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# Household Furniture: United States

February 2021



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# About This Report

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## Scope

This report forecasts to 2021 and 2025 US household furniture demand and shipments in nominal US dollars at the manufacturer level. Total demand is segmented by type in terms of:

- upholstered
- wood
- metal
- plastic and other types of furniture, such as wicker and rattan

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2010 to 2020.

Sales of mattresses and box springs are excluded from the scope of this report, as are outdoor furniture articles made of ceramic, concrete, or stone. Sales of used furniture are excluded. Sales of furniture for home offices are also not included; they are included in [Office Furniture: United States](#). Re-exports of household furniture are excluded from demand and trade figures.

This report includes the results of a proprietary national online consumer survey of US adults (age 18+). This Freedonia Focus Reports National Survey has a sample size of approximately 2,000, screened for response quality, and representative of the US population on the demographic measures of age, gender, geographic region, race/ethnicity, household income, and the presence/absence of children in the household.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Household Furniture: United States* (FF20010) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- proprietary national consumer survey data
- trade associations and their publications
- the business and trade press

## About This Report

- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 9 | NAICS & SIC Codes Related to Household Furniture

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
337110	Wood Kitchen Cabinet and Countertop Manufacturing	2434	Wood Kitchen Cabinets
337121	Upholstered Household Furniture Manufacturing	2512	Upholstered Household Furniture
337122	Nonupholstered Wood Household Furniture Manufacturing	2511	Wood Household Furniture
337124	Metal Household Furniture Manufacturing	2514	Metal Household Furniture
337125	Household Furniture (except Wood and Metal) Manufacturing	2499	Wood Products, Nec
423210	Furniture Merchant Wholesalers	2519	Household Furniture, Nec
442110	Furniture Stores	5021	Furniture
		5712	Furniture Stores

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis,

## About This Report

end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Cabinets*

*Coated Fabrics*

*Outdoor Furniture & Grills*

*Outdoor Living Products 2020*

*Plywood: Softwood & Hardwood*

*Wood Panels*

#### Freedonia Focus Reports

*Aluminum: United States*

*Bed & Bath Furnishings: United States*

*Carpets & Rugs: United States*

*Construction: United States*

*E-Commerce: United States*

*Furniture: United States*

*Furniture & Furnishings: United States*

*Home Organization Products: United States*

*Housing: United States*

*Office Furniture: United States*

*Repair Services: United States*

*Sleep Products: United States*

*Window Coverings: United States*

#### Freedonia Custom Research

### Trade Publications

*Furniture Lighting & Decor*

*Furniture Today*

*Furniture World Magazine*

*Home Furnishings News*

*Patio & Hearth Products Report*

*Wood Products Magazine*

### Agencies & Associations

American Home Furnishings Alliance

Hearth, Patio & Barbecue Association

Home Furnishings Association

National Furniture Association

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US Bureau of Economic Analysis

US Census Bureau

US Environmental Protection Agency

US International Trade Commission