

Bespoke Survey Research

April 2024

Mattresses and Furniture

Volume 32 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: ARHS, AMZN, PRPL.

KPIs and Key questions

1. Consumer interest in buying luxury future continues to be weak with demand down y/y.
2. Higher income consumers with over \$100k in income also say their appetite to purchase luxury furniture is weak relative to normal.
3. The share who have renovated or remodeled in the past six months is tracking roughly flat sequentially but lower y/y.
4. Consumers continue to prefer in-store furniture purchases.
5. Self-reported engagement activity within furniture and mattresses are mostly in-line q/q, but softer relative to recent highs reached during Covid.
6. As has been the case in other retail surveys this quarter, price is growing in importance as a purchase catalyst.

Noteworthy Stats:

20.7% Of respondents note that they have renovated their home in the past 6 months.

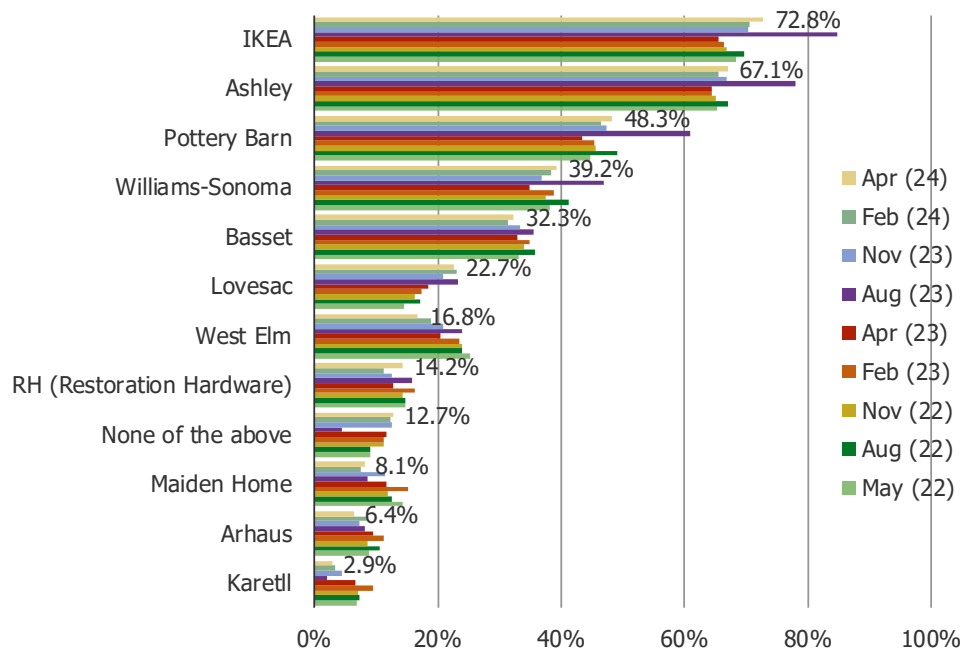
19.3% Of respondents said they purchased furniture for their home within the past year.

21.1% Of respondents said they expect to buy furniture for their home in the next year.

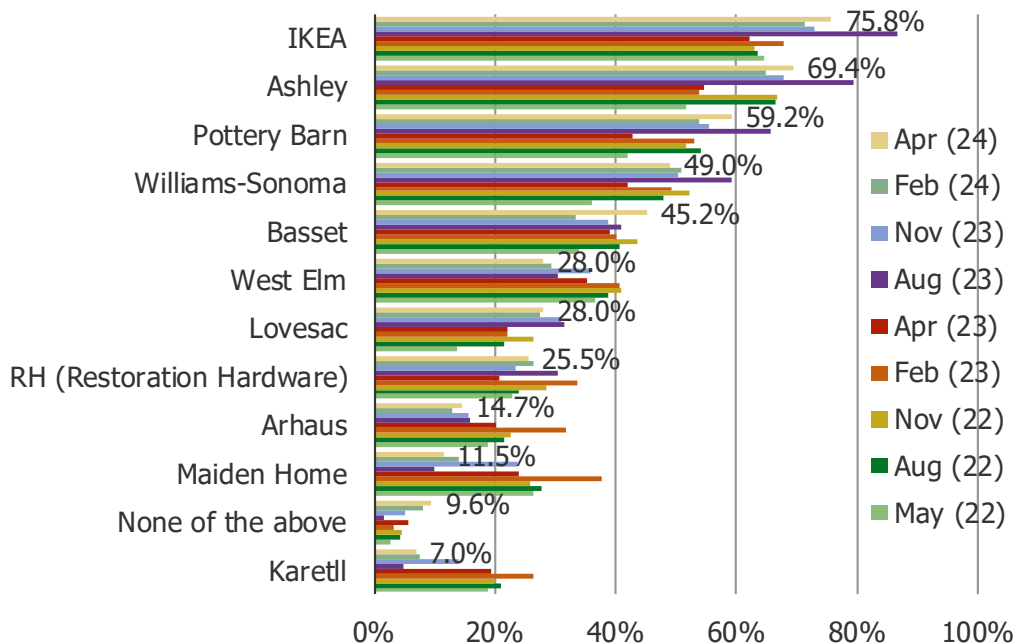
LUXURY FURNITURE DEMAND AND FURNITURE BRANDS

ARE YOU FAMILIAR WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.

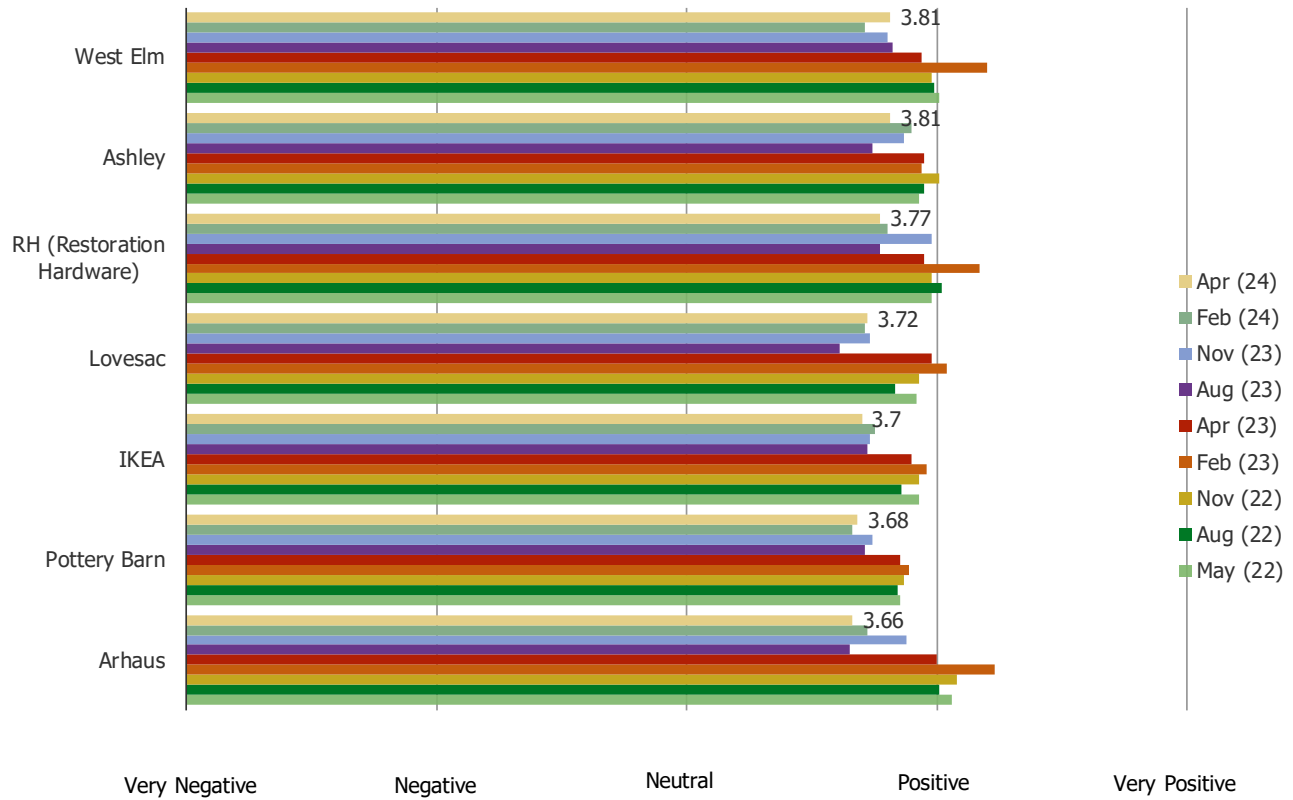


Posed to respondents with household incomes of \$100k and above (N = 157)



WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS?

Posed to respondents who are familiar with each of the following.

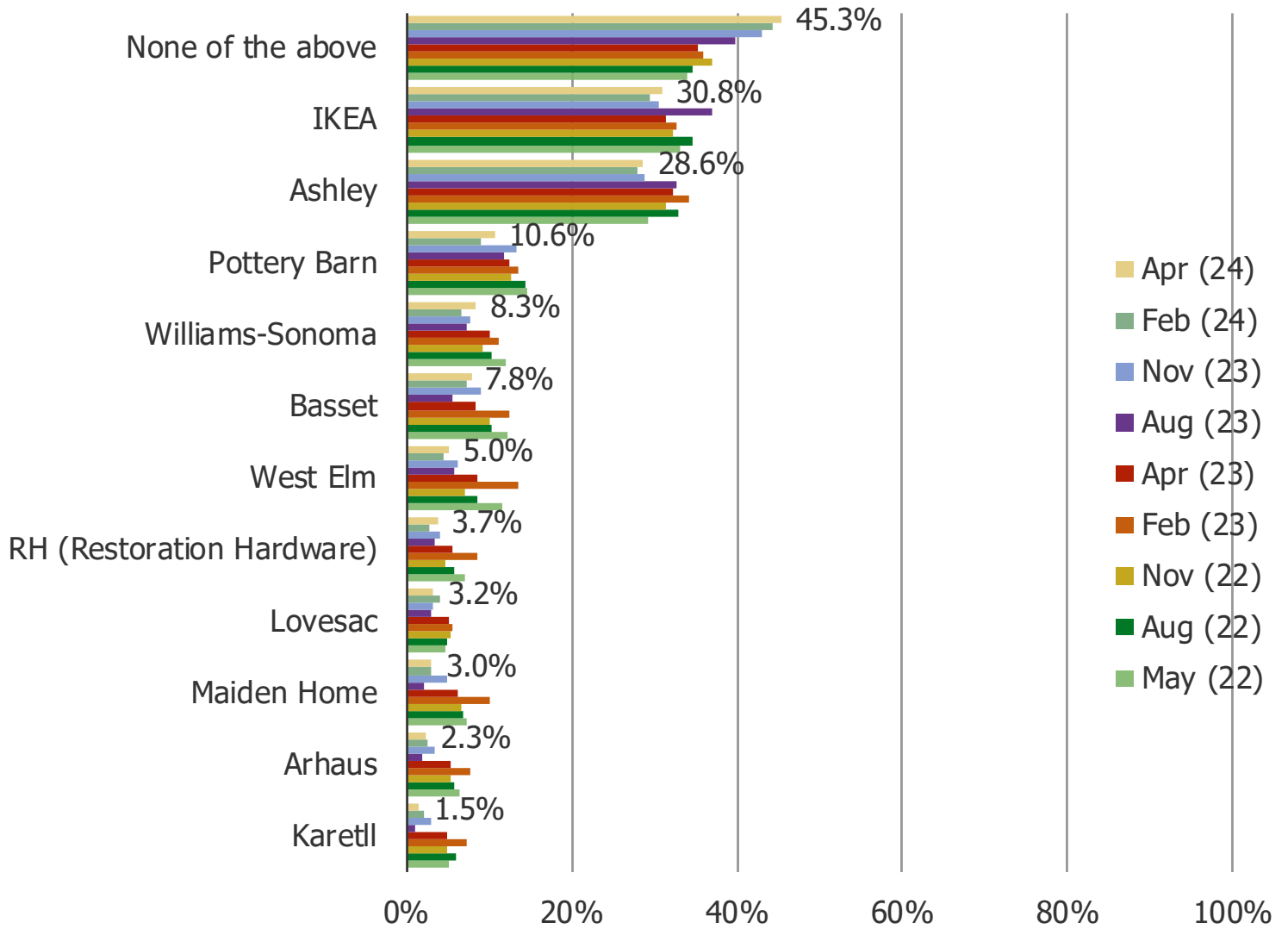


	N=
RH (Restoration Hardware)	142
Arhaus	64
Pottery Barn	484
IKEA	729
Ashley	672
West Elm	168
Lovesac	227

Mattresses and Furniture

DO YOU OWN FURNITURE OR FURNISHINGS FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

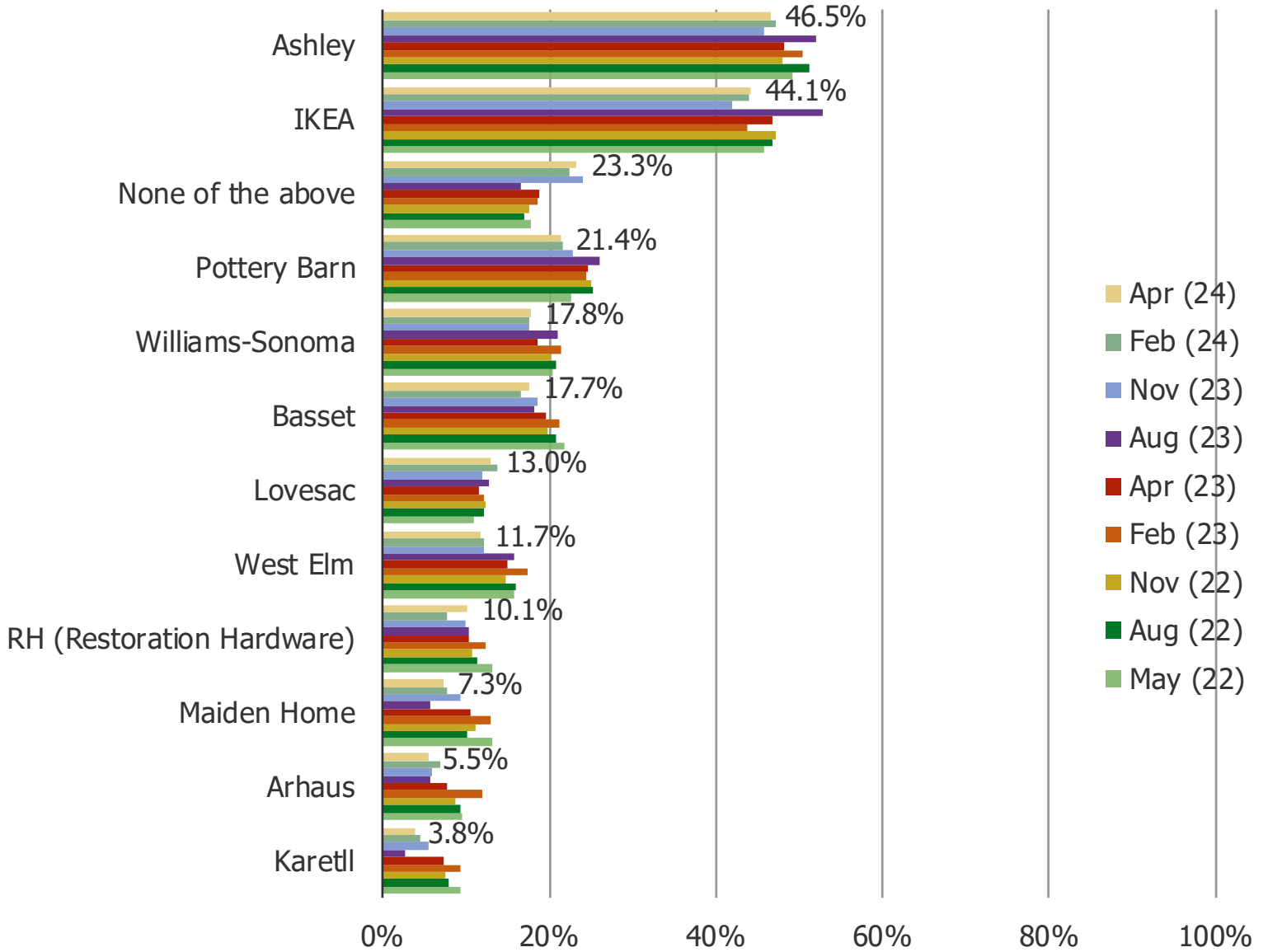
Posed to all respondents.



