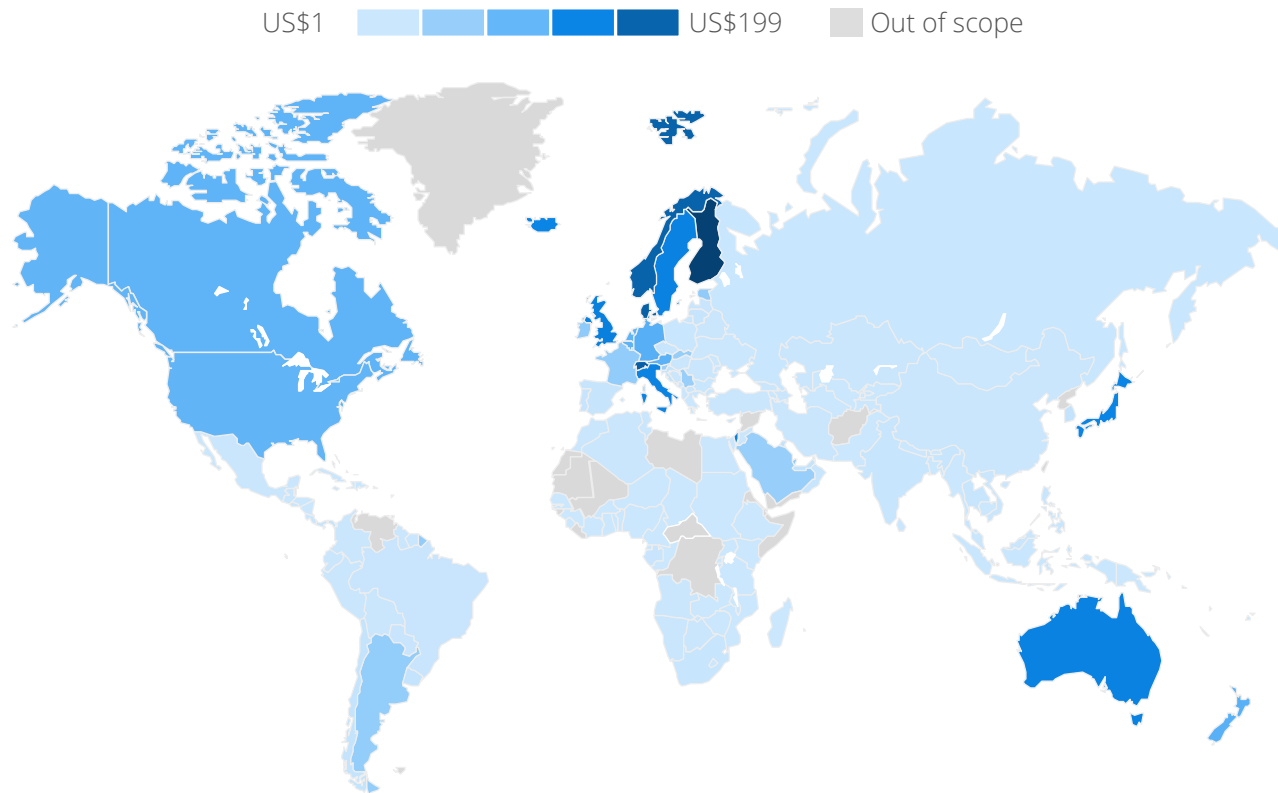
Worldwide Kitchen Furniture revenue in billion US\$



In 2019, Finland and Switzerland spent the most on Kitchen Furniture

Kitchen Furniture: regional comparison (1/2)

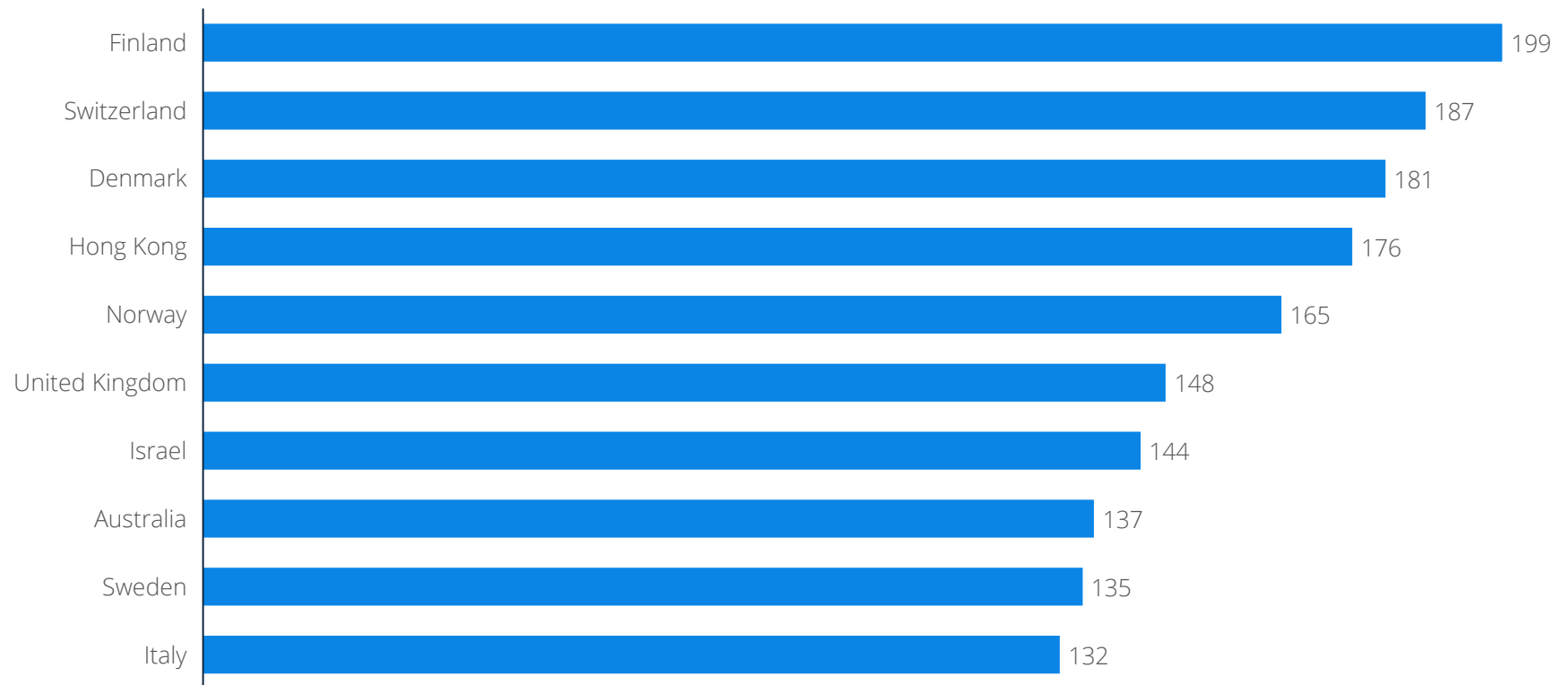
Per-capita revenue in US\$ in 2019



In 2019, Finns spent an average of US\$199 on Kitchen Furniture

Kitchen Furniture: regional comparison (2/2)

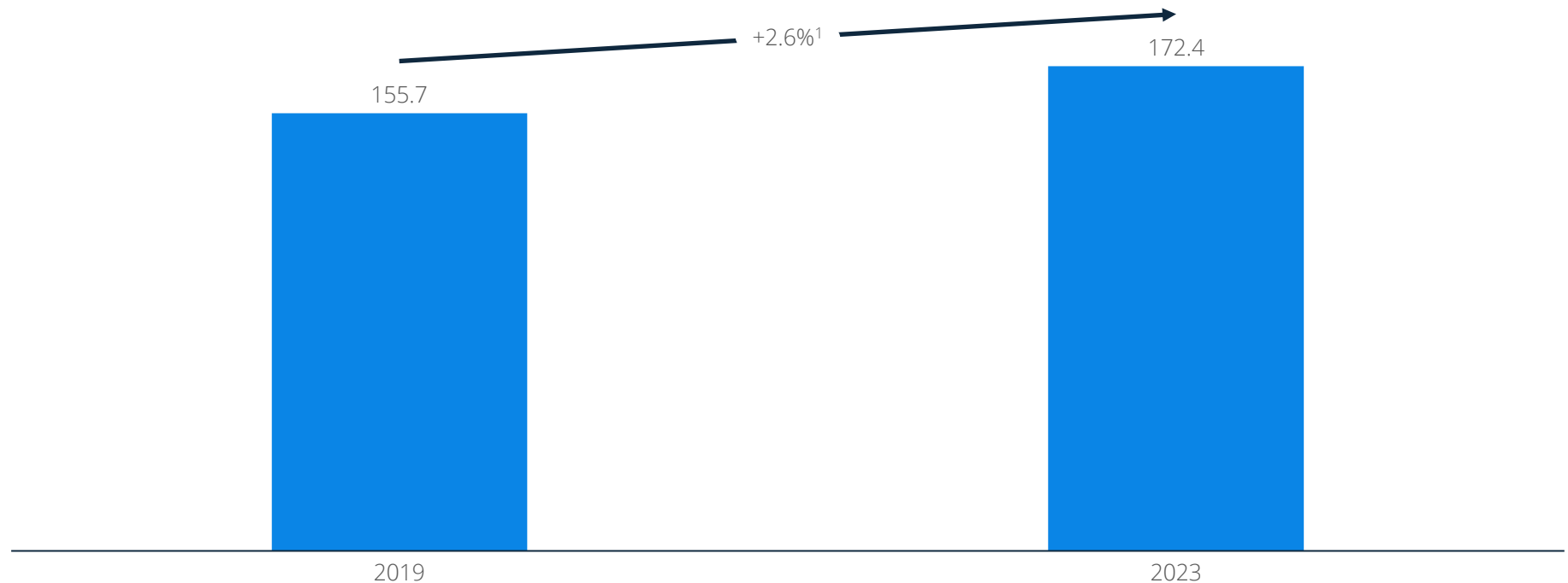
Top-10 per-capita revenue in US\$ in 2019



Kitchen Furniture sales worldwide will increase at a CAGR¹ of 2,6% from 2019 to 2023

Kitchen Furniture: revenue and growth

Worldwide revenue in billion US\$



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2020](#)

Kitchen Furniture sales in Europe will increase at a CAGR¹ of 2,2% from 2012 to 2023

Kitchen Furniture: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Kitchen Furniture	38,7	40,2	41,6	42,9	44,1	45,3	46,2	47,0	43,7	46,2	47,8	49,1	2,2%
Share of total market (in %)	12,8	12,8	12,7	12,5	12,4	12,3	12,2	12,2	12,1	12,0	12,0	12,0	-0,6%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Kitchen Furniture	28,1	28,2	28,2	28,3	28,3	28,4	28,5	28,5	25,5	27,0	27,9	28,6	0,1%
Share of total market (in %)	11,4	11,3	11,3	11,2	11,1	11,1	11,0	11,0	10,9	10,9	10,9	10,8	-0,5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Kitchen Furniture sales in South America will increase at a CAGR¹ of 5,7% from 2012 to 2023

Kitchen Furniture: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Kitchen Furniture	5,8	6,2	6,5	6,9	7,3	7,9	8,4	9,1	9,7	10,5	11,3	12,1	6,9%
Share of total market (in %)	8,6	8,2	7,7	7,3	6,9	6,7	6,6	6,6	6,6	6,6	6,7	6,7	-2,2%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Kitchen Furniture	4,8	5,0	5,2	5,5	5,8	6,1	6,5	6,9	6,9	7,5	8,2	8,8	5,7%
Share of total market (in %)	9,4	9,1	8,6	8,2	7,9	7,7	7,6	7,5	7,6	7,6	7,6	7,6	-1,9%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

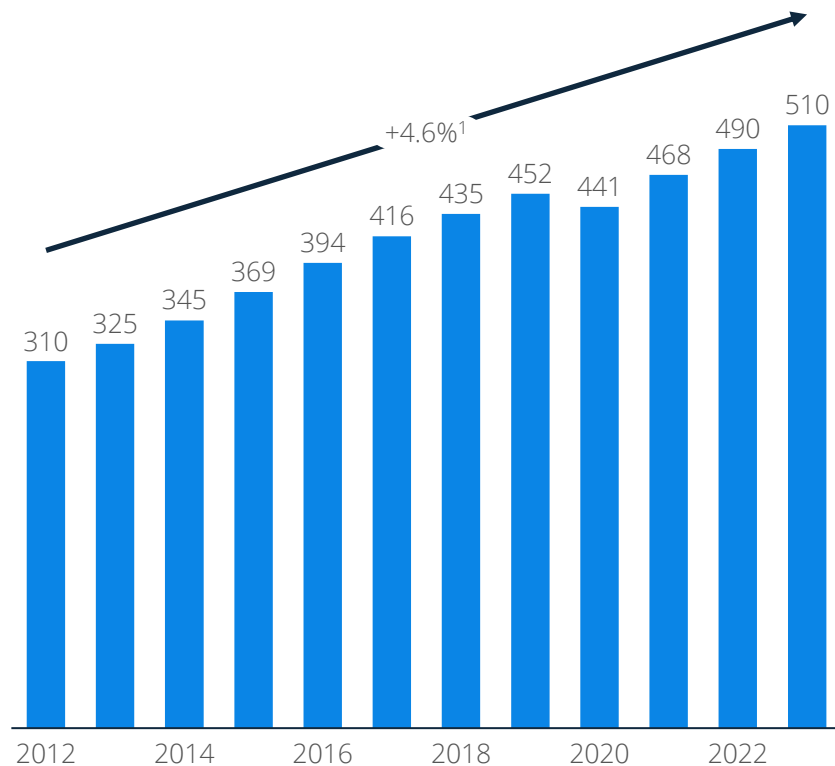
LIVING-ROOM & DINING- ROOM FURNITURE



In 2019, worldwide Living-room & Dining-room Furniture sales amounted to US\$452 billion

Living-room & Dining-room Furniture: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Living-room & Dining-room Furniture accounted for 32% of the Furniture revenue in 2019.

In 2019, Living-room & Dining-room Furniture sales increased by 3,9% in comparison to 2018 and reached US\$452 billion.

In the Living-room & Dining-room Furniture segment, Switzerland (US\$485) and Sweden (US\$396) had the highest annual revenue per capita in 2019.



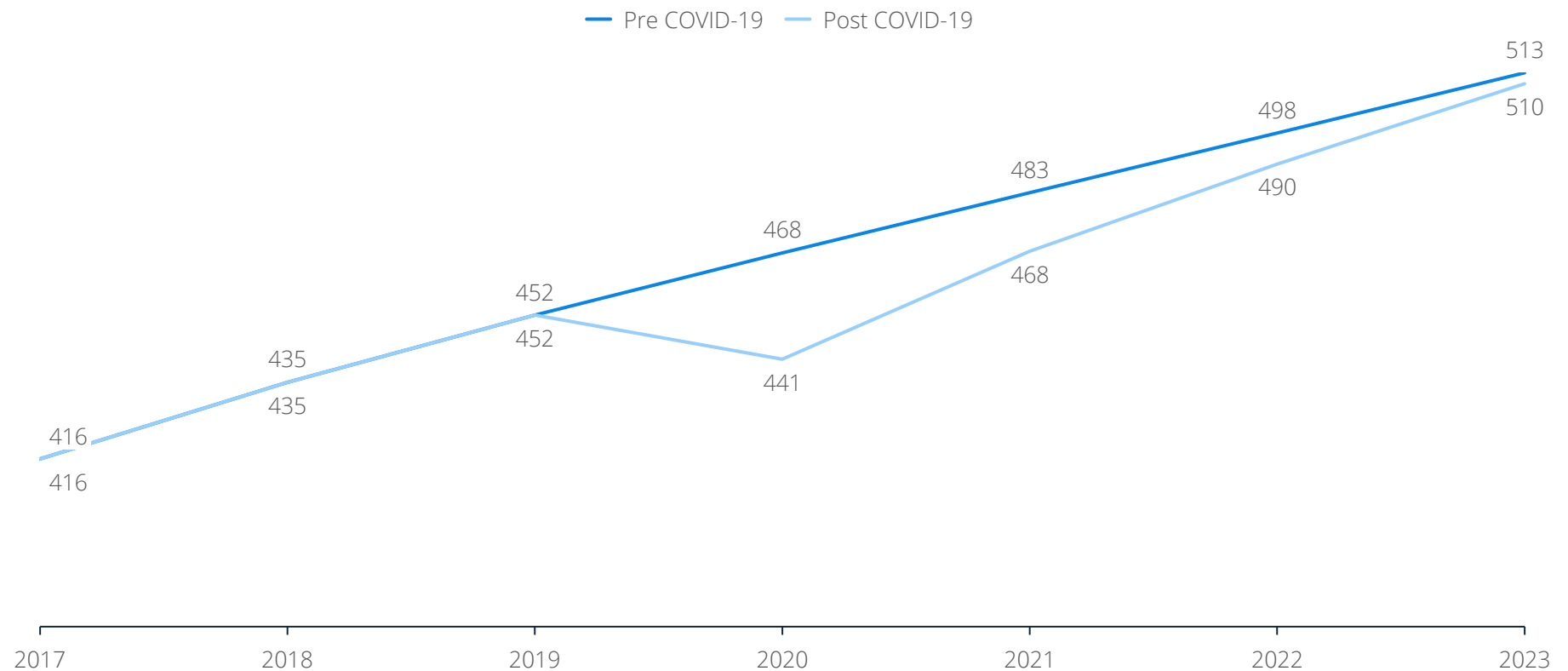
US\$452bn
in 2019

+5,5%
CAGR¹ 2012-2019

The worldwide Living-Room & Dining-Room Furniture is expected to reach only US\$441 billion in 2020

Living-Room & Dining-Room Furniture: COVID-19 impact

Worldwide Living-Room & Dining-Room Furniture revenue in billion US\$

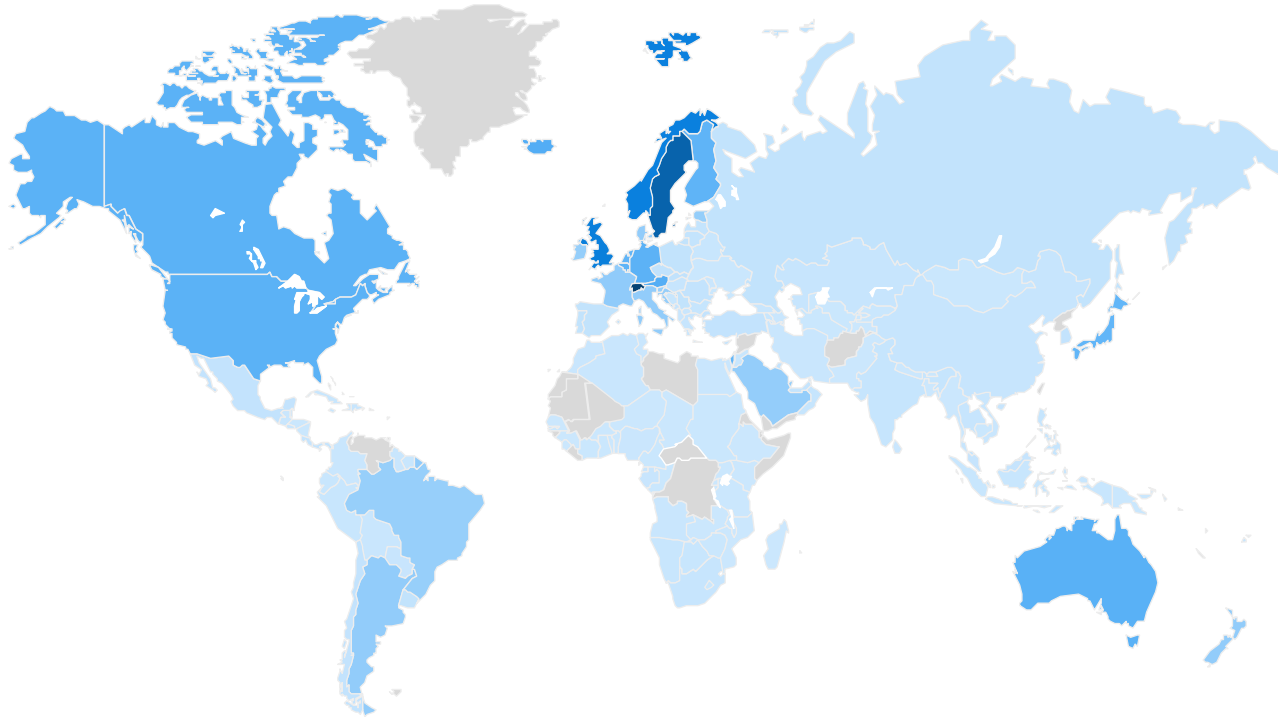


In 2019, Switzerland and Sweden spent the most on Living-room & Dining-room Furniture

Living-room & Dining-room Furniture: regional comparison (1/2)