Mattresses and Furniture

IF YOU WERE SHOPPING FOR FURNITURE TODAY, WOULD YOU INCLUDE ANY OF THE FOLLOWING IN YOUR SHOPPING PROCESS? (SELECT ALL THAT APPLY)

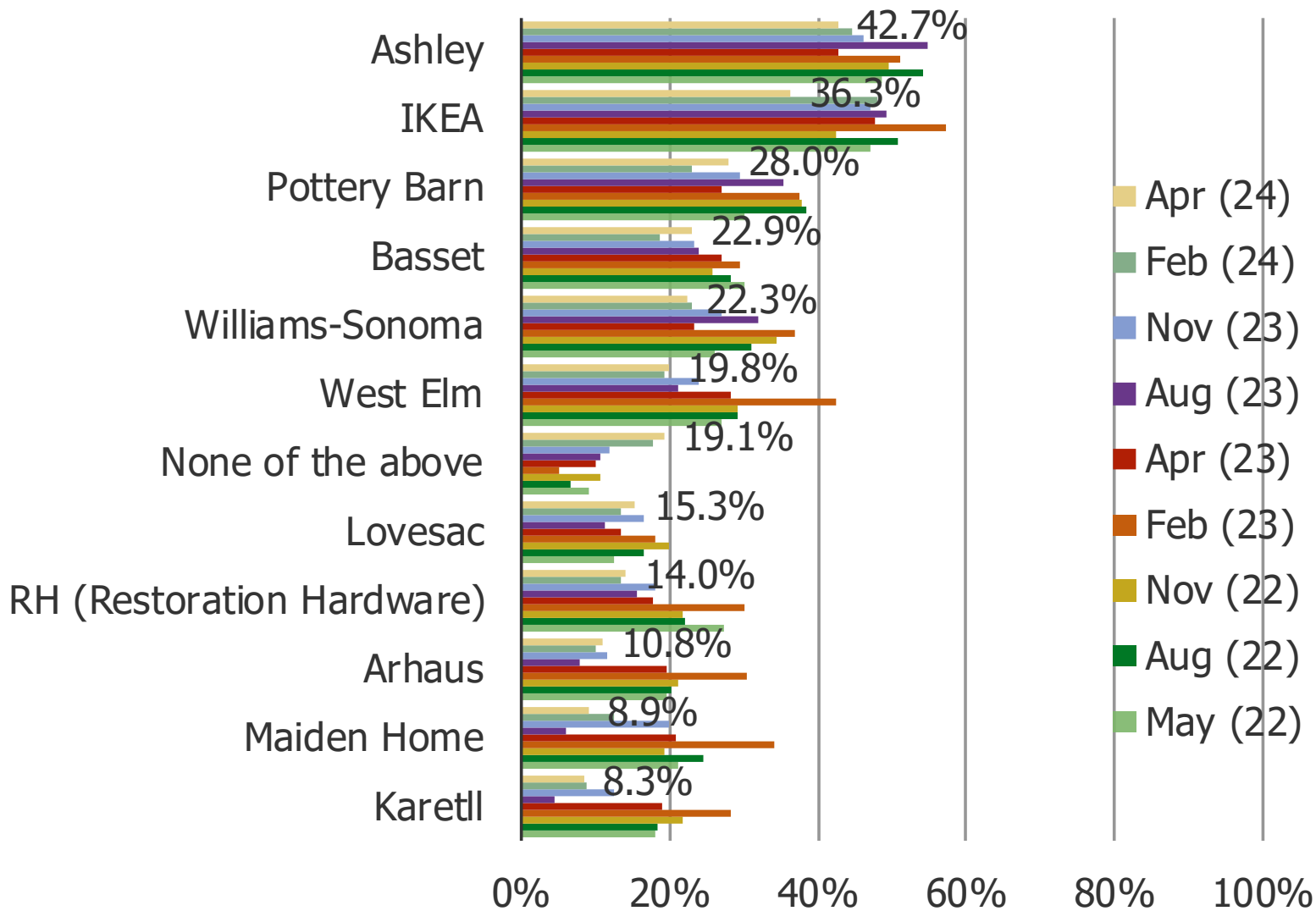
Posed to all respondents.



Mattresses and Furniture

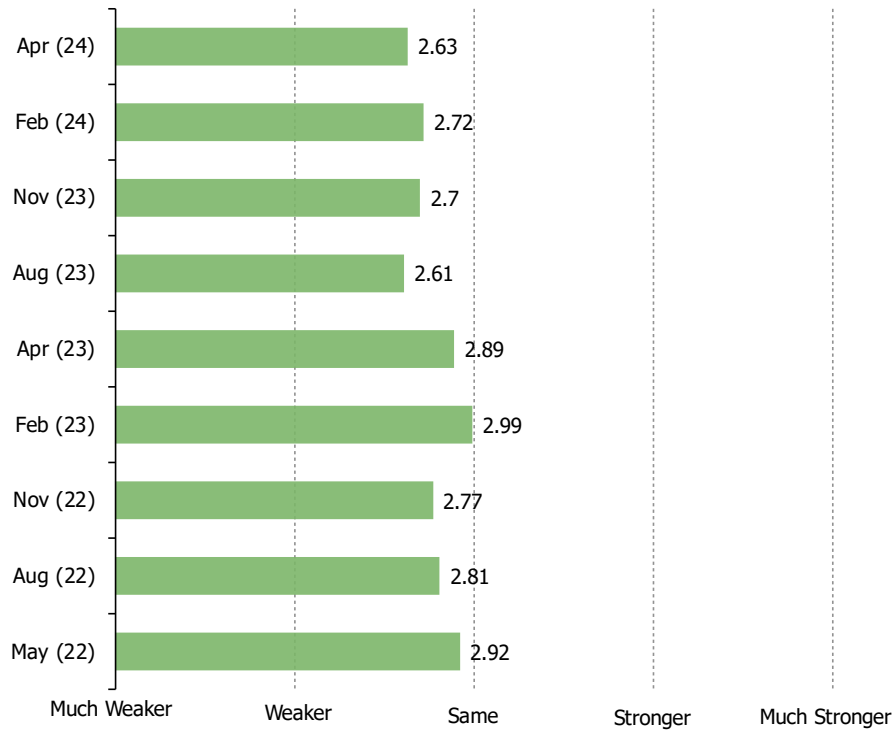
IF YOU WERE SHOPPING FOR FURNITURE TODAY, WOULD YOU INCLUDE ANY OF THE FOLLOWING IN YOUR SHOPPING PROCESS? (SELECT ALL THAT APPLY)

Posed to respondents with household incomes of \$100k and above (N = 157)

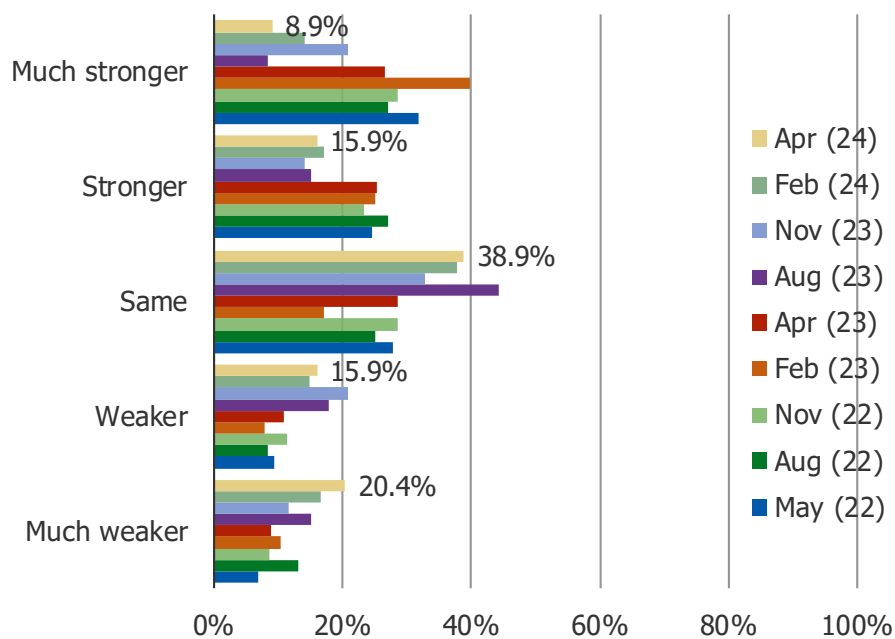


WOULD YOU SAY YOUR INTEREST IN BUYING LUXURY FURNITURE THIS YEAR IS STRONGER/WEAKER THAN WHAT IT TYPICALLY WOULD BE?

Posed to all respondents



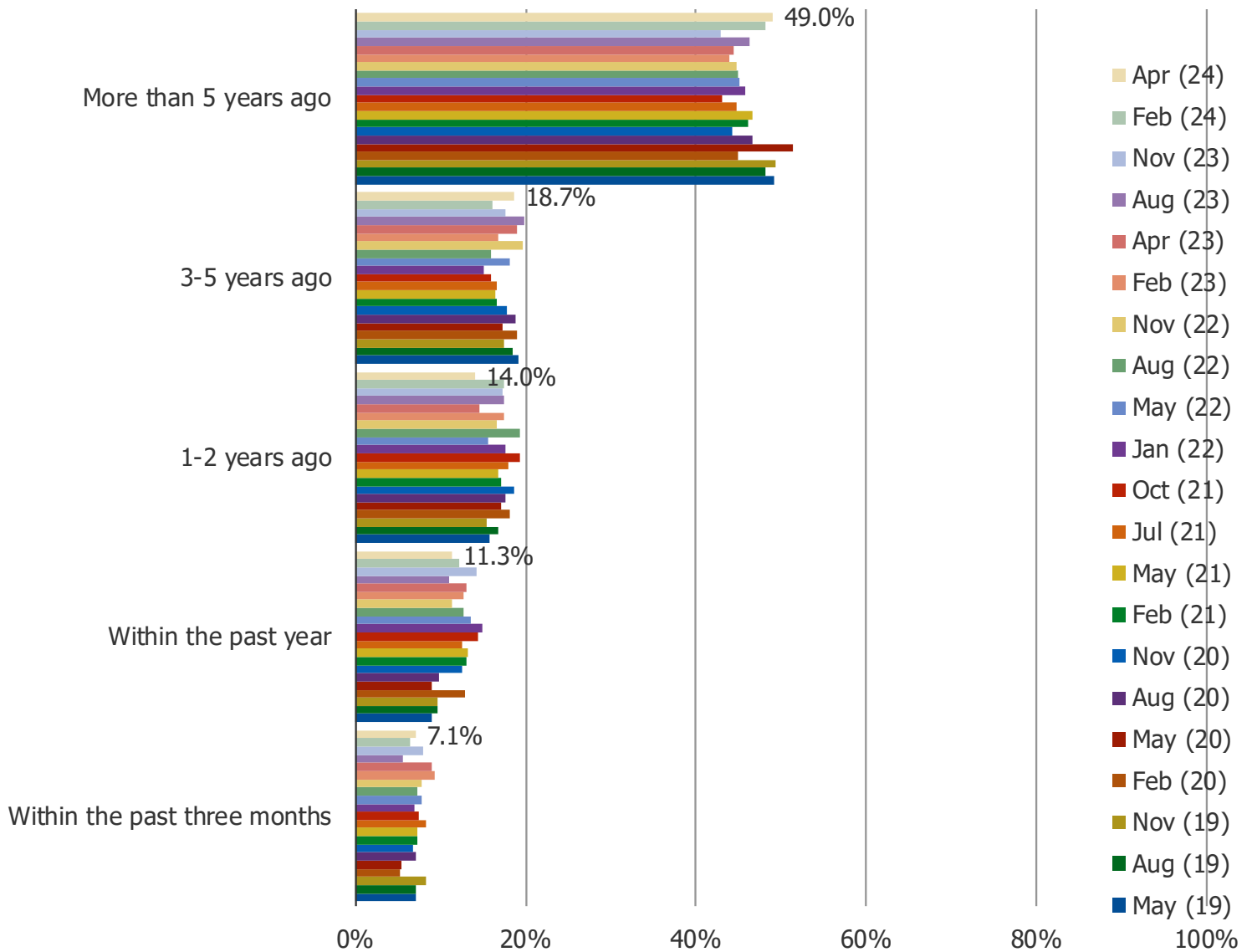
Posed to respondents with household incomes of \$100k and above (N = 157)



FURNITURE PURCHASING TRENDS

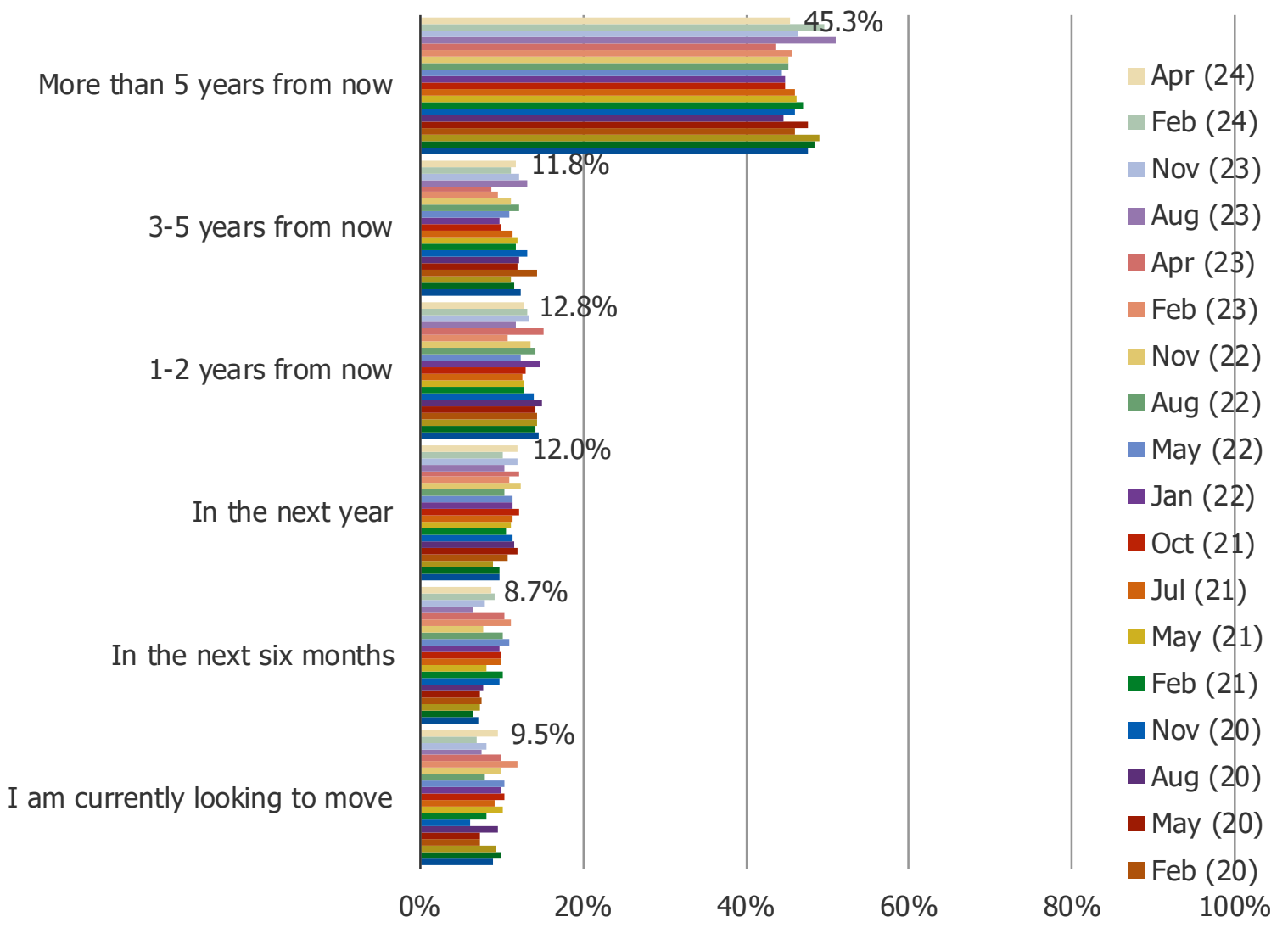
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



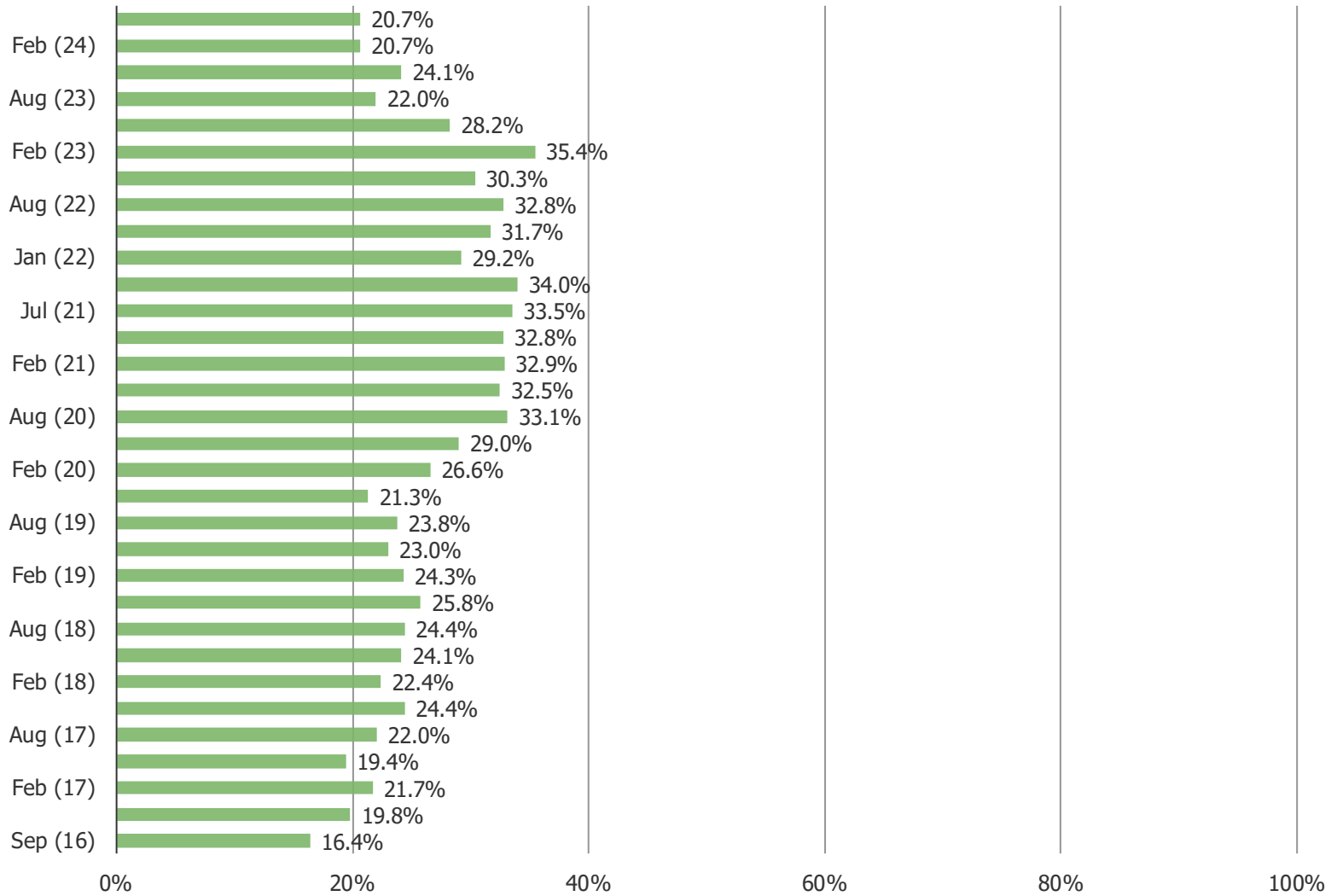
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



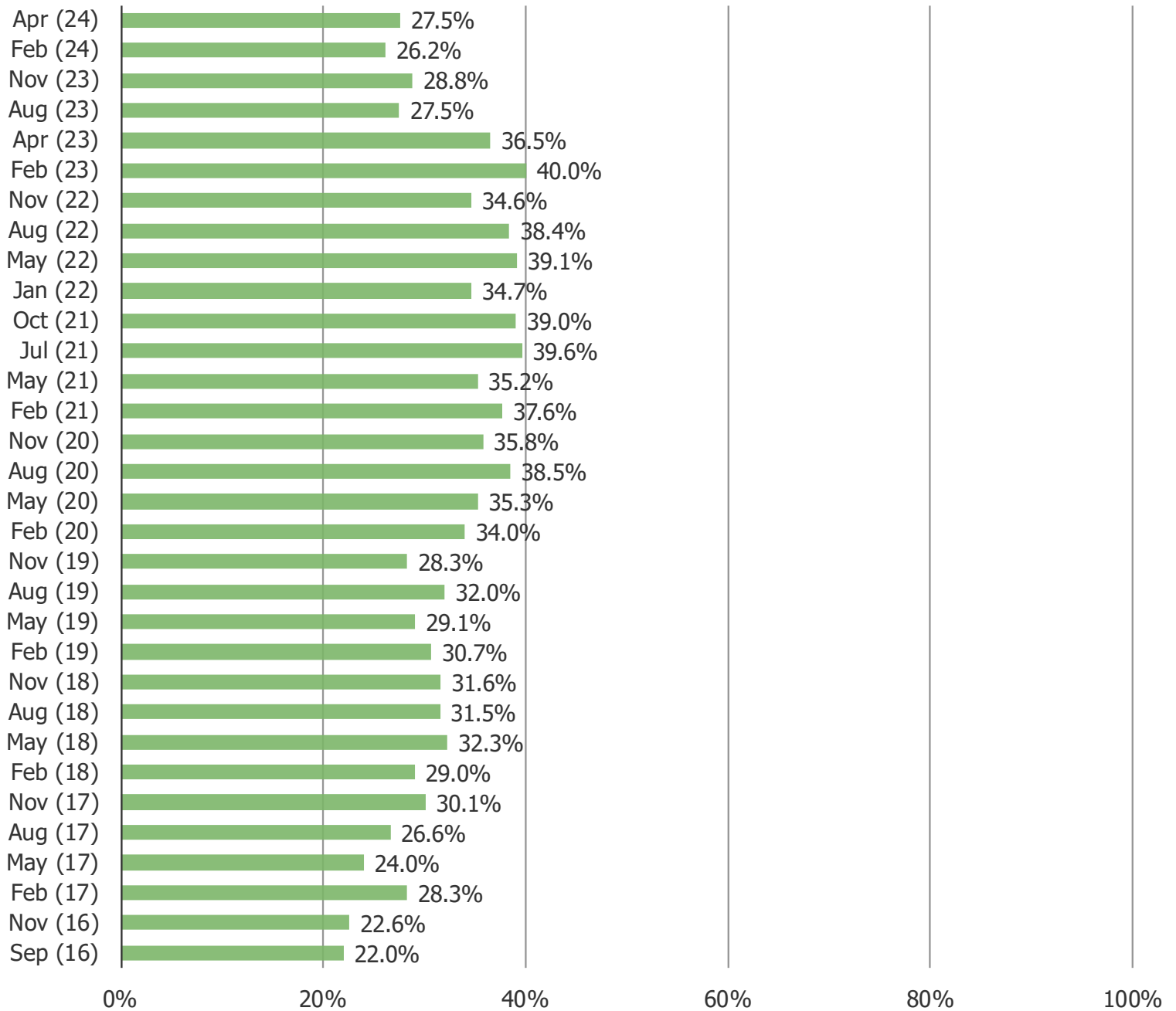
HAVE YOU RENOVATED OR REMODELED YOUR HOME IN THE PAST SIX MONTHS?

Posed to all respondents



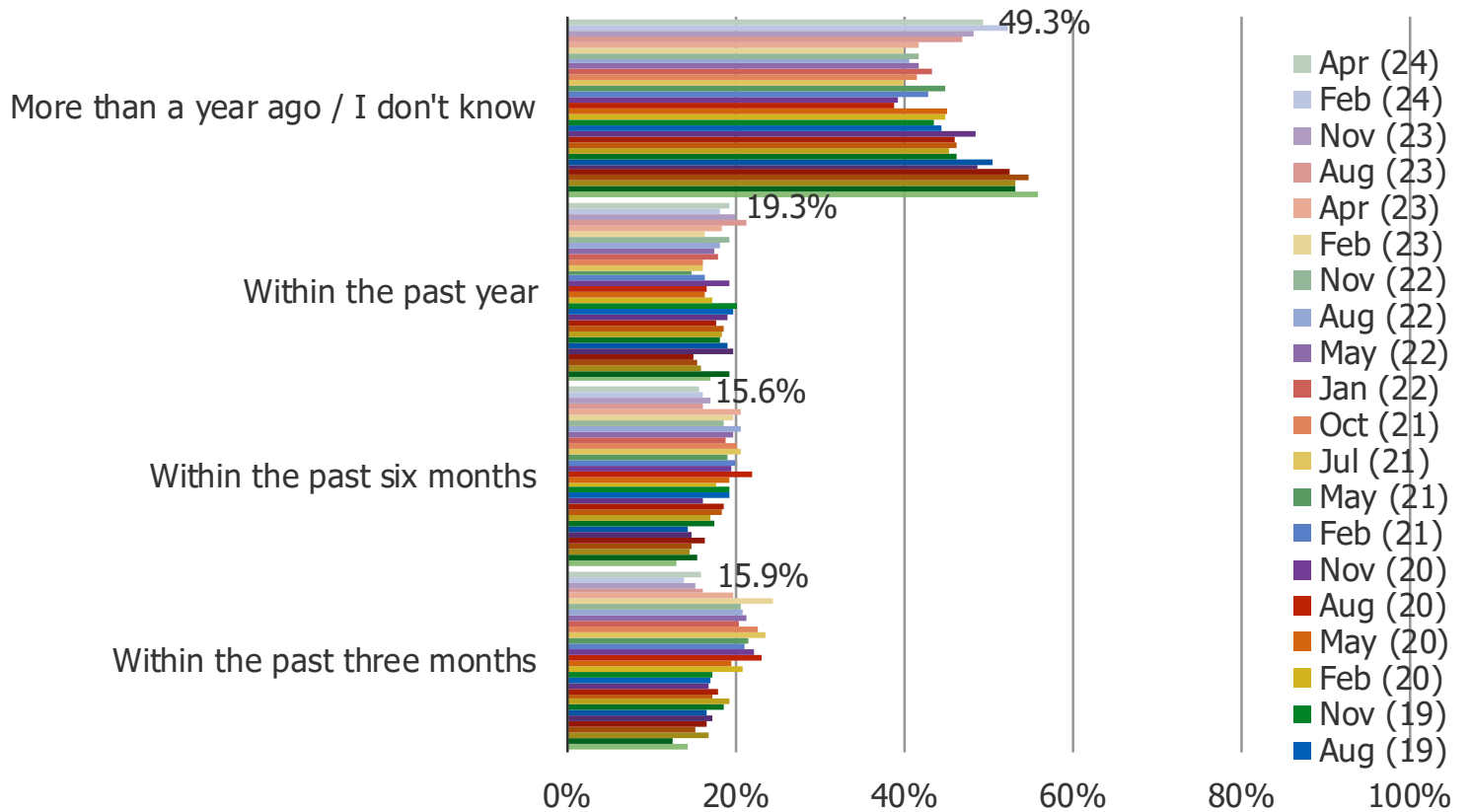
DO YOU PLAN TO RENOVATE OR REMODEL YOUR HOME IN THE NEXT FEW MONTHS?