Per-capita revenue in US\$ in 2019

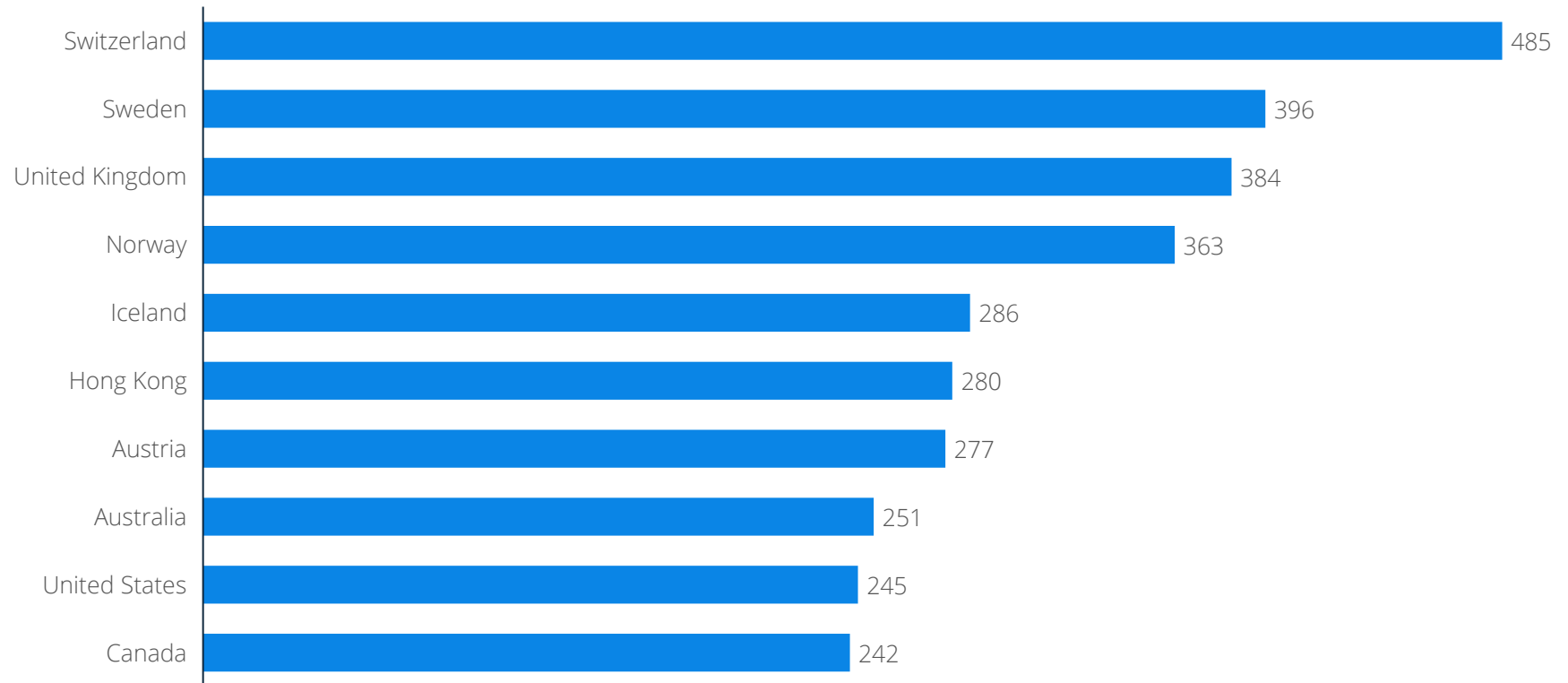
US\$1     US\$485  Out of scope



In 2019, the Swiss spent an average of US\$485 on Living-room & Dining-room Furniture

Living-room & Dining-room Furniture: regional comparison (2/2)

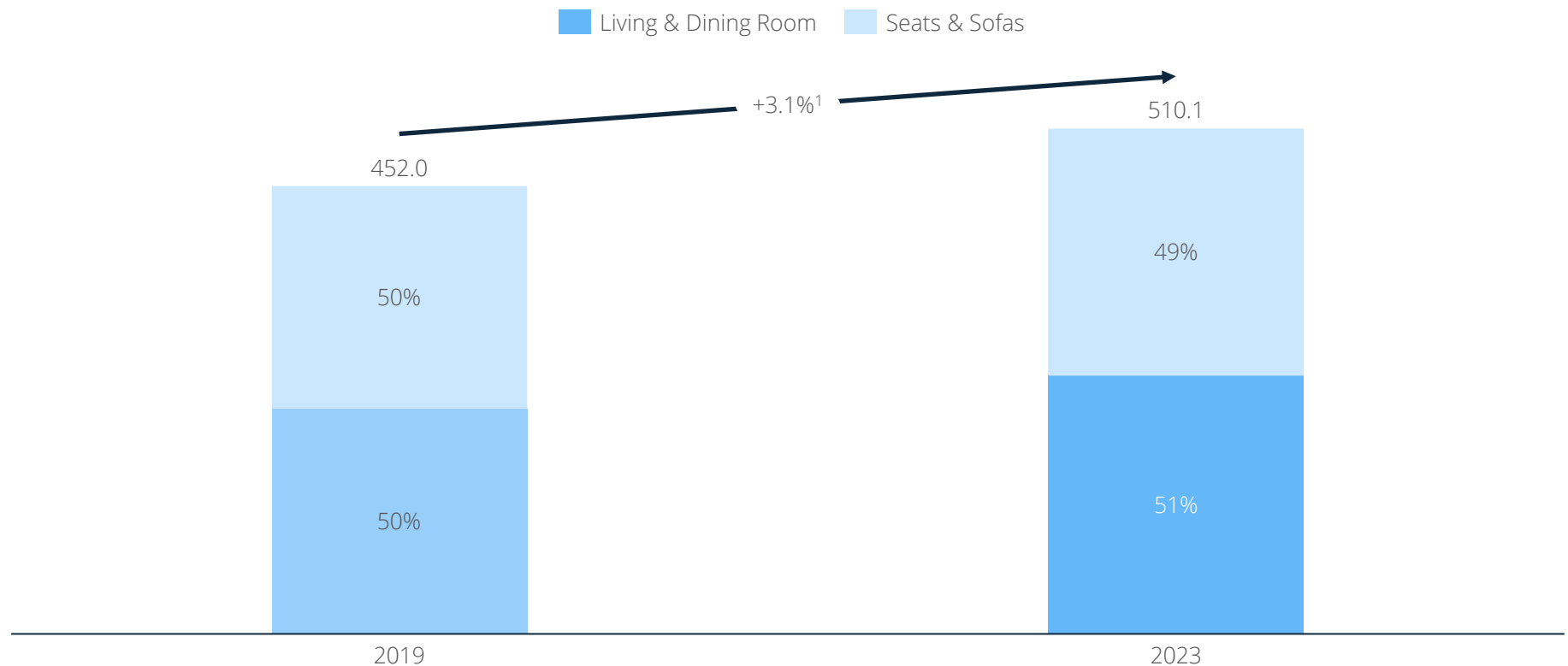
Top-10 per-capita revenue in US\$ in 2019



Living & Dining Room generates the most revenue within the Living-room & Dining-room Furniture

Living-room & Dining-room Furniture: revenue and growth by subsegment

Worldwide revenue in billion US\$



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook](#) 2020

Living-room & Dining-room Furniture sales in Europe will increase at a CAGR¹ of 3,3% from 2012 to 2023

Living-room & Dining-room Furniture: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Living-room & Dining-room Furniture	91,2	94,7	99,6	105,4	111,1	115,9	119,6	122,6	115,0	121,7	126,2	130,0	3,3%
Share of total market (in %)	30,2	30,1	30,3	30,7	31,1	31,5	31,7	31,7	31,8	31,7	31,7	31,7	0,4%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Living-room & Dining-room Furniture	76,2	76,8	77,5	78,1	78,7	79,3	79,9	80,5	72,2	76,9	79,8	82,0	0,7%
Share of total market (in %)	30,9	30,9	30,9	30,9	30,9	31,0	31,0	31,0	31,0	31,0	31,0	31,0	0,0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Living-room & Dining-room Furniture sales in China will increase at a CAGR¹ of 11,9% from 2012 to 2023

Living-room & Dining-room Furniture: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Living-room & Dining-room Furniture	20,1	23,0	27,3	32,8	38,6	43,9	48,4	52,6	56,6	60,7	65,0	69,3	11,9%
Share of total market (in %)	29,6	30,6	32,5	34,7	36,6	37,7	38,1	38,3	38,3	38,3	38,2	38,2	2,4%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Living-room & Dining-room Furniture	15,8	17,4	19,9	23,2	26,6	29,5	31,8	33,8	32,9	36,0	38,6	41,2	9,1%
Share of total market (in %)	31,0	31,6	33,0	34,9	36,3	37,0	37,1	36,9	36,4	36,1	35,7	35,5	1,2%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

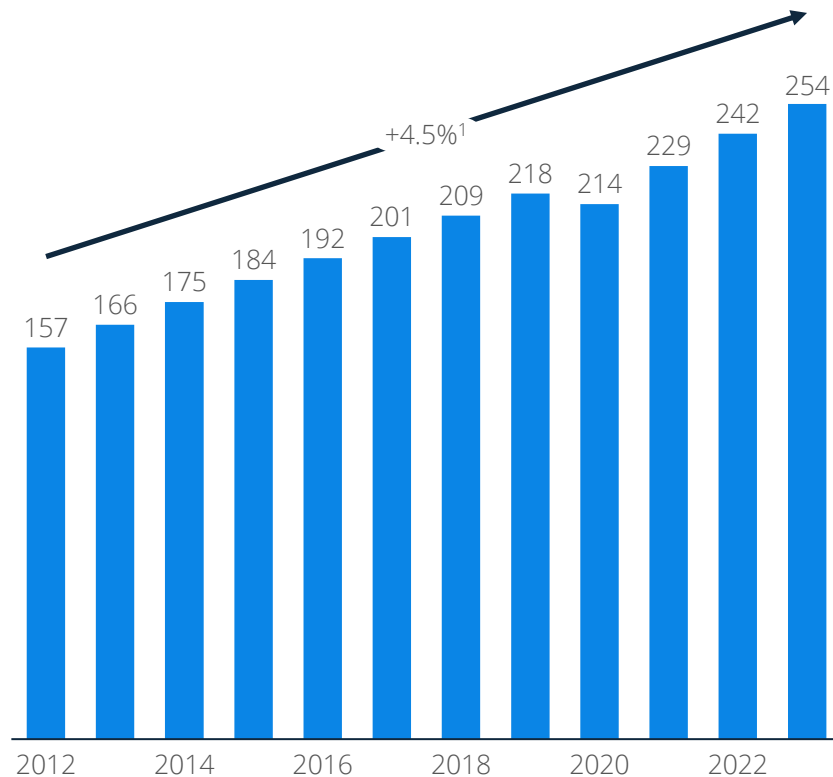
LAMPS & LIGHTING



In 2019, worldwide Lamps & Lighting sales amounted to US\$218 billion

Lamps & Lighting: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Lamps & Lighting accounted for 15% of the Furniture revenue in 2019.

In 2019, Lamps & Lighting sales increased by 4,2% in comparison to 2018 and reached US\$218 billion.

In the Lamps & Lighting segment, Norway (US\$297) and Sweden (US\$280) had the highest annual revenue per capita in 2019.