Posed to all respondents



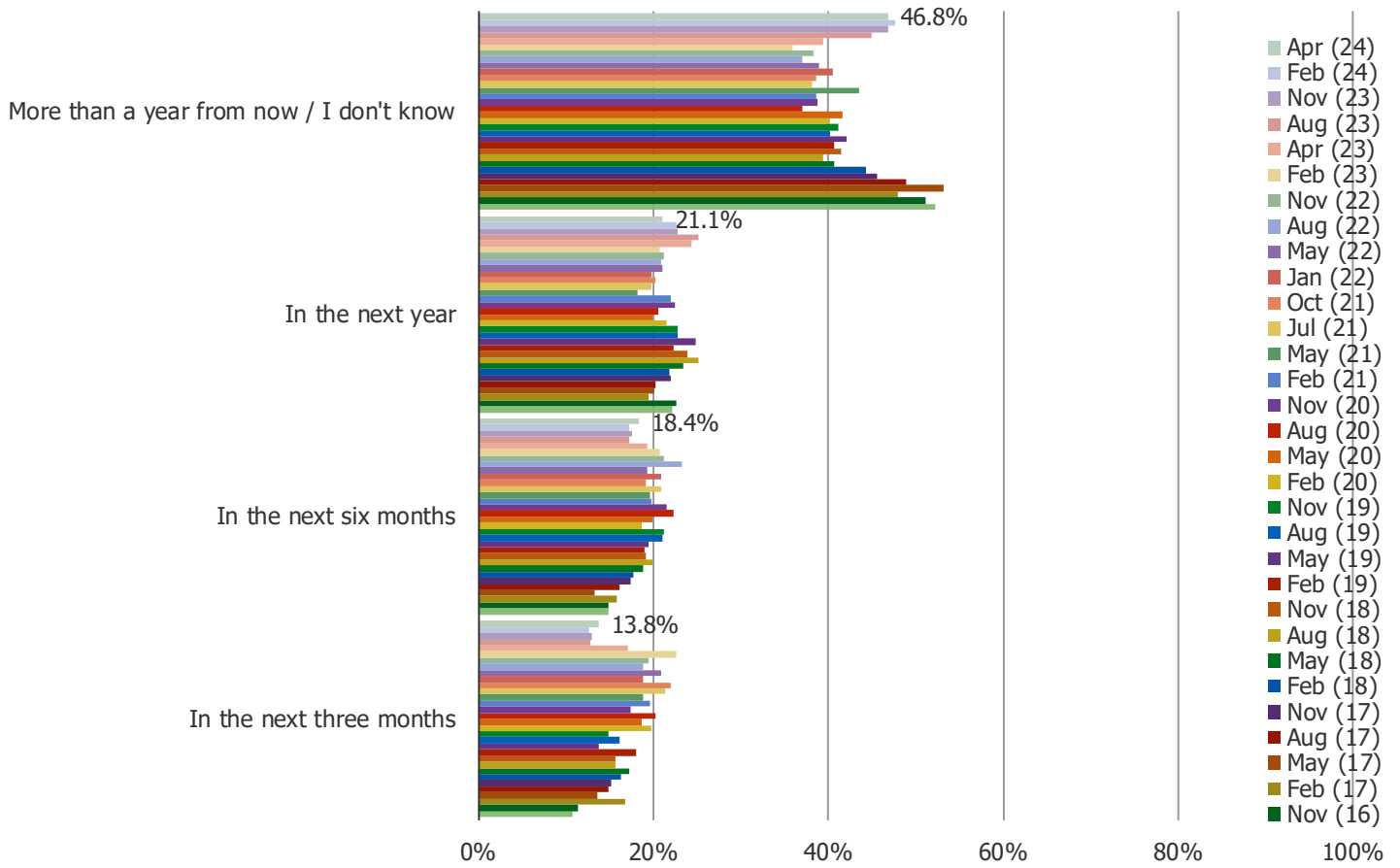
WHEN IS THE LAST TIME YOU PURCHASED FURNITURE FOR YOUR HOME?

Posed to all respondents



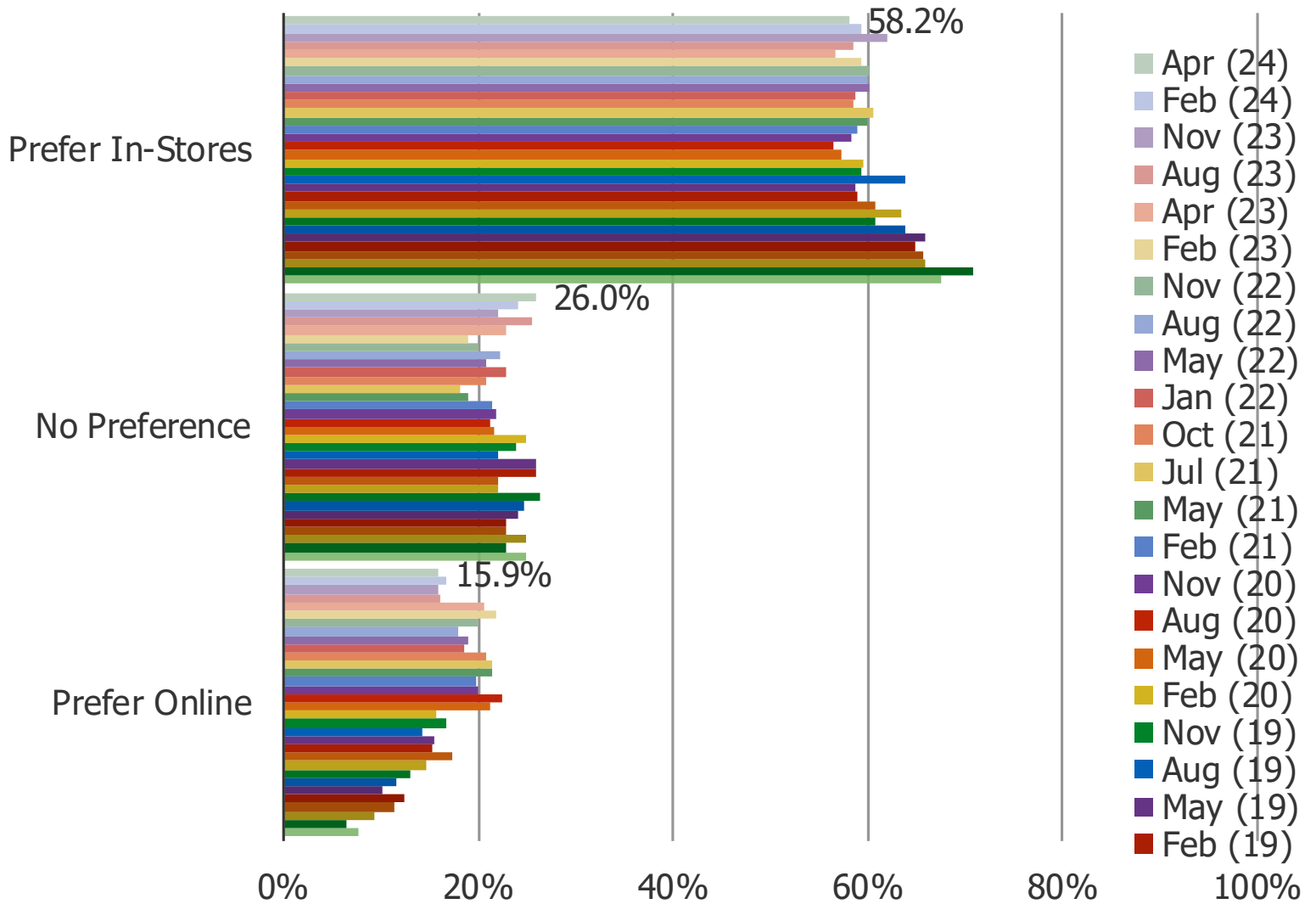
WHEN DO YOU EXPECT TO BUY FURNITURE FOR YOUR HOME NEXT?

Posed to all respondents



DO YOU PREFER TO BUY FURNITURE IN-STORES OR ONLINE?

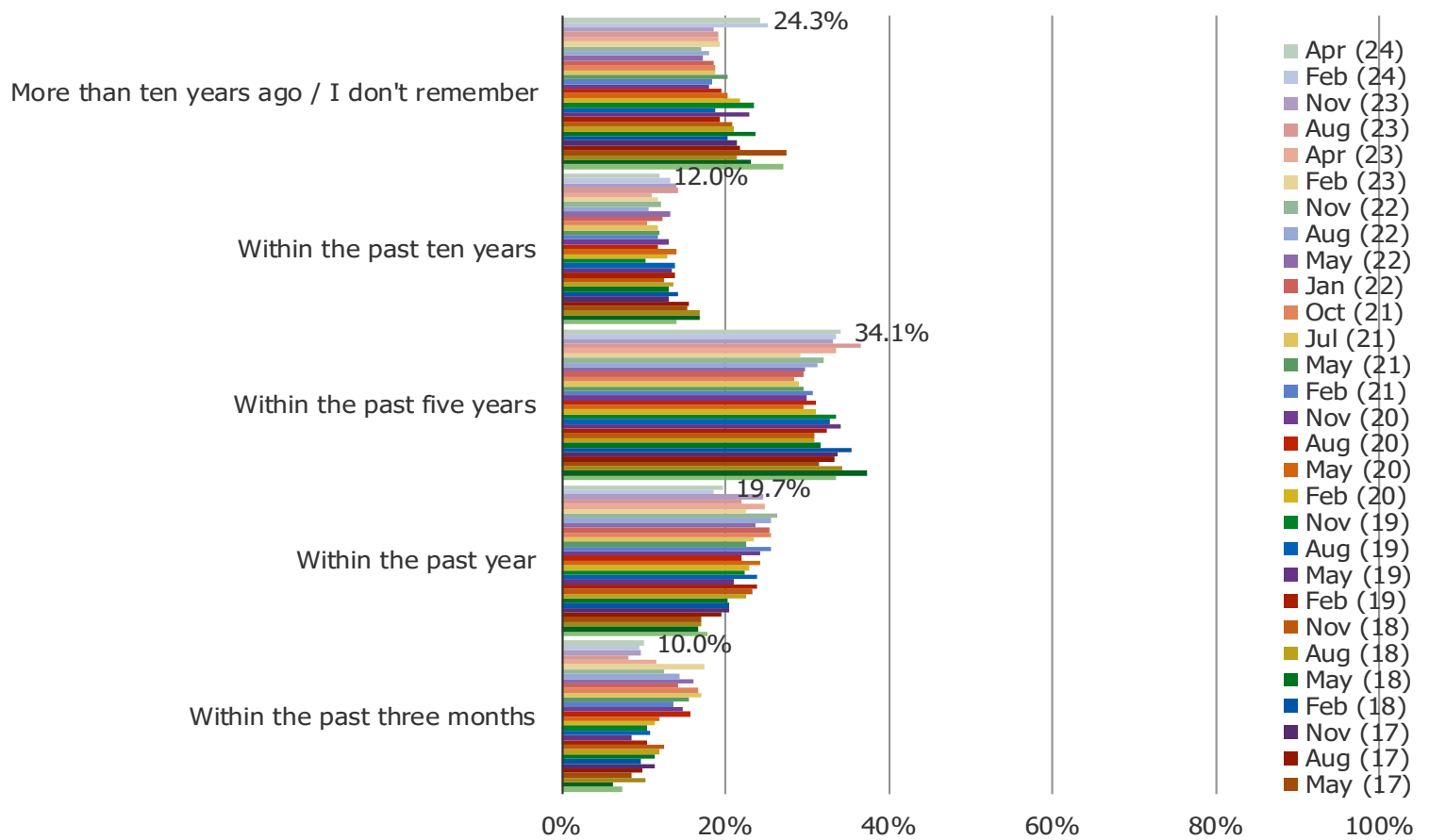
Posed to all respondents



MATTRESSES PURCHASE ACTIVITY

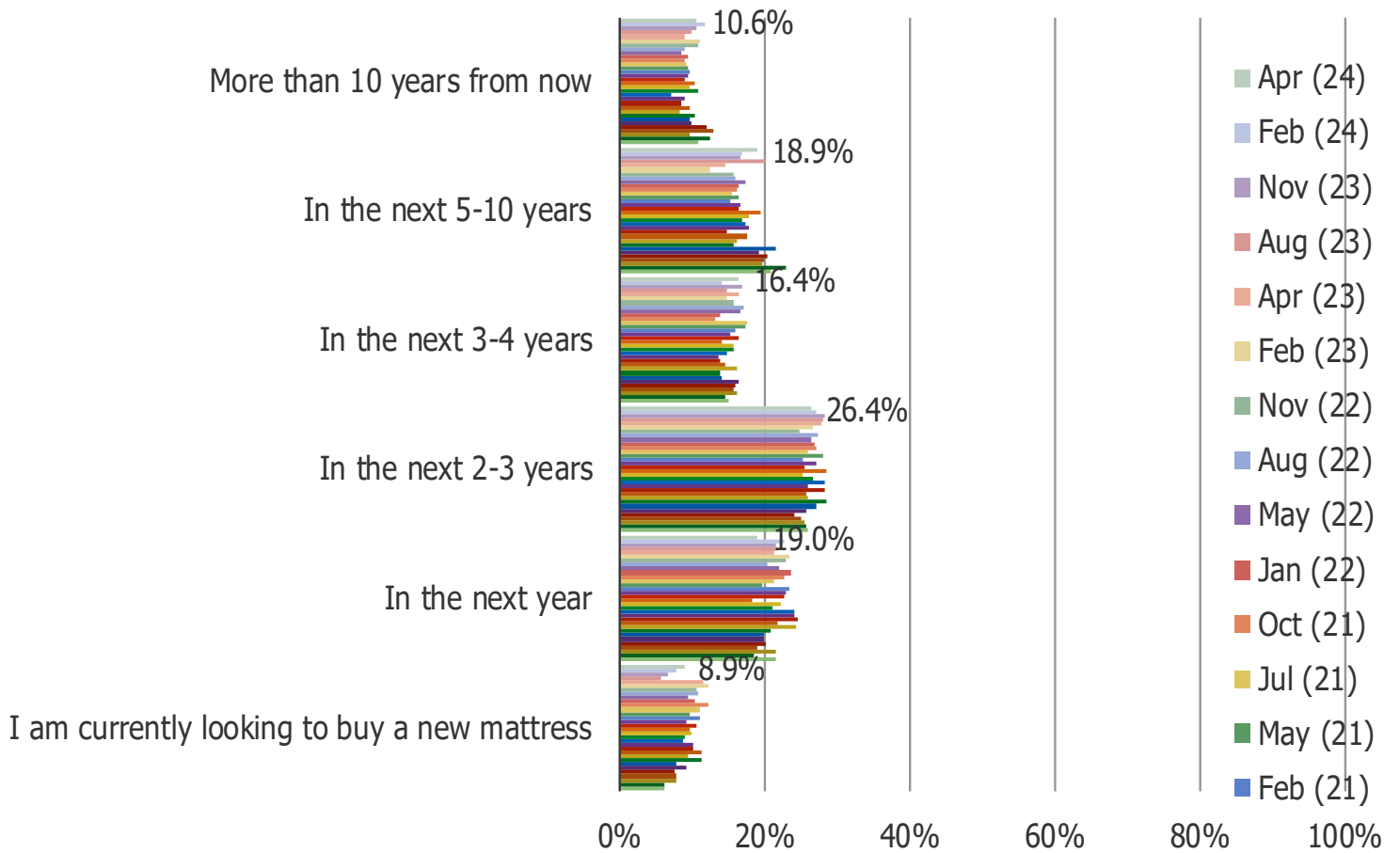
LAST TIME PURCHASED A MATTRESS

Posed to all respondents



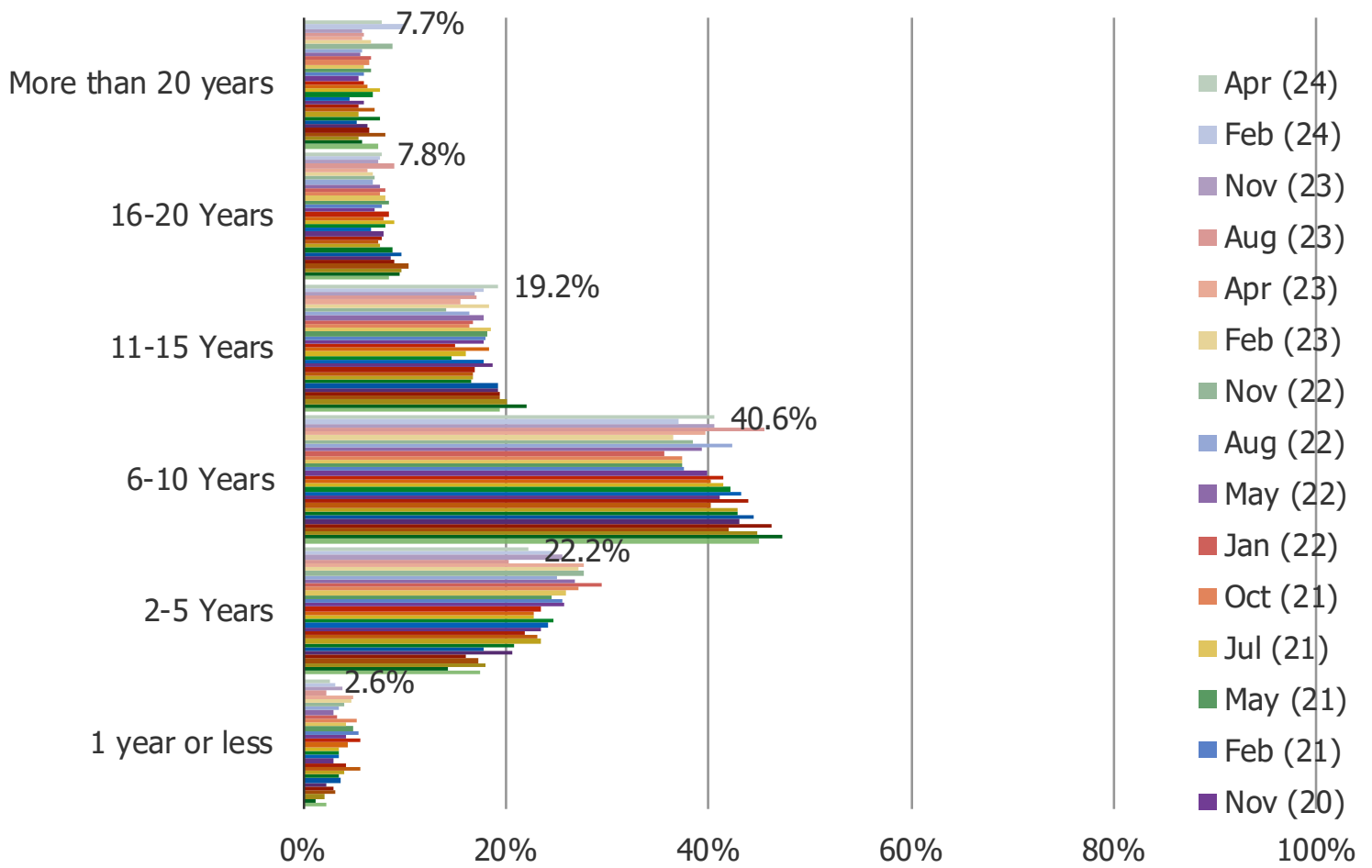
WHEN DO YOU EXPECT TO GET A NEW MATTRESS?

Posed to all respondents



HOW LONG DO YOU BELIEVE MATTRESSES SHOULD LAST?

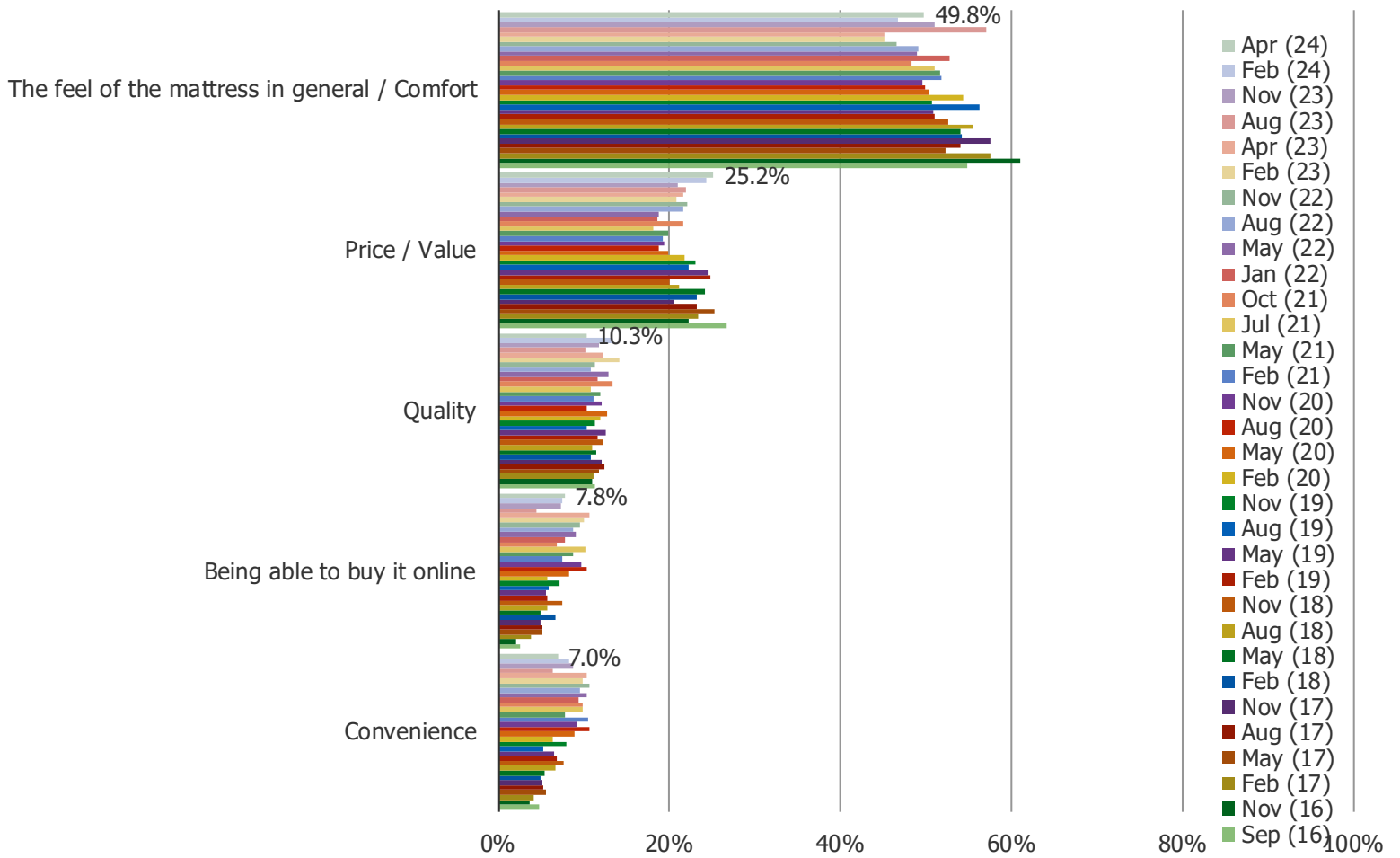
Posed to all respondents



CATALYSTS / DECISION DRIVERS

WHICH OF THE FOLLOWING WOULD MATTER MOST TO YOU IF YOU WERE SHOPPING FOR A MATTRESS?

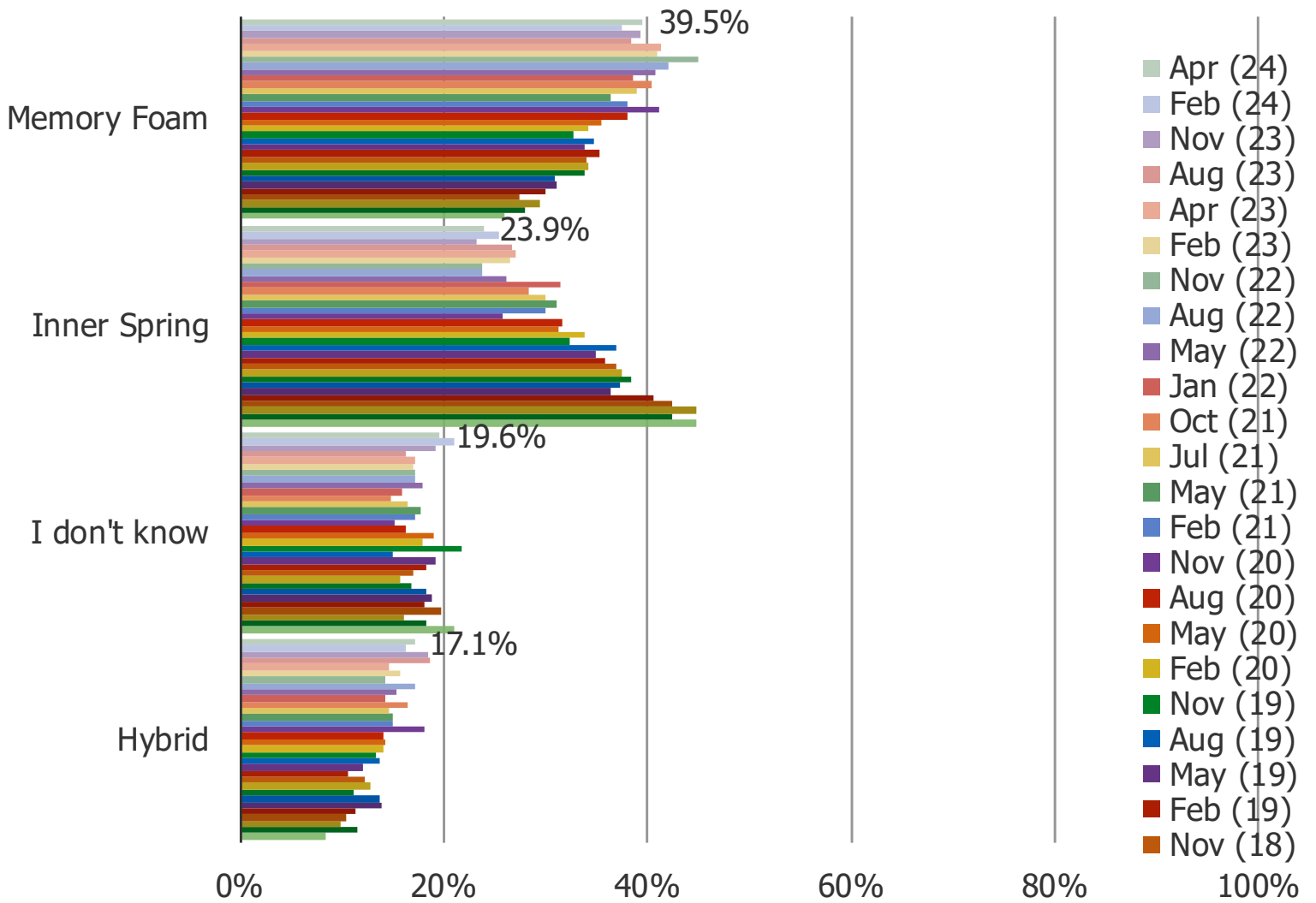
Posed to all respondents



MEMORY FOAM VS. INNER SPRING

WHICH BEST DESCRIBES THE TYPE OF MATTRESS THAT YOU CURRENTLY SLEEP ON?

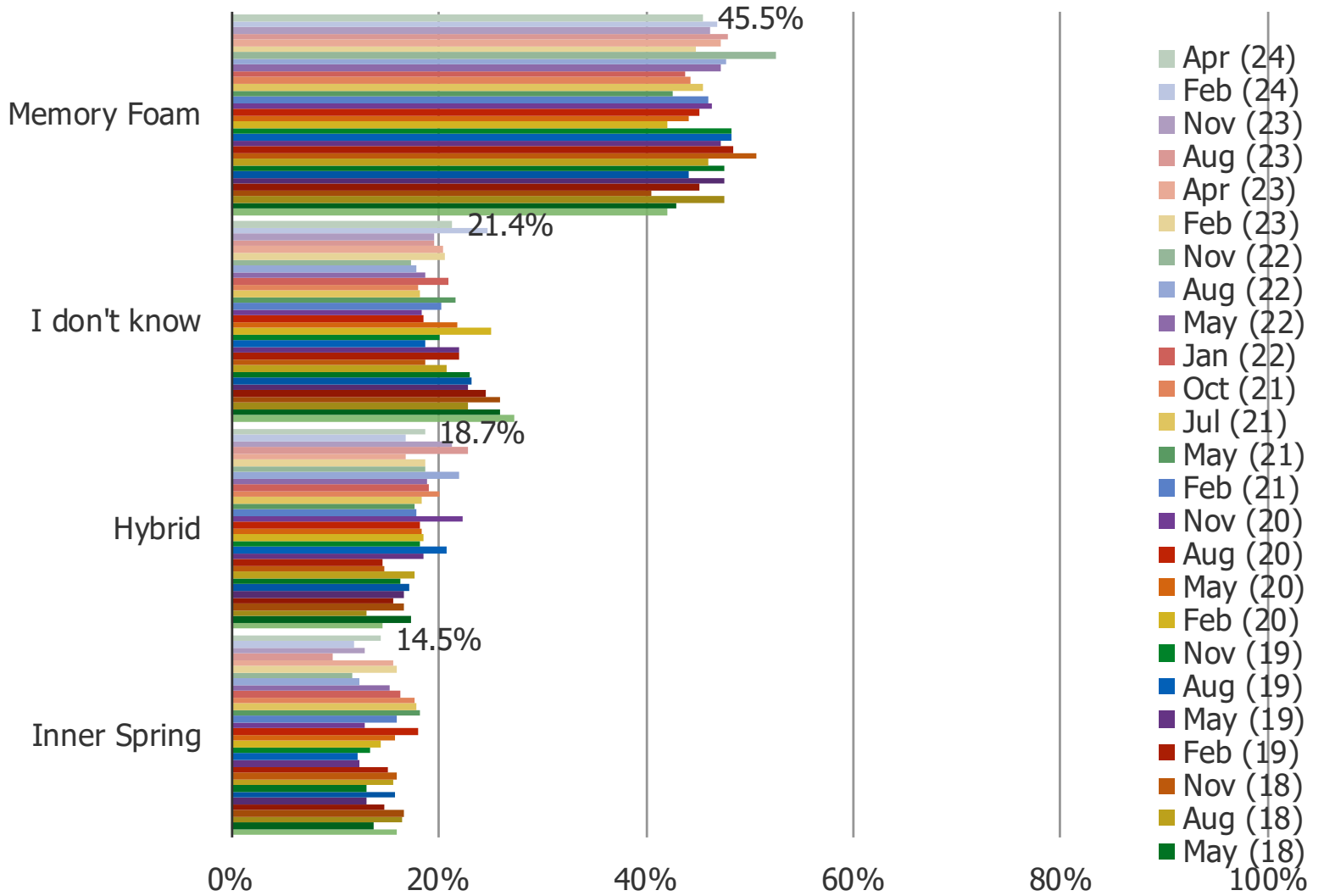
Posed to all respondents



Mattresses and Furniture

IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO PURCHASE?