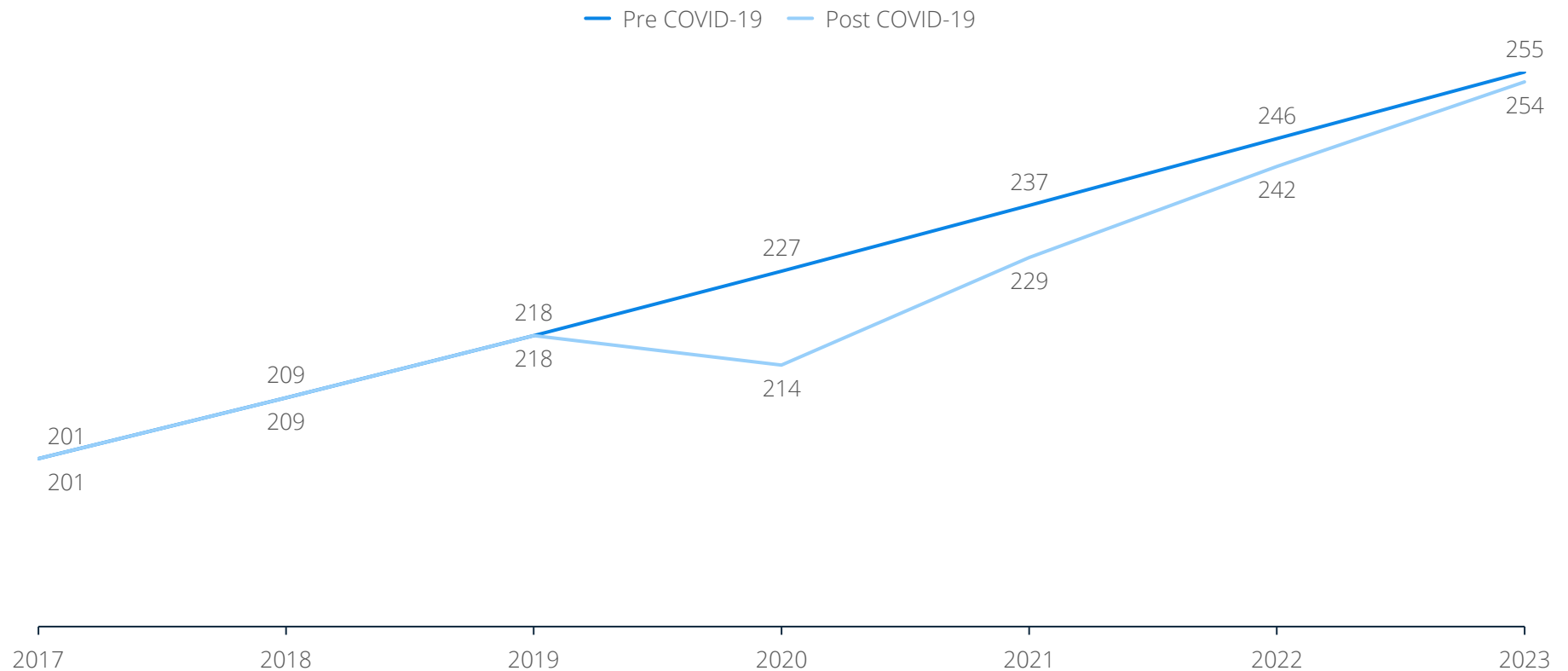
US\$218bn
in 2019

+4,9%
CAGR¹ 2012-2019

The worldwide Lamps & Lighting segment is expected to reach only US\$214 billion in 2020

Lamps & Lighting: COVID-19 impact

Worldwide Lamps & Lighting revenue in billion US\$

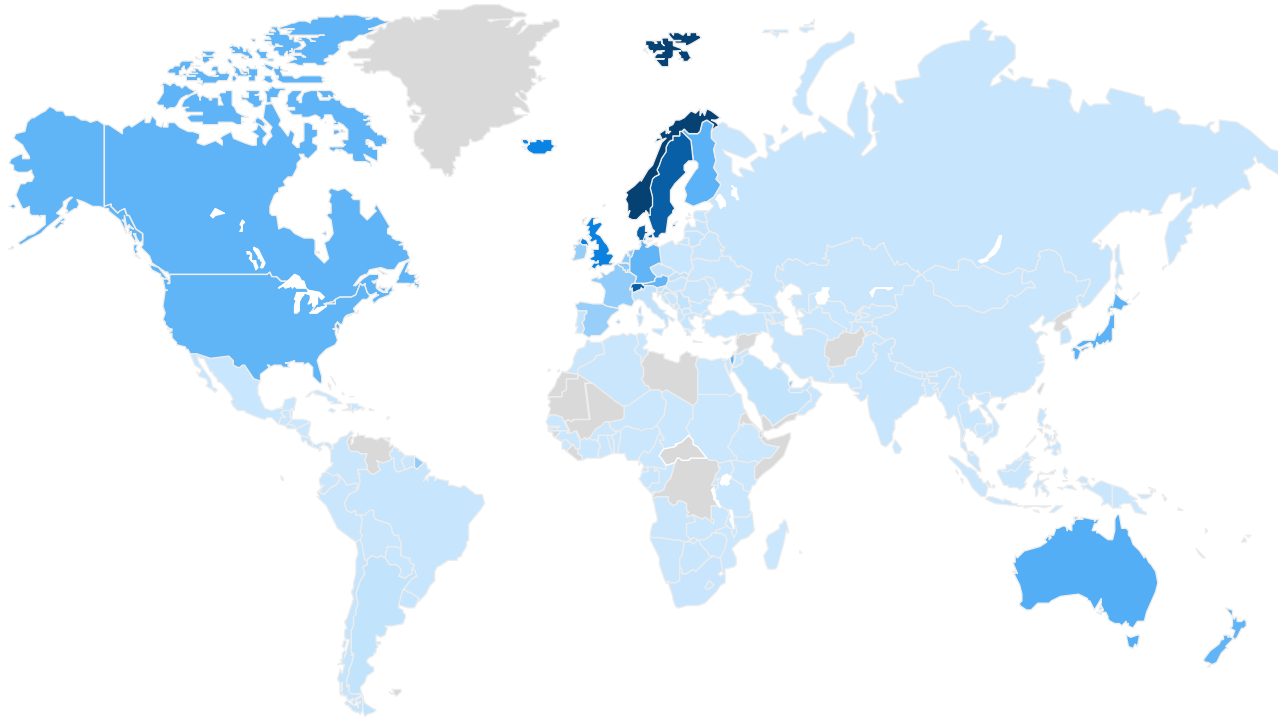


In 2019, Norway and Sweden spent the most on Lamps & Lighting

Lamps & Lighting: regional comparison (1/2)

Per-capita revenue in US\$ in 2019

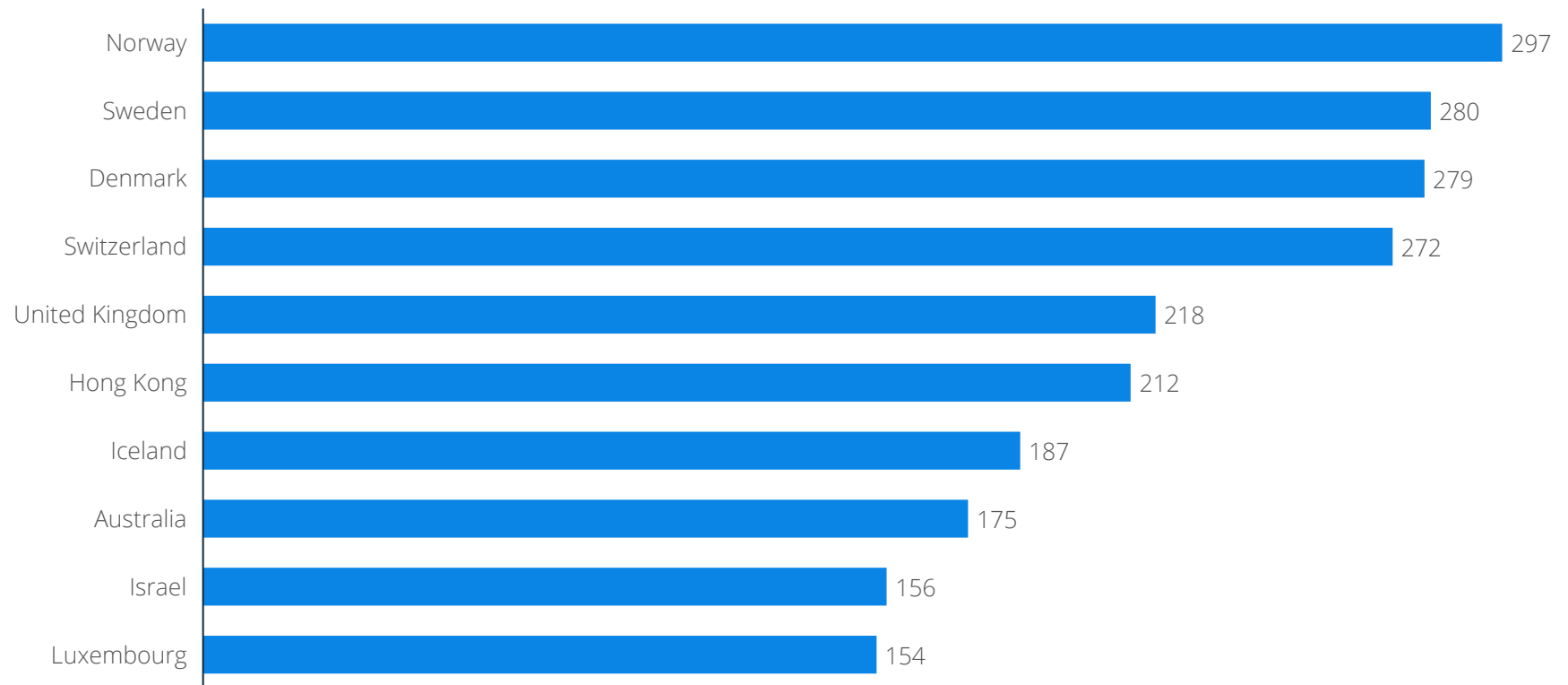
US\$1     US\$297  Out of scope



In 2019, Norwegians spent an average of US\$297 on Lamps & Lighting

Lamps & Lighting: regional comparison (2/2)