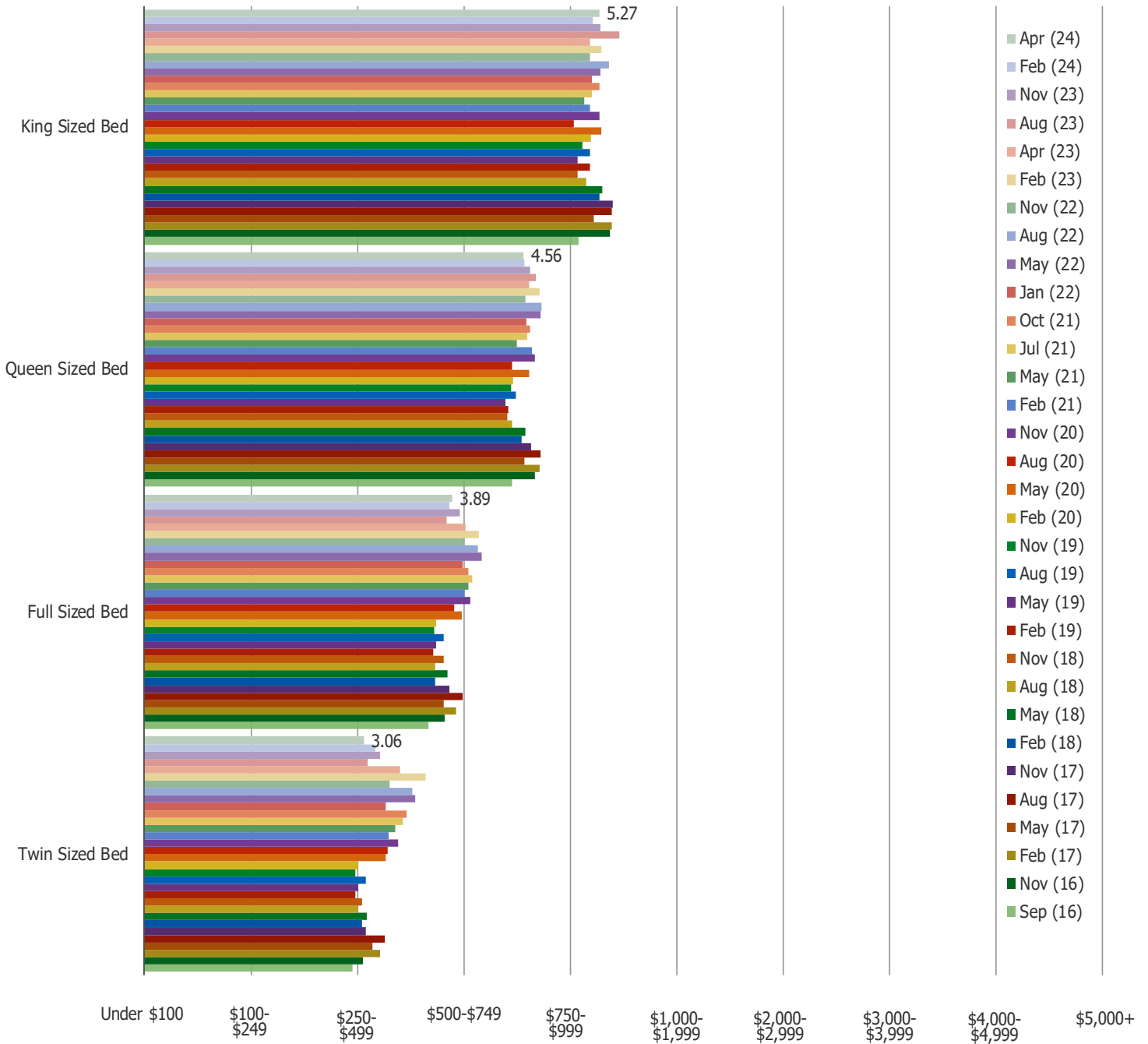
Posed to all respondents



PRICE EXPECTATIONS

EXPECTATIONS FOR SPENDING ON MATTRESSES BY SIZE

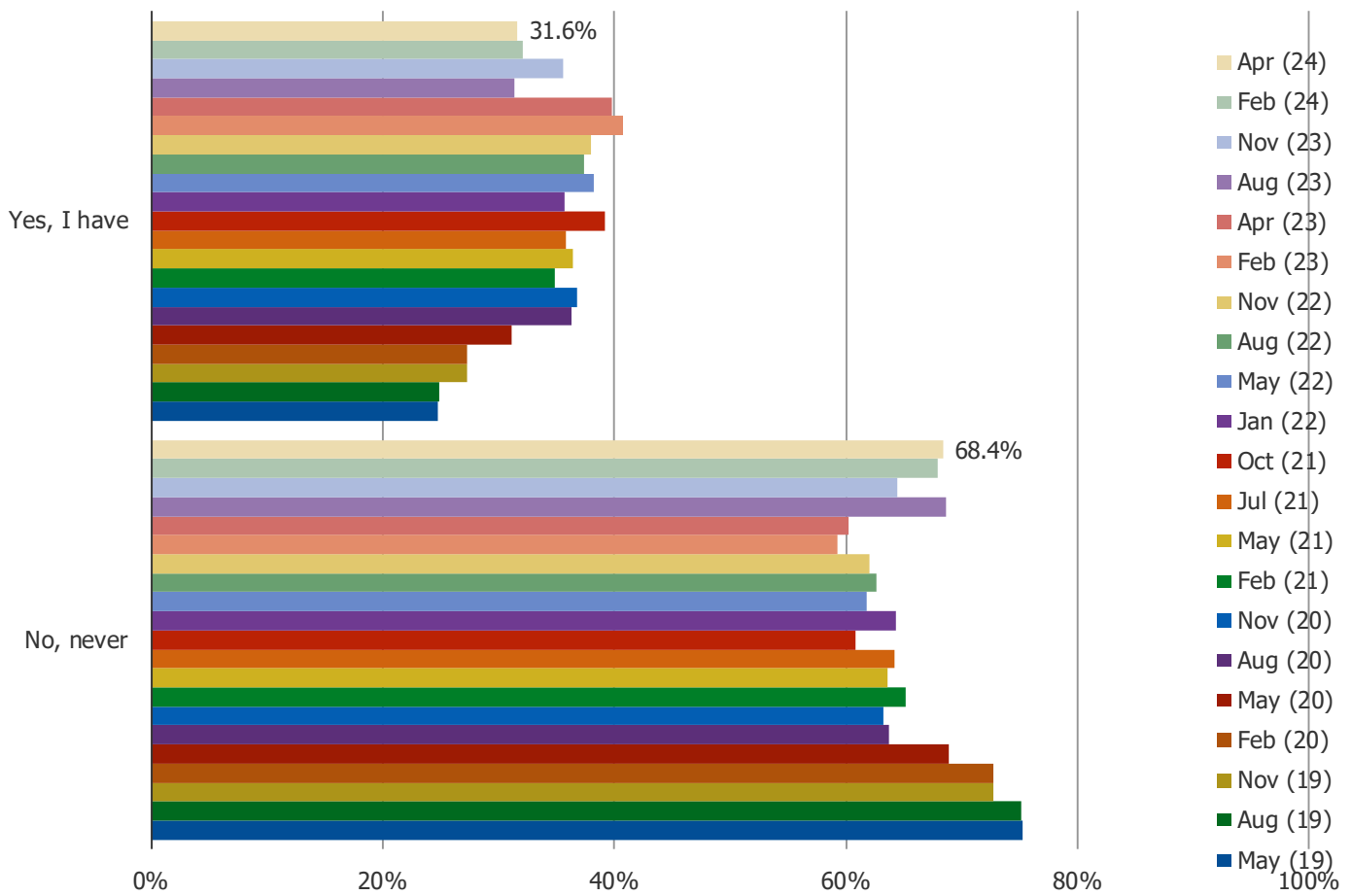
Posed to all respondents



IN-STORE VS. ONLINE

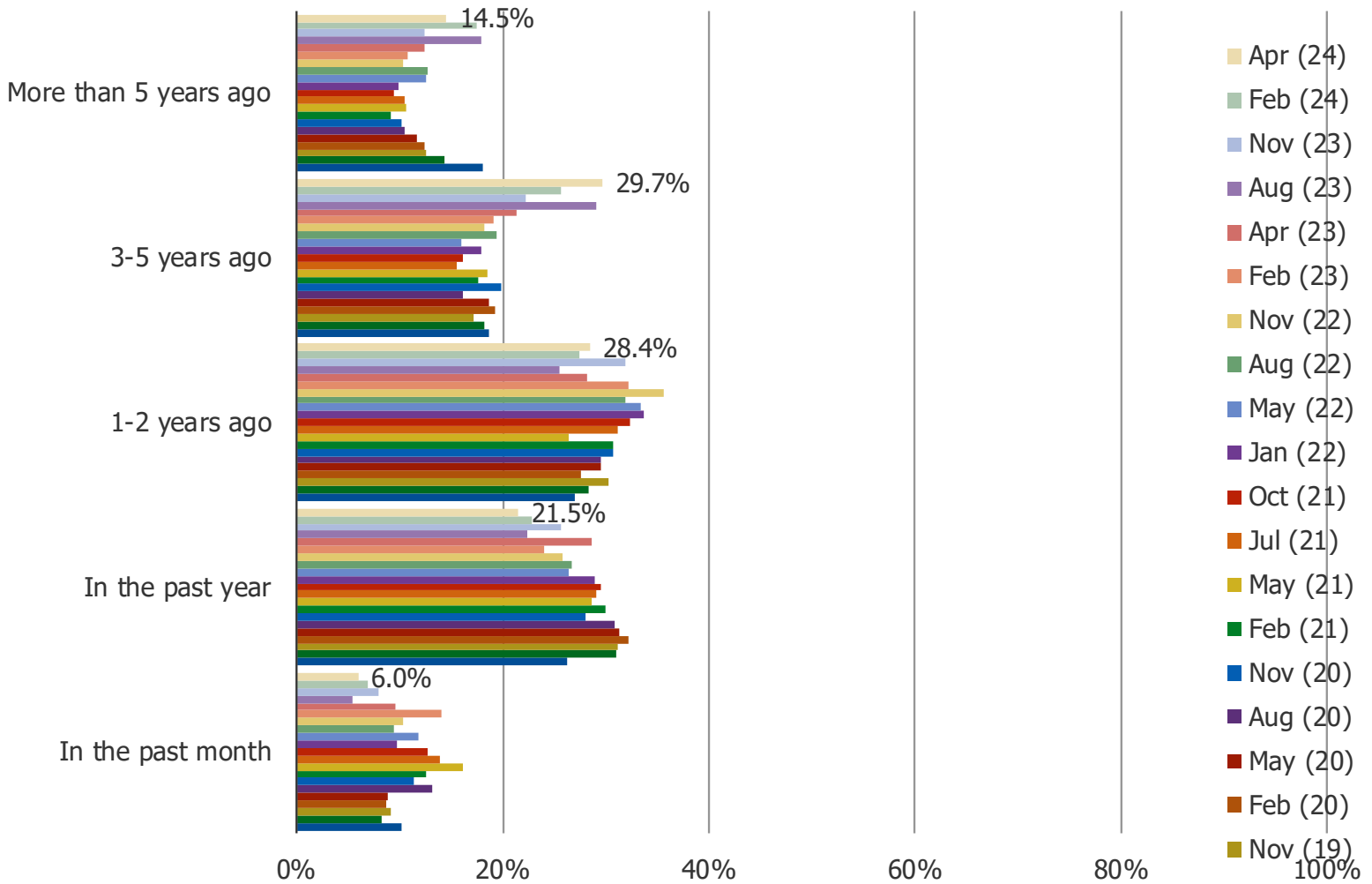
HAVE YOU EVER ORDERED A MATTRESS ONLINE? (IE. A BED-IN-A-BOX MATTRESS)

Posed to all respondents



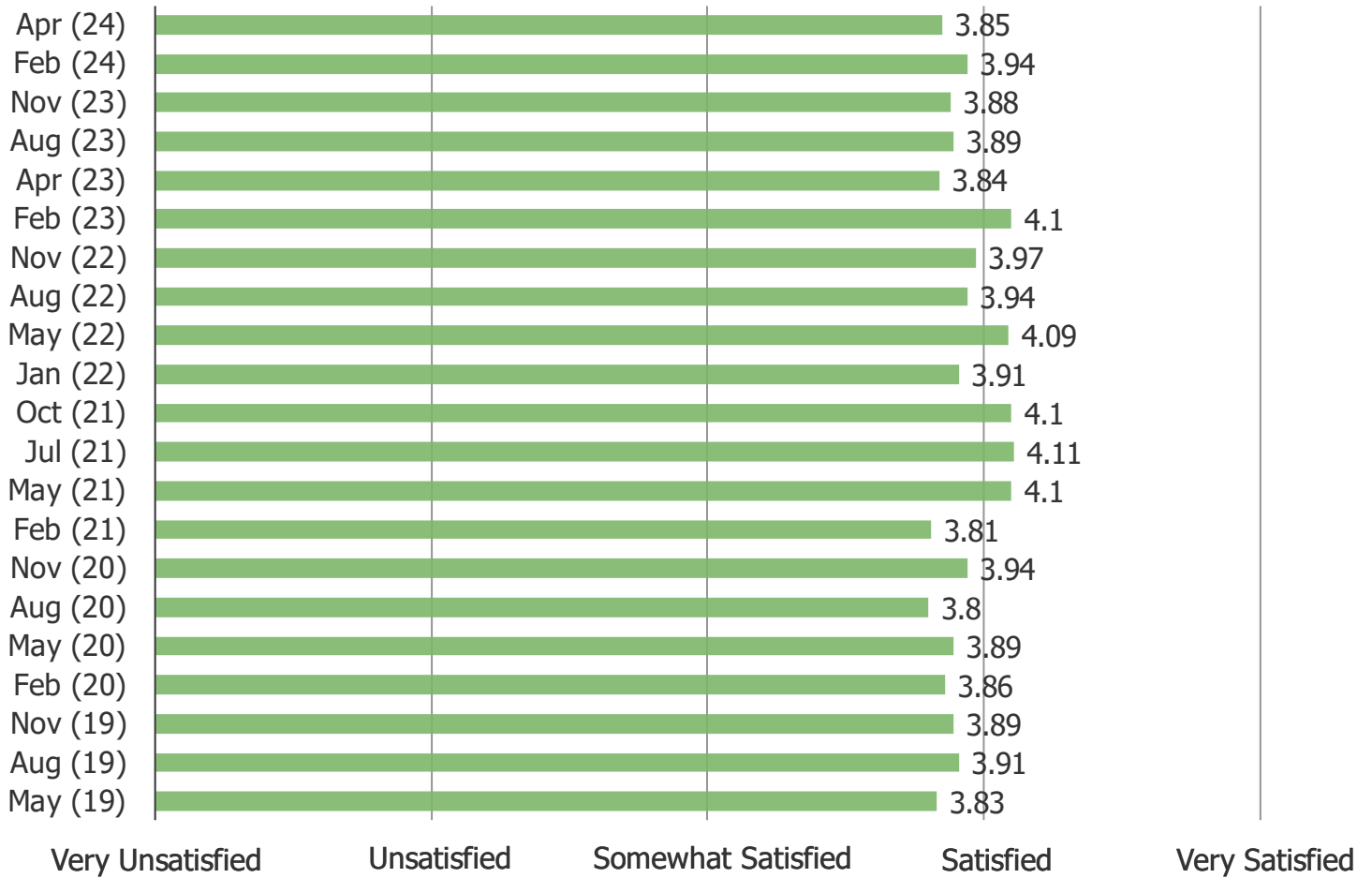
WHEN DID YOU MAKE YOUR MOST RECENT BED-IN-A-BOX ONLINE MATTRESS PURCHASE?

Posed to respondents who have ordered a mattress online



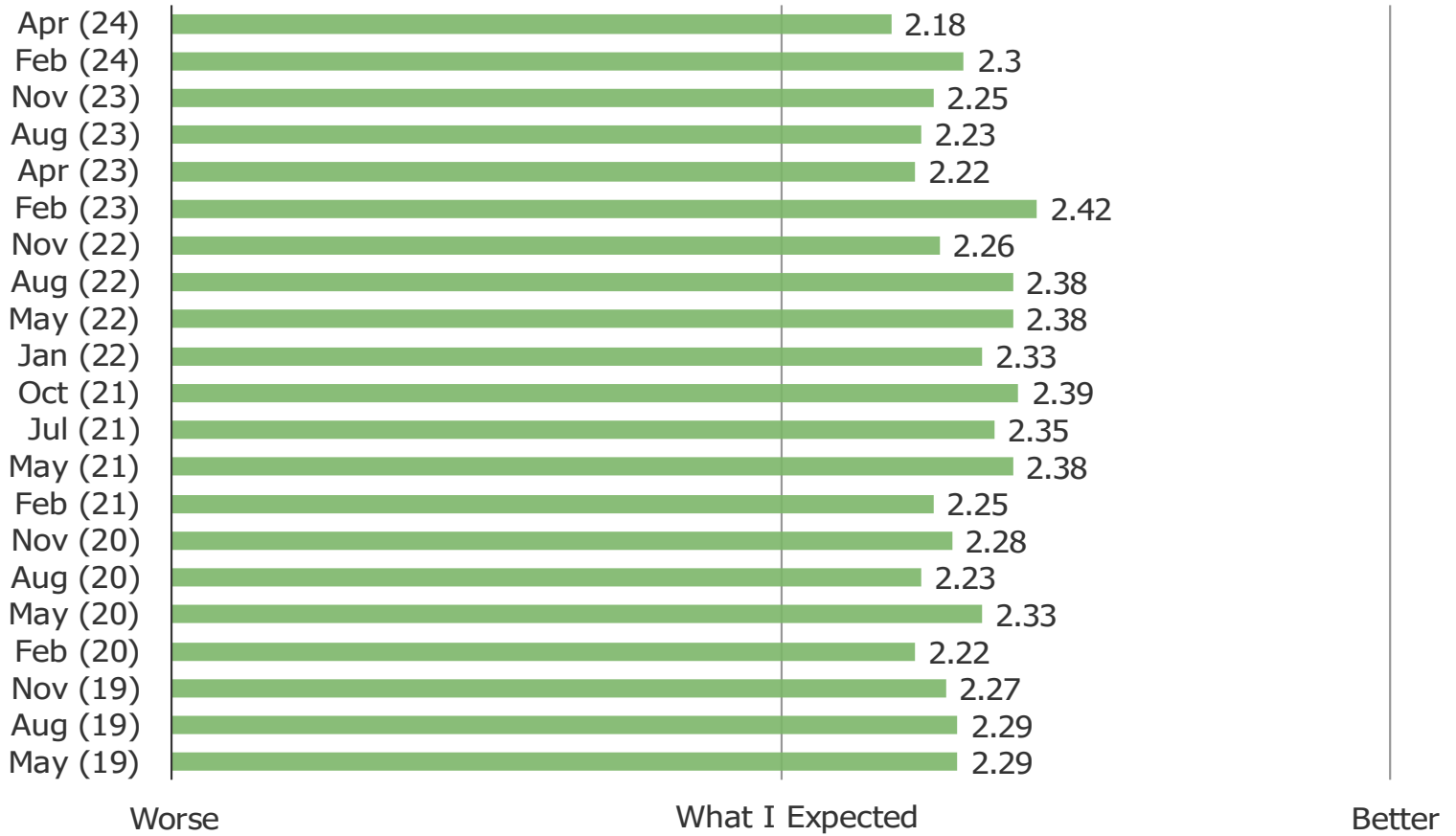
HOW SATISFIED ARE YOU WITH YOUR BED-IN-A-BOX MATTRESS?

Posed to respondents who have ordered a mattress online



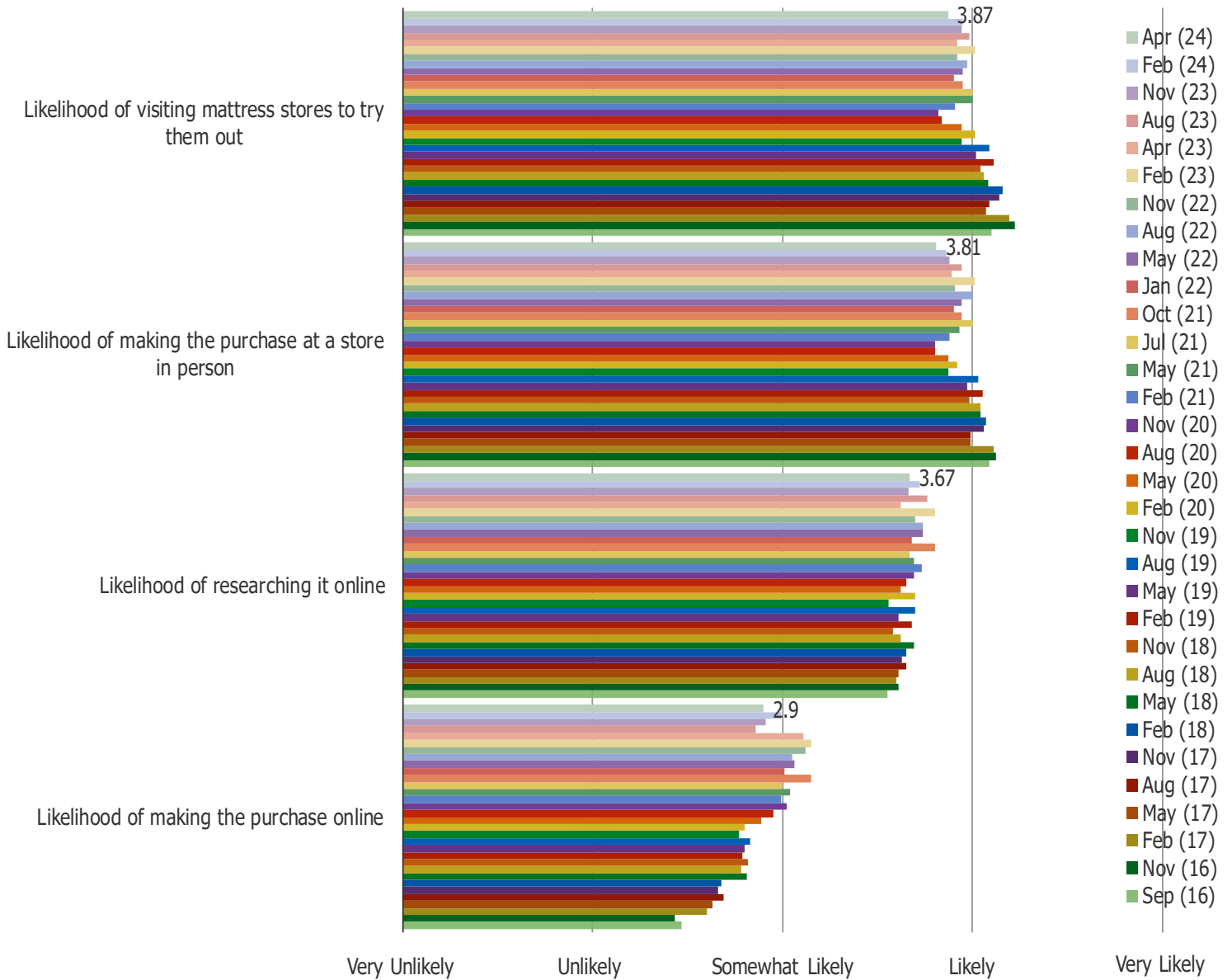
HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

Posed to respondents who have ordered a mattress online



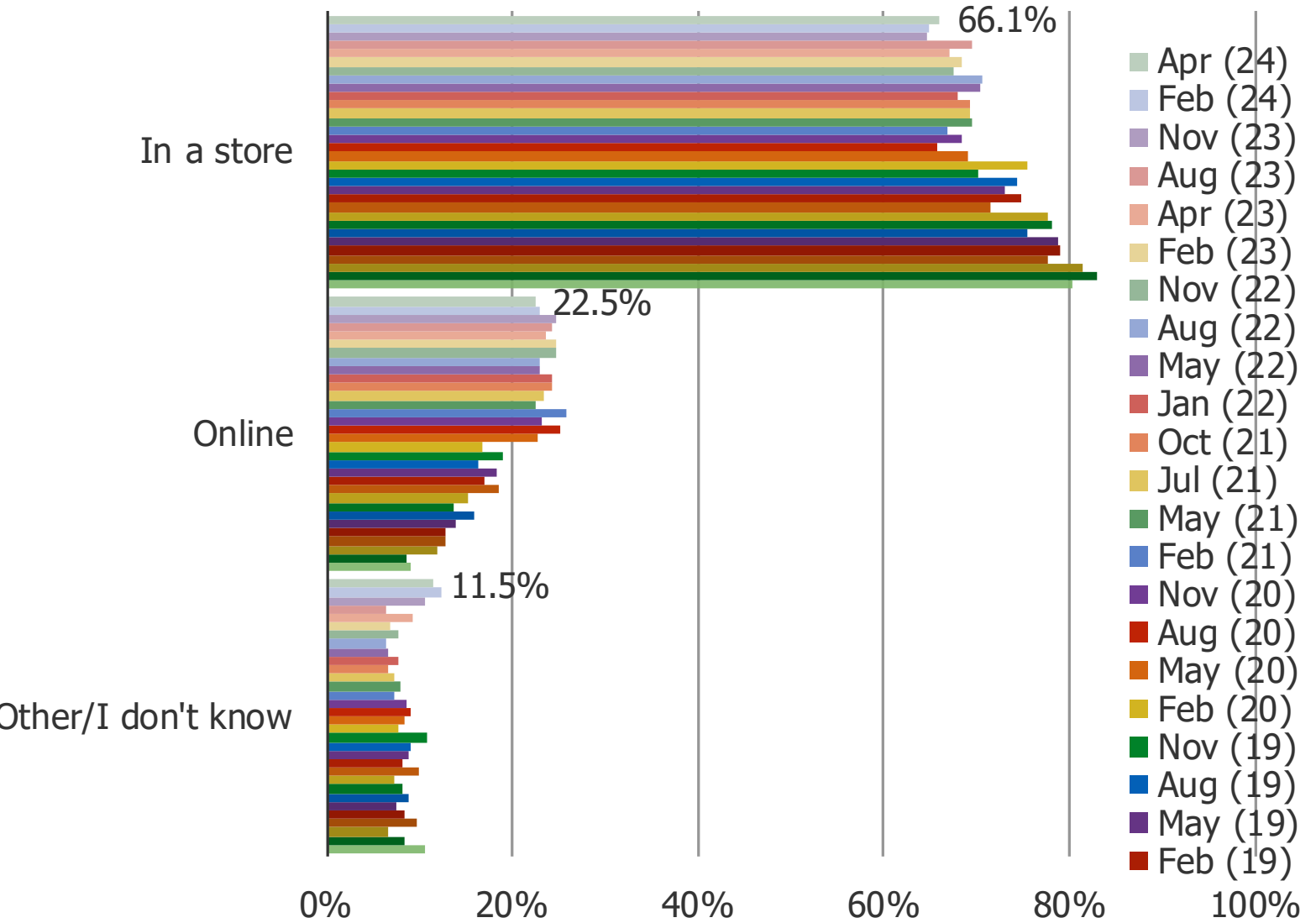
IF YOU NEEDED TO BUY A MATTRESS, HOW LIKELY WOULD YOU BE TO...

Posed to all respondents



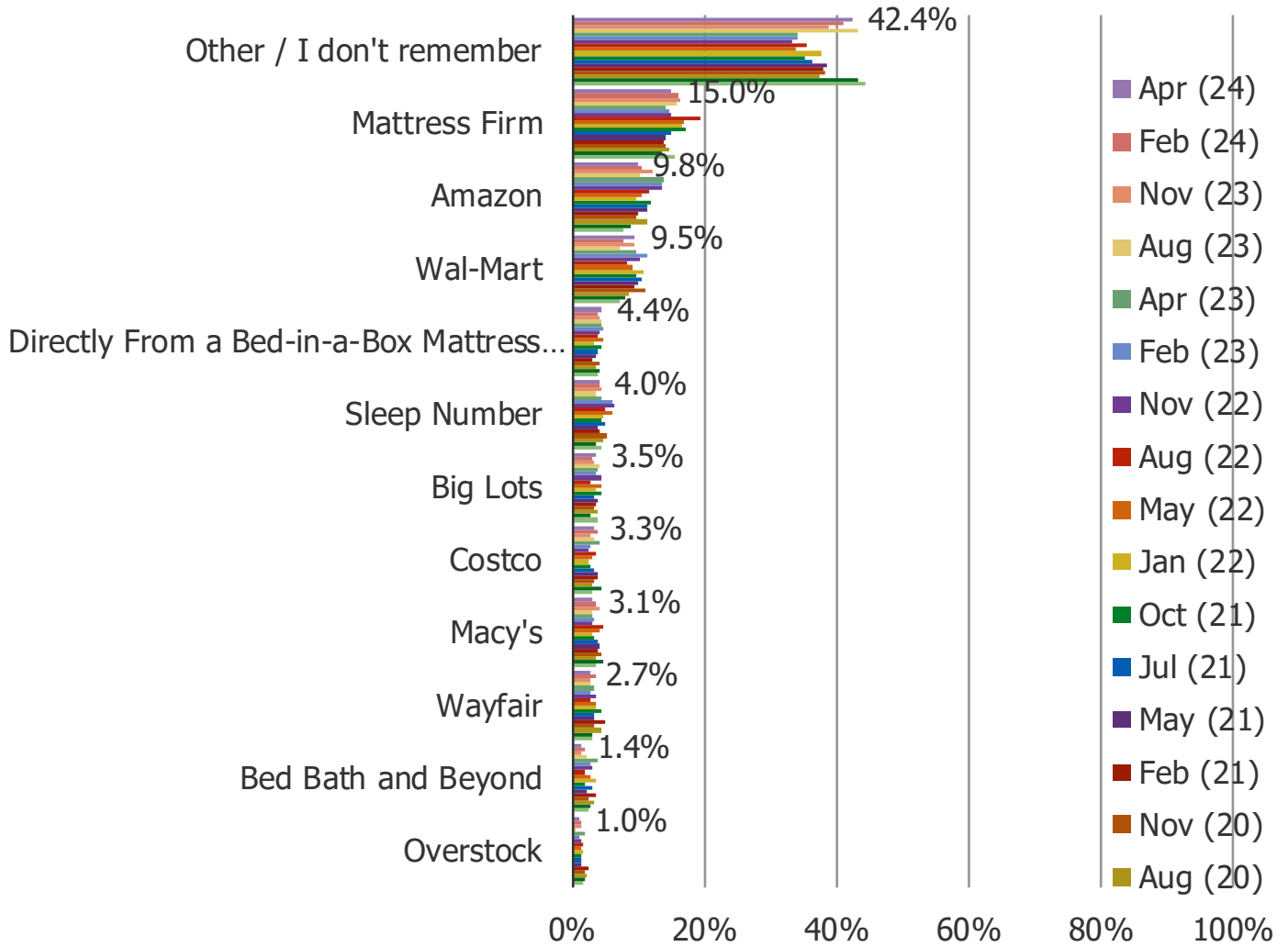
HOW DID YOU PURCHASE THE MOST RECENT MATTRESS THAT YOU BOUGHT?