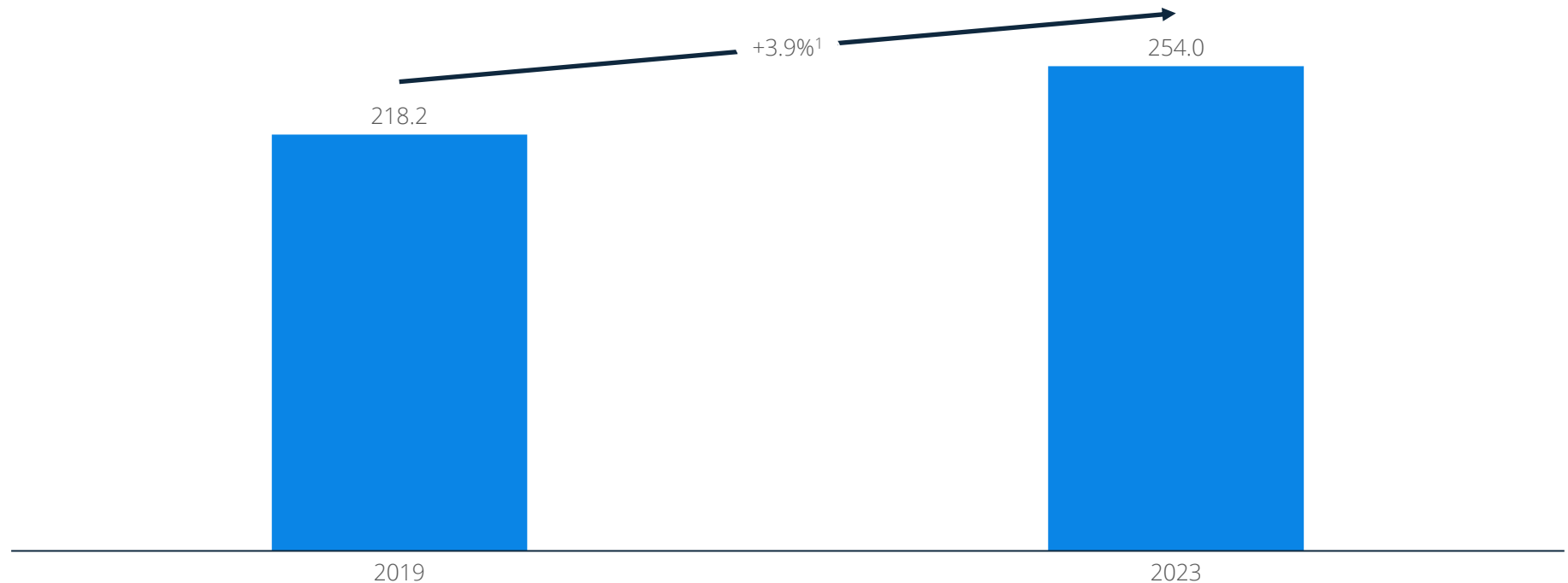
Top-10 per-capita revenue in US\$ in 2019



Lamps & Lighting sales worldwide will increase at a CAGR¹ of 3,9% from 2019 to 2023

Lamps & Lighting: revenue and growth

Worldwide revenue in billion US\$



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2020](#)

Lamps & Lighting sales in Europe will increase at a CAGR¹ of 3,0% from 2012 to 2023

Lamps & Lighting: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Lamps & Lighting	47,5	50,4	52,9	55,1	56,9	58,3	59,6	60,9	57,3	60,9	63,5	65,7	3,0%
Share of total market (in %)	15,7	16,0	16,1	16,1	15,9	15,8	15,8	15,8	15,8	15,9	16,0	16,0	0,2%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Lamps & Lighting	39,7	40,3	40,9	41,5	42,1	42,6	43,2	43,7	39,4	42,1	43,8	45,3	1,2%
Share of total market (in %)	16,1	16,2	16,3	16,4	16,6	16,6	16,7	16,8	16,9	17,0	17,1	17,1	0,6%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Lamps & Lighting sales in South America will increase at a CAGR¹ of 7,0% from 2012 to 2023

Lamps & Lighting: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Lamps & Lighting	8,9	9,6	10,4	11,2	12,1	13,1	14,2	15,3	16,5	17,9	19,3	20,7	8,0%
Share of total market (in %)	13,1	12,8	12,3	11,9	11,5	11,3	11,2	11,2	11,2	11,3	11,3	11,4	-1,2%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Lamps & Lighting	6,0	6,4	6,8	7,3	7,8	8,3	9,0	9,6	9,6	10,7	11,7	12,7	7,0%
Share of total market (in %)	11,8	11,6	11,3	10,9	10,6	10,5	10,5	10,5	10,6	10,7	10,8	10,9	-0,7%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

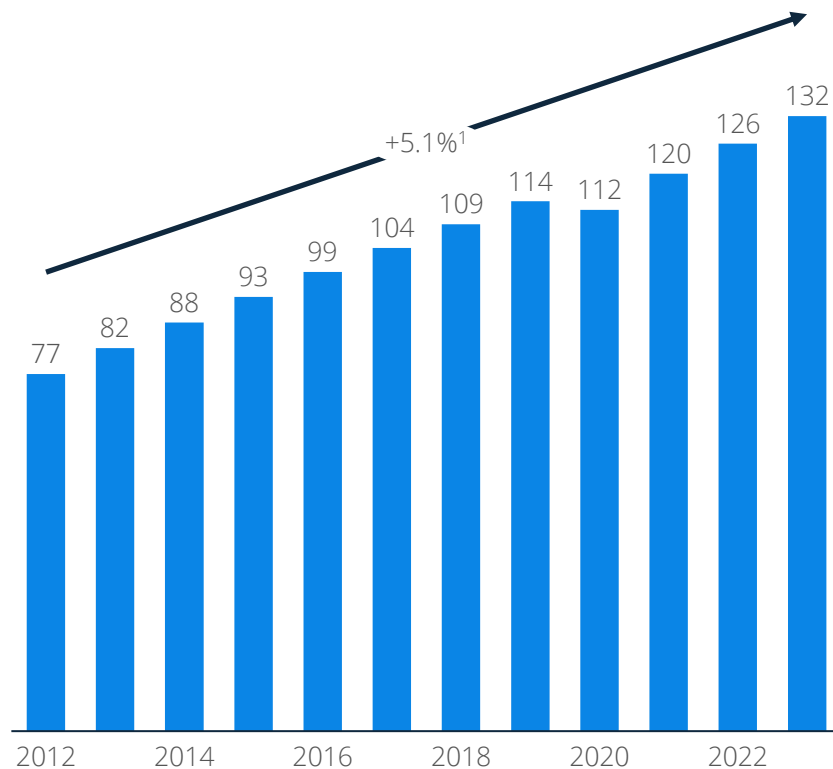
OFFICE FURNITURE



In 2019, worldwide Office Furniture sales amounted to US\$114 billion

Office Furniture: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Office Furniture accounted for 8% of the Furniture revenue in 2019.

In 2019, Office Furniture sales increased by 4,5% in comparison to 2018 and reached US\$114 billion.

In the Office Furniture segment, Norway (US\$146) and Finland (US\$130) had the highest annual revenue per capita in 2019.



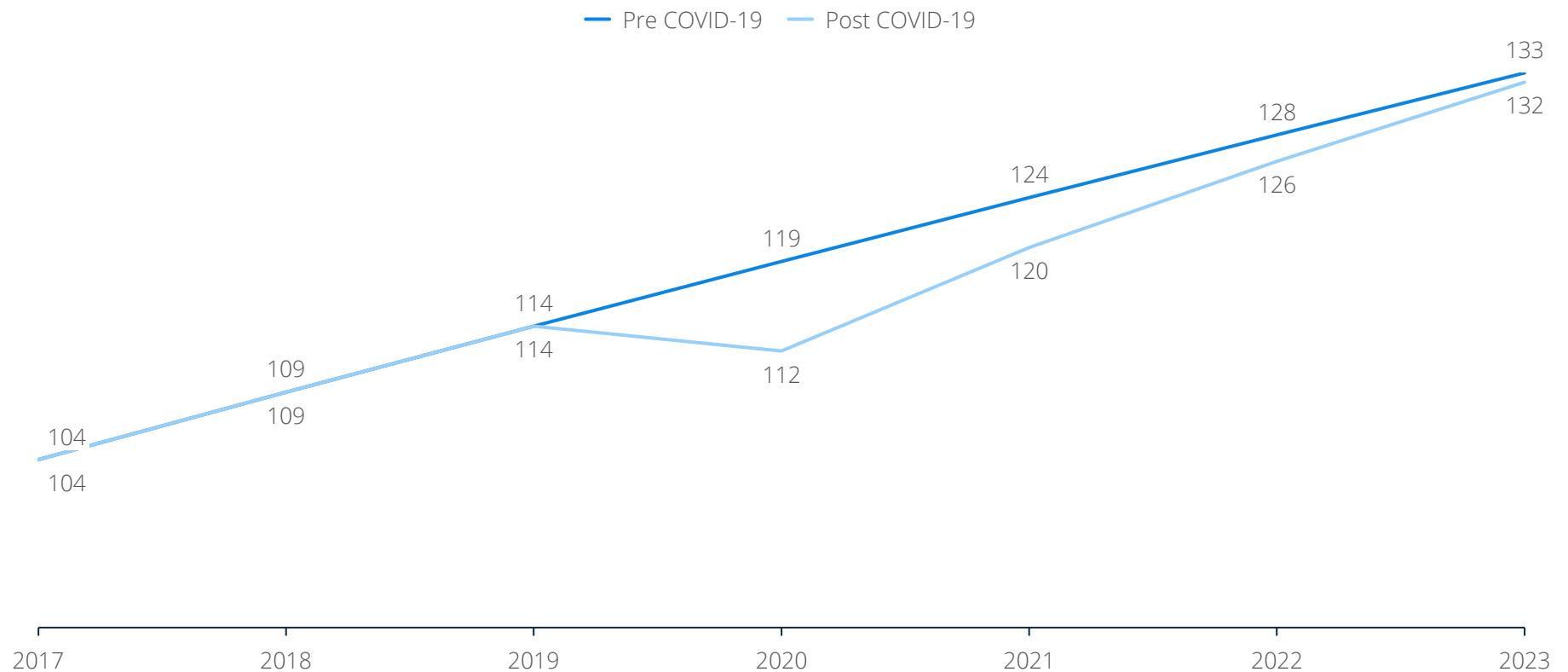
US\$114bn
in 2019

+5,8%
CAGR¹ 2012-2019

The worldwide Office Furniture segment is expected to reach only US\$112 billion in 2020

Office Furniture: COVID-19 impact

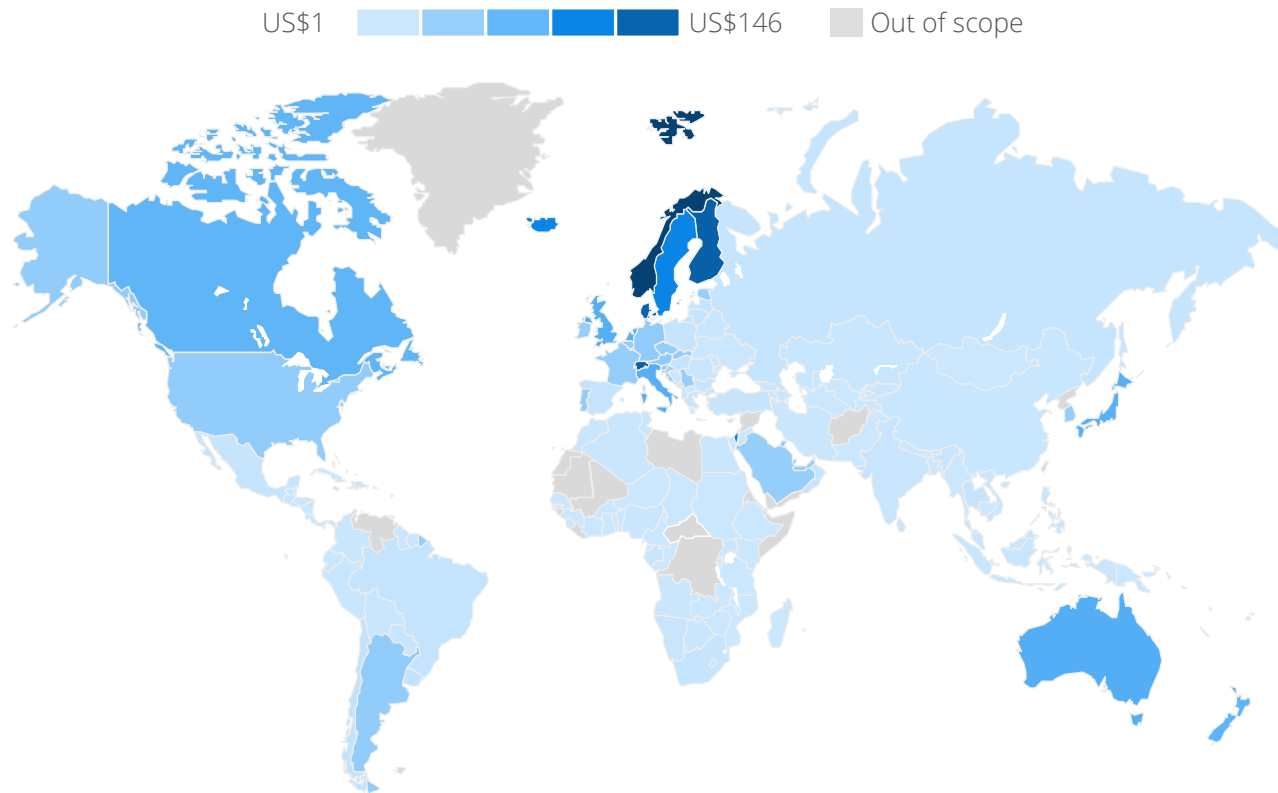
Worldwide Office Furniture revenue in billion US\$



In 2019, Norway and Finland spent the most on Office Furniture

Office Furniture: regional comparison (1/2)

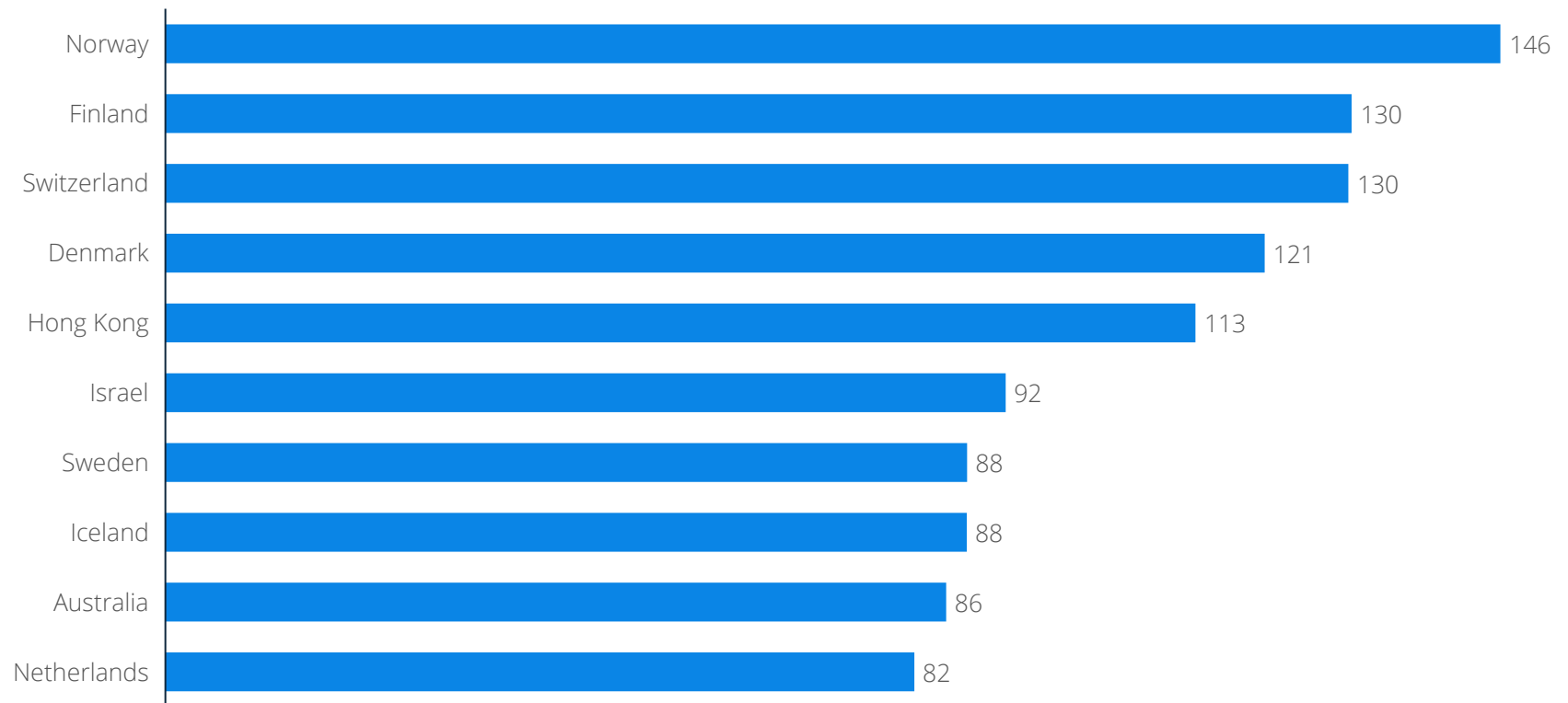
Per-capita revenue in US\$ in 2019



In 2019, Norwegians spent an average of US\$146 on Office Furniture

Office Furniture: regional comparison (2/2)

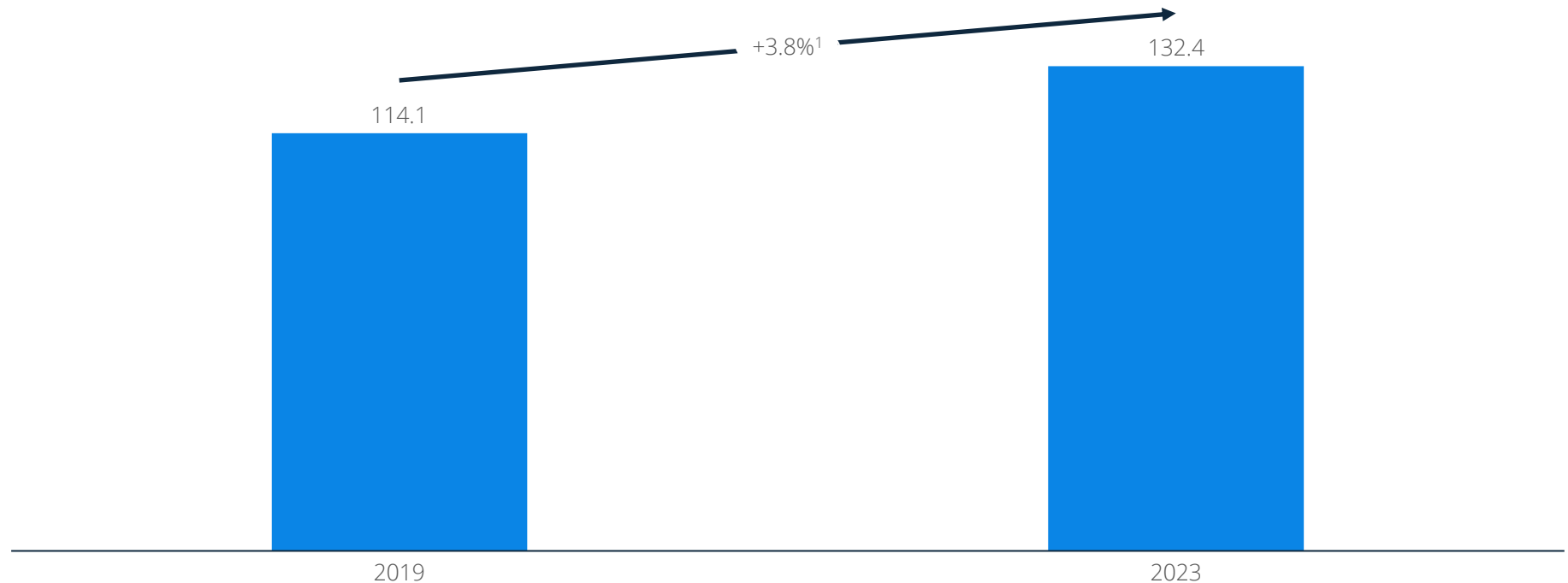
Top-10 per-capita revenue in US\$ in 2019



Office Furniture sales worldwide will increase at a CAGR¹ of 3,8% from 2019 to 2023

Office Furniture: revenue and growth

Worldwide revenue in billion US\$



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2020](#)

Office Furniture sales in Europe will increase at a CAGR¹ of 4,0% from 2012 to 2023

Office Furniture: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Office Furniture	22,6	24,5	26,2	27,7	29,0	30,2	31,2	32,2	30,2	32,2	33,6	34,8	4,0%
Share of total market (in %)	7,5	7,8	8,0	8,1	8,1	8,2	8,3	8,3	8,3	8,4	8,4	8,5	1,1%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Office Furniture	15,6	15,6	15,5	15,5	15,4	15,4	15,4	15,4	13,8	14,5	15,0	15,3	-0,2%
Share of total market (in %)	6,3	6,3	6,2	6,1	6,1	6,0	6,0	5,9	5,9	5,9	5,8	5,8	-0,8%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Office Furniture sales in South America will increase at a CAGR¹ of 7,2% from 2012 to 2023

Office Furniture: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Office Furniture	6,2	6,8	7,5	8,2	8,9	9,8	10,6	11,5	12,5	13,5	14,5	15,5	8,7%
Share of total market (in %)	9,1	9,1	8,9	8,7	8,5	8,4	8,4	8,4	8,4	8,5	8,5	8,6	-0,6%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Office Furniture	4,6	4,9	5,3	5,7	6,2	6,6	7,1	7,6	7,6	8,4	9,1	9,8	7,2%
Share of total market (in %)	9,0	9,0	8,8	8,6	8,4	8,3	8,3	8,3	8,4	8,4	8,4	8,4	-0,5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

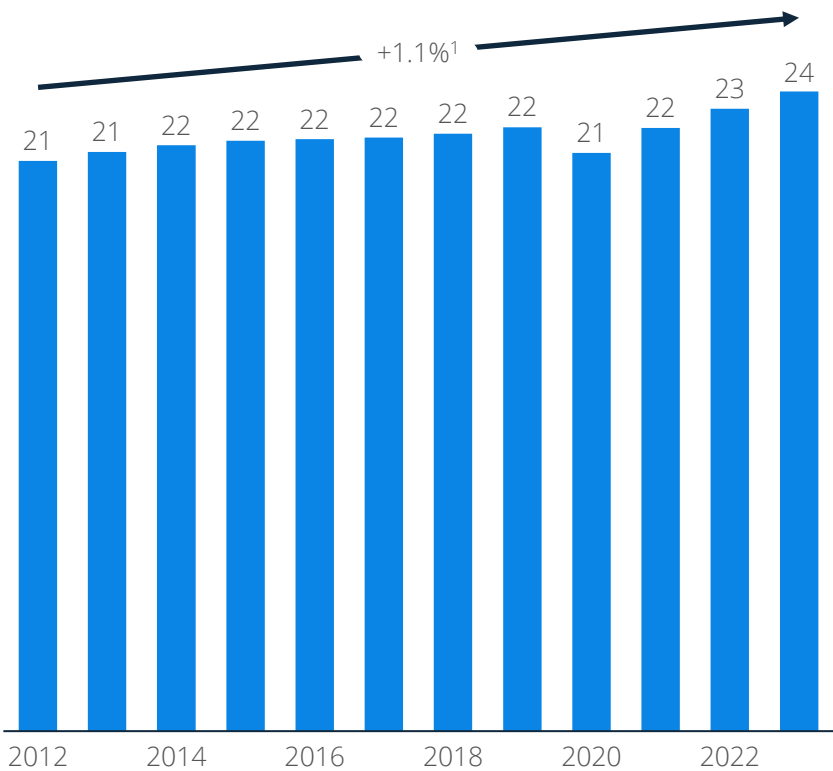
PLASTIC & OTHER FURNITURE



In 2019, worldwide Plastic & Other Furniture sales amounted to US\$22 billion

Plastic & Other Furniture: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Plastic & Other Furniture accounted for 2% of the Furniture revenue in 2019.

In 2019, Plastic & Other Furniture sales increased by 1,1% in comparison to 2018 and reached US\$22 billion.

In the Plastic & Other Furniture segment, Switzerland (US\$23) and the United Kingdom (US\$21) had the highest annual revenue per capita in 2019.



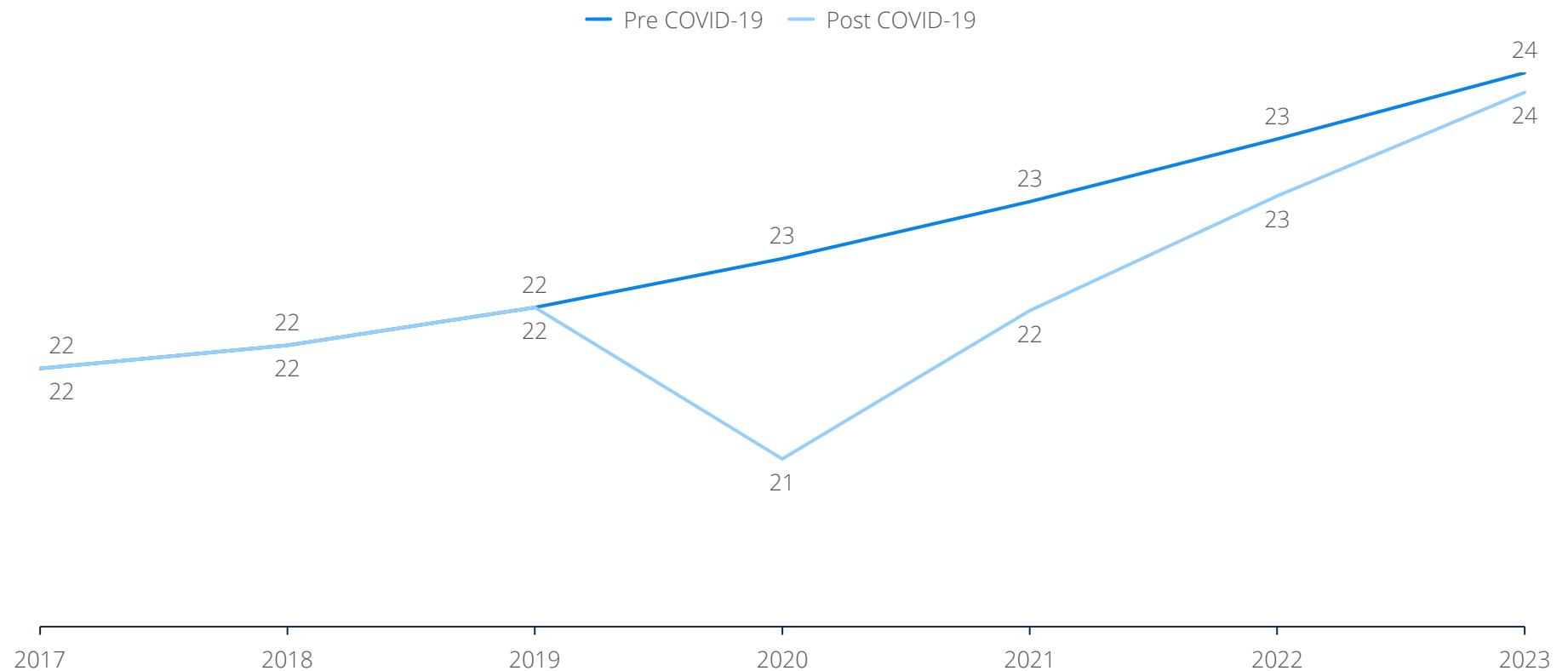
US\$22bn
in 2019

+0,8%
CAGR¹ 2012-2019

The worldwide Plastic & Other Furniture segment is expected to reach only US\$21 billion in 2020

Plastic & Other Furniture: COVID-19 impact

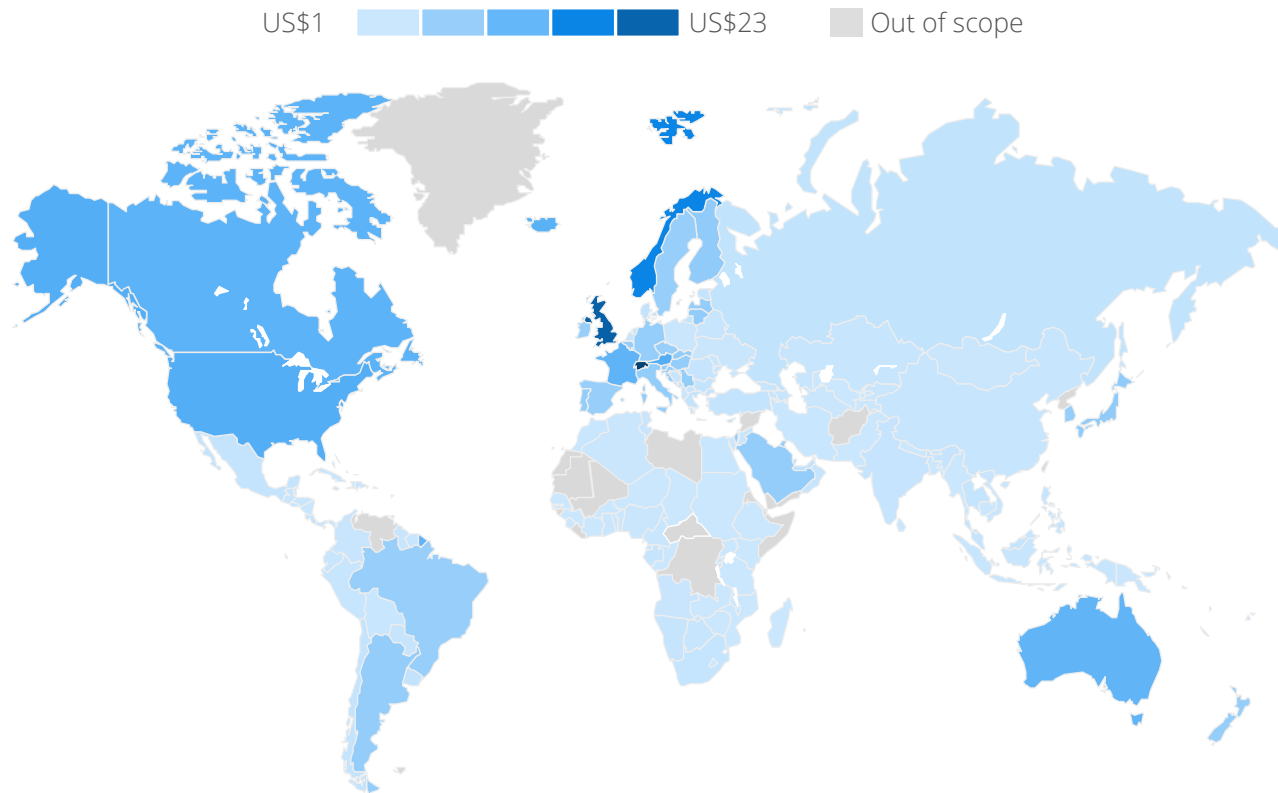
Worldwide Plastic & Other Furniture revenue in billion US\$



In 2019, Switzerland and the United Kingdom spent the most on Plastic & Other Furniture

Plastic & Other Furniture: regional comparison (1/2)

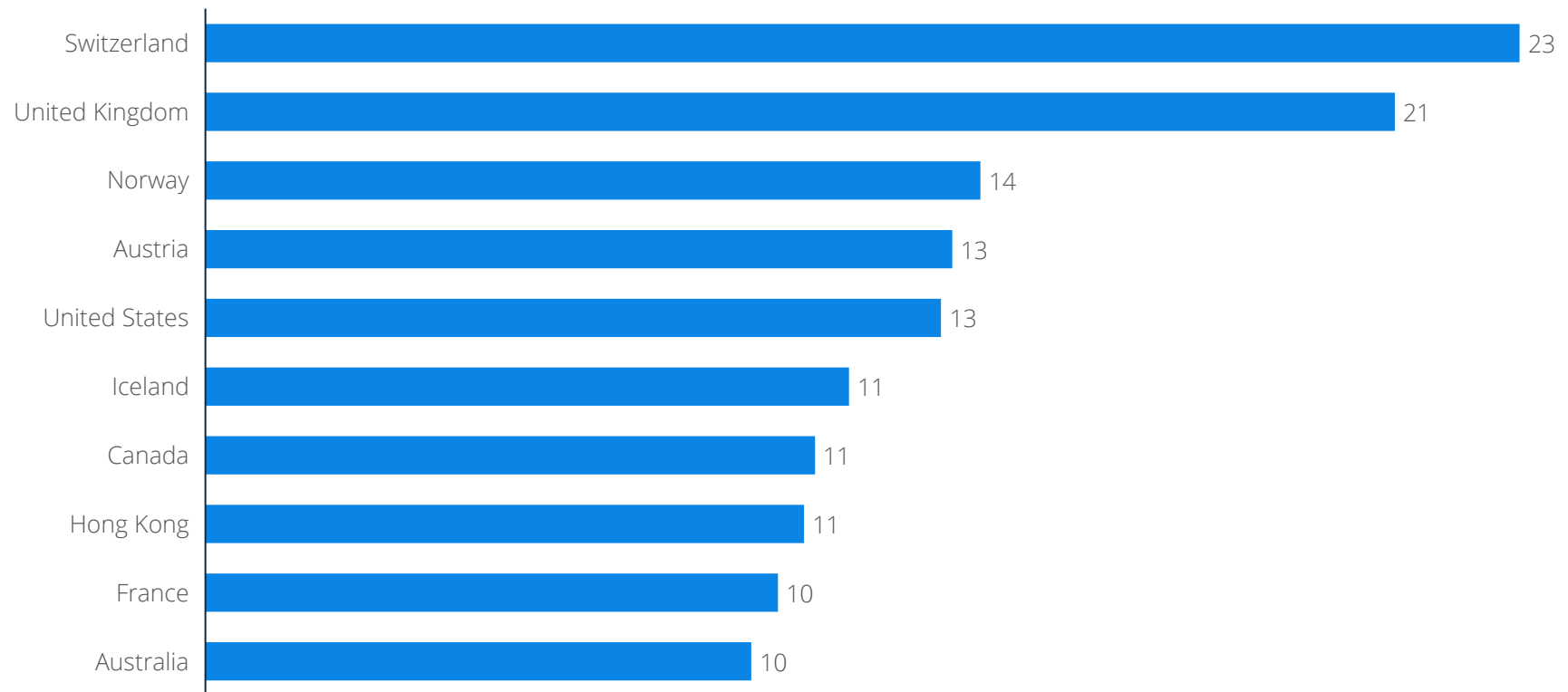
Per-capita revenue in US\$ in 2019



In 2019, the Swiss spent an average of US\$23 on Plastic & Other Furniture

Plastic & Other Furniture: regional comparison (2/2)

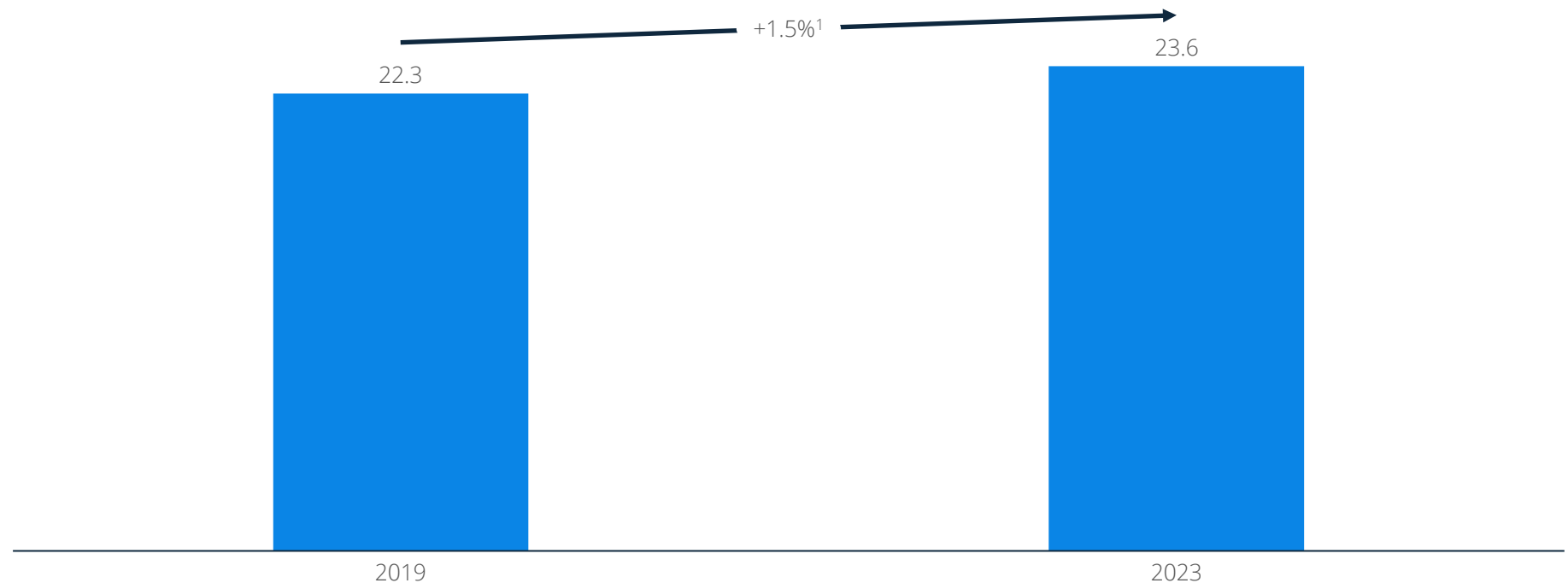
Top-10 per-capita revenue in US\$ in 2019



Plastic & Other Furniture sales worldwide will increase at a CAGR¹ of 1,5% from 2019 to 2023

Plastic & Other Furniture: revenue and growth

Worldwide revenue in billion US\$



1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2020](#)

Plastic & Other Furniture sales in Europe will decline at a CAGR¹ of 0,7% from 2012 to 2023

Plastic & Other Furniture: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	301,8	314,6	328,6	343,2	356,6	368,2	377,8	386,3	361,8	383,3	398,2	410,3	2,8%
Plastic & Other Furniture	5,4	5,5	5,6	5,6	5,5	5,4	5,3	5,2	4,8	4,9	5,0	5,0	-0,7%
Share of total market (in %)	1,8	1,8	1,7	1,6	1,5	1,5	1,4	1,4	1,3	1,3	1,3	1,2	-3,4%

United States

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	246,8	248,7	250,7	252,6	254,4	256,2	258,0	259,7	233,0	247,8	257,1	264,2	0,6%
Plastic & Other Furniture	4,2	4,2	4,2	4,2	4,2	4,2	4,3	4,3	3,8	4,0	4,2	4,3	0,1%
Share of total market (in %)	1,7	1,7	1,7	1,7	1,7	1,7	1,7	1,6	1,6	1,6	1,6	1,6	-0,6%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Plastic & Other Furniture sales in South America will increase at a CAGR¹ of 0,9% from 2012 to 2023

Plastic & Other Furniture: KPI comparison (2/2)

Revenue in billion US\$

China

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	68,1	75,3	84,2	94,6	105,7	116,5	126,9	137,3	147,6	158,6	169,9	181,6	9,3%
Plastic & Other Furniture	2,6	2,6	2,6	2,6	2,5	2,6	2,6	2,6	2,7	2,7	2,8	2,9	1,1%
Share of total market (in %)	3,8	3,5	3,1	2,7	2,4	2,2	2,0	1,9	1,8	1,7	1,7	1,6	-7,6%

South America

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Furniture total	50,9	54,9	60,2	66,6	73,2	79,6	85,7	91,6	90,4	99,7	108,1	116,2	7,8%
Plastic & Other Furniture	1,6	1,5	1,5	1,5	1,4	1,5	1,5	1,5	1,4	1,6	1,6	1,7	0,9%
Share of total market (in %)	3,1	2,8	2,5	2,2	2,0	1,8	1,7	1,7	1,6	1,6	1,5	1,5	-6,4%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2012 to 2023

Source: [Statista Consumer Market Outlook](#) 2020

Agenda

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- Authors

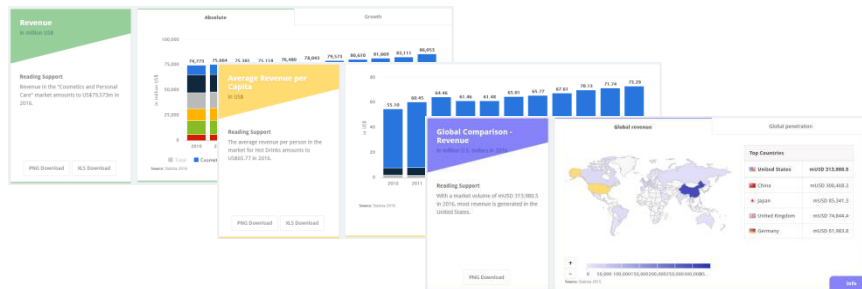
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150 countries
14 years (2010-2023)
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Alcoholic Drinks



Apparel



Consumer Electronics



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Eyewear



Food



Footwear



Furniture



Home & Laundry Care



Hot Drinks



Household Appliances



Non-Alcoholic Drinks



OTC Pharmaceuticals



Luxury Goods



Tissue & Hygiene Paper



Tobacco Products



Toys & Hobby

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About the Statista Digital Market Outlook

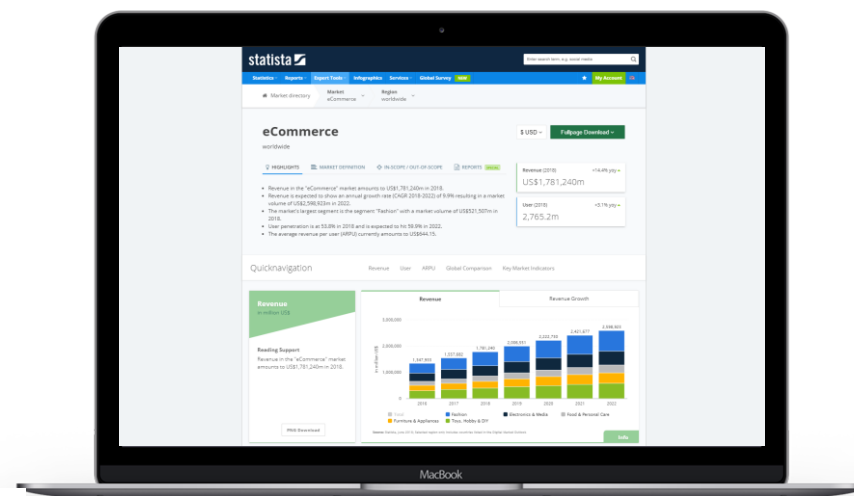
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150 countries
7 years (2017-2023)
30,000+ interactive statistics

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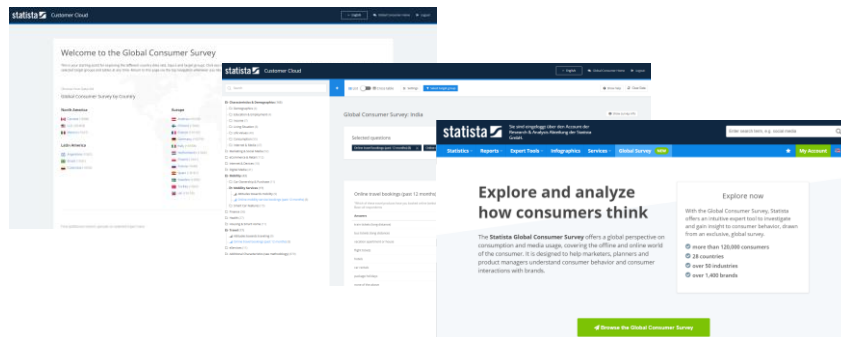
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Additional
Characteristics



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Author



Yufei Han

Junior Analyst Consumer Market

y.han@statista.com

Yufei Han studied Business Administration at the University of International Business and Economics (B.A.) and at the University of Erlangen-Nürnberg (M.Sc.). He gained comprehensive understanding of market structures working as researcher for the business development department. In the Consumer Market Outlook he is mainly responsible for electronics and durable goods.