Posed to all respondents



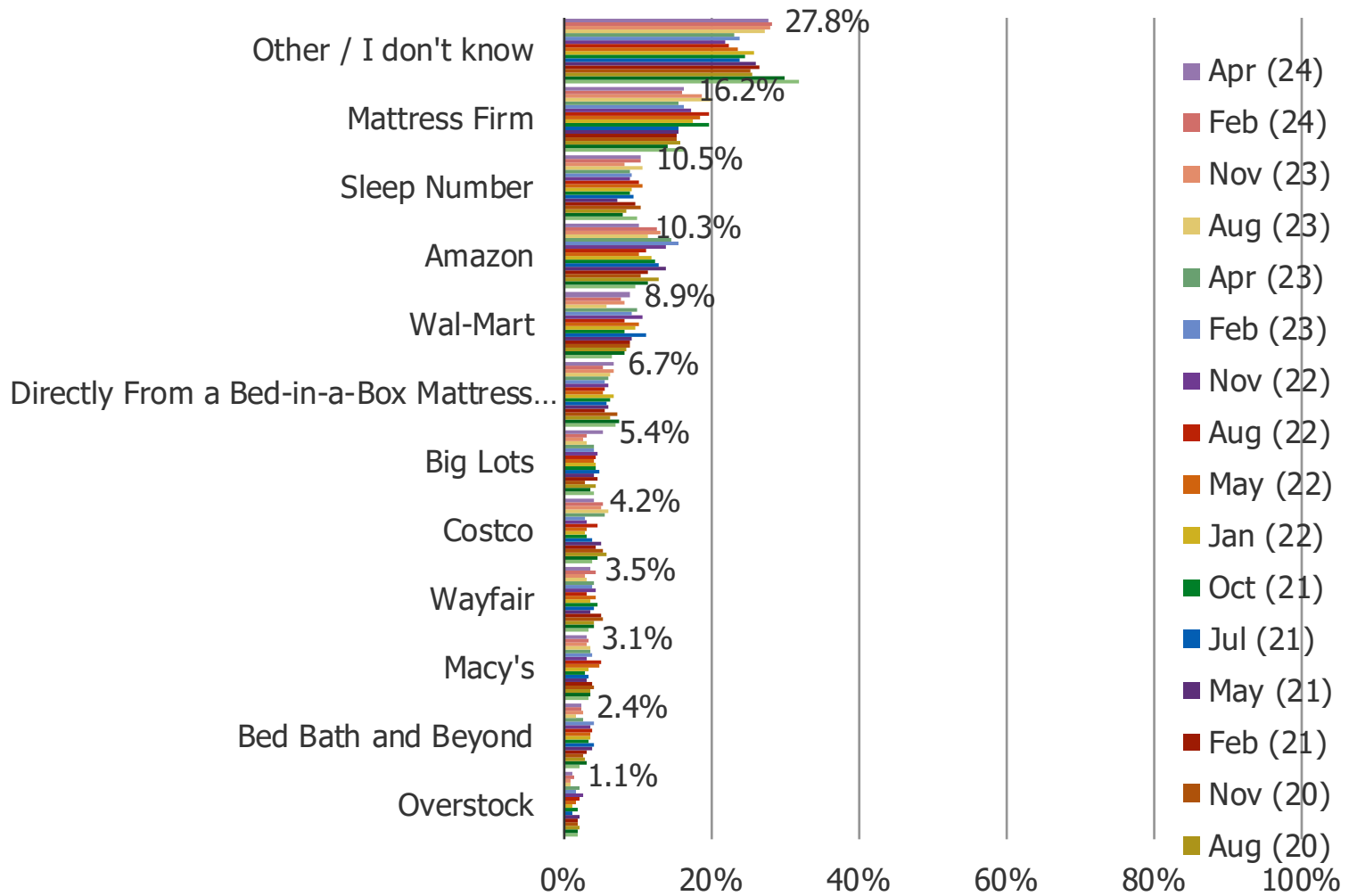
FROM WHICH STORE/WEBSITE DID YOU MAKE YOUR MOST RECENT MATTRESS PURCHASE?

Posed to all respondents



IF YOU HAD TO BUY A MATTRESS TODAY, WHERE WOULD YOU BE MOST LIKELY TO BUY THEM FROM?

Posed to all respondents

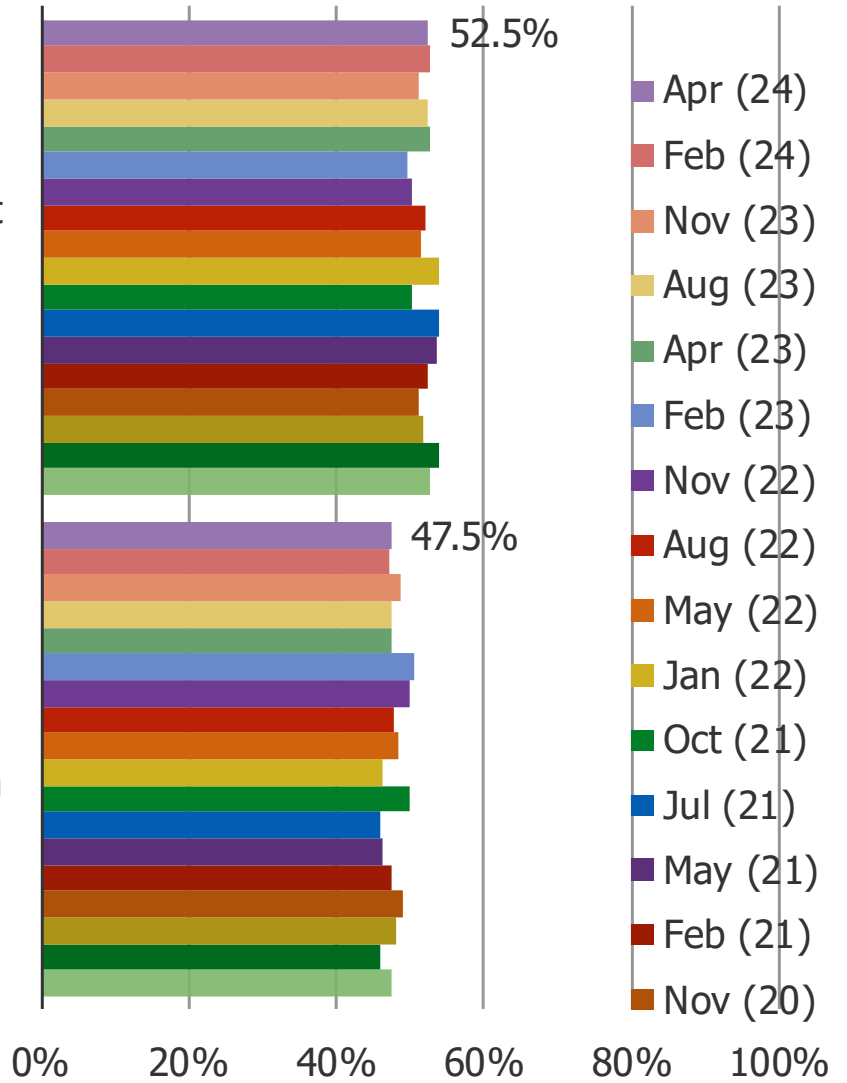


IF YOU NEEDED TO BUY A MATTRESS TODAY, HOW WOULD YOU BEGIN YOUR SEARCH?

Posed to all respondents

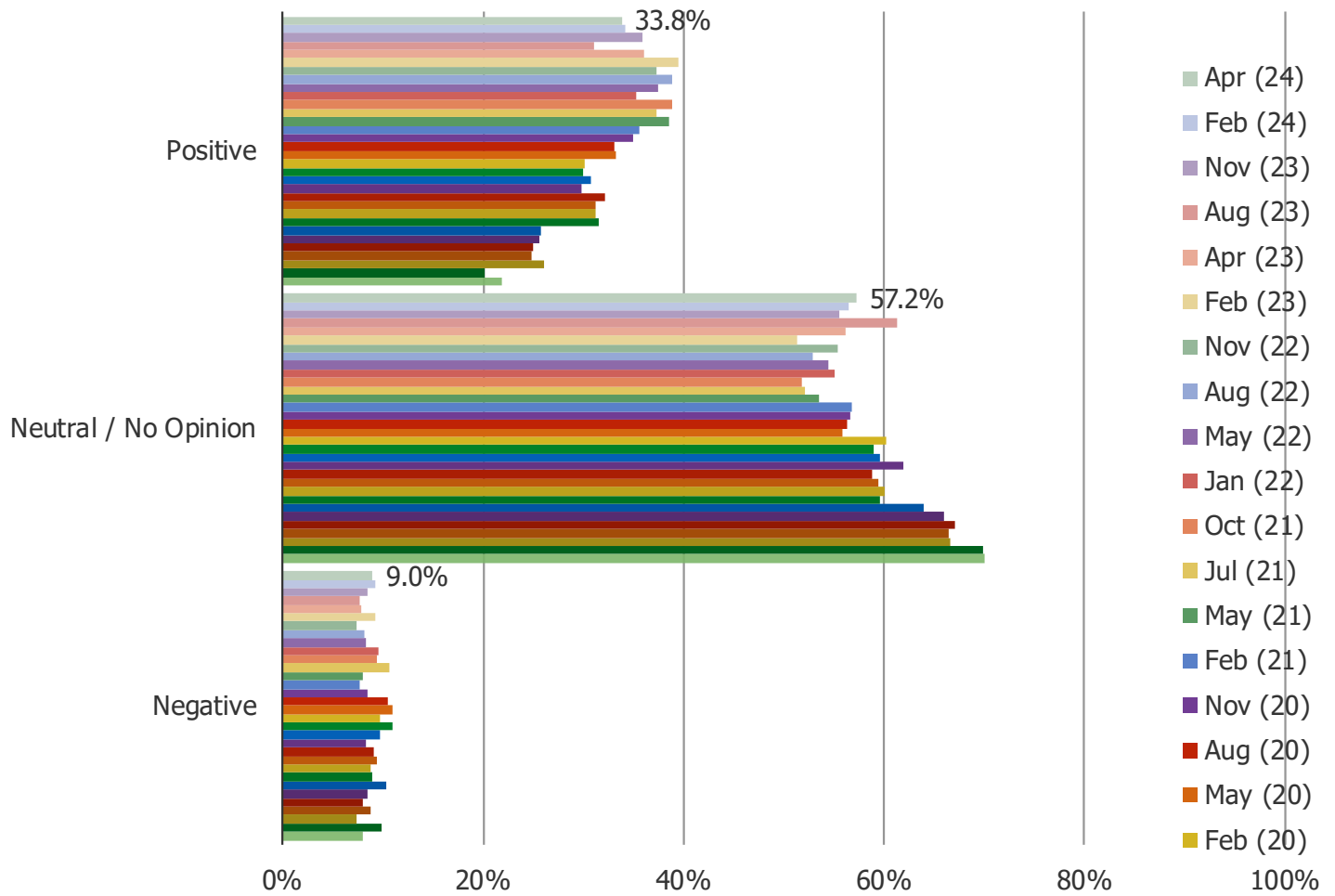
I would find a retailer that sells different mattress brands, and would then evaluate them and choose one

I would research which brand I wanted to buy, and then find a retailer I could buy it from or would buy it directly from the brand



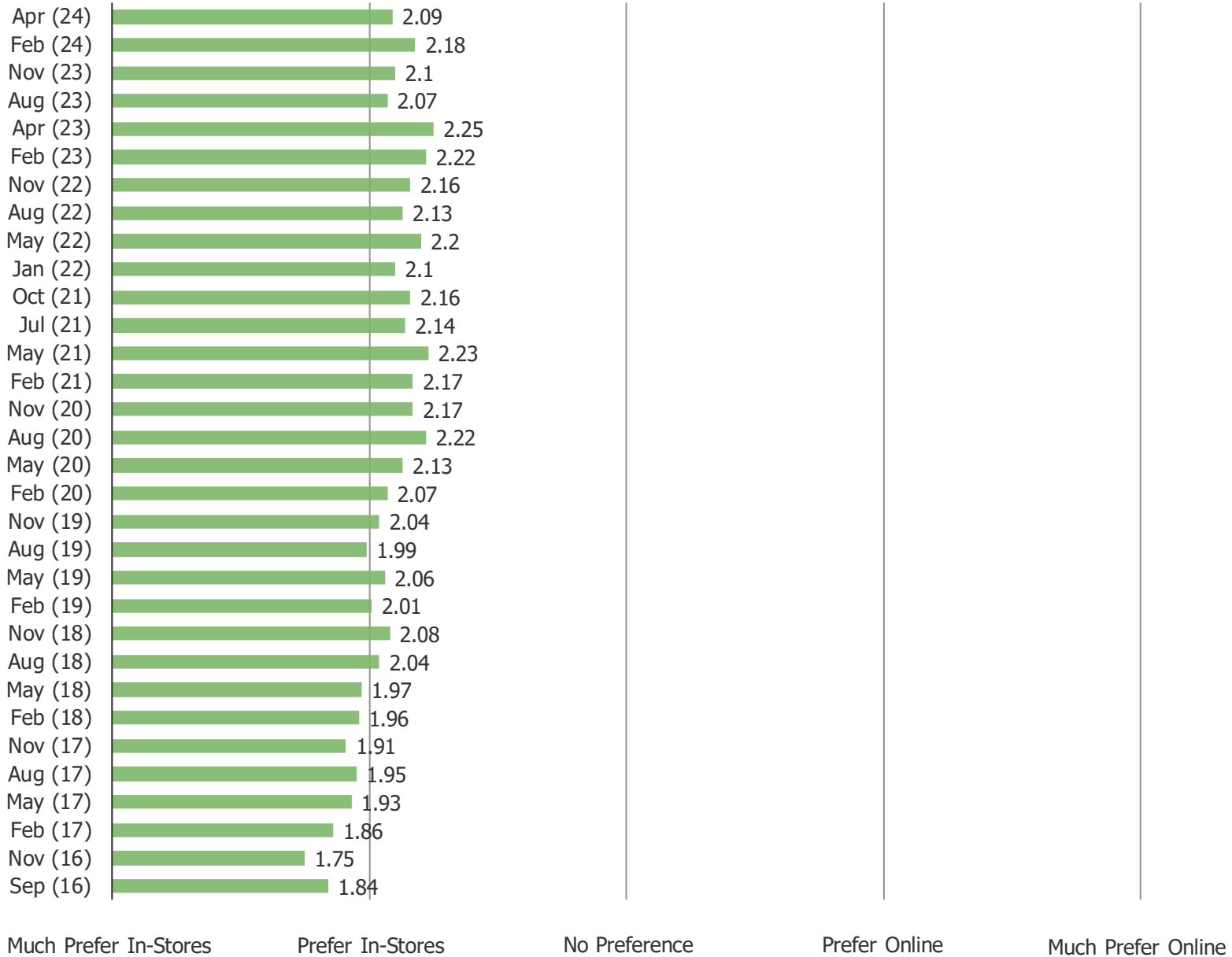
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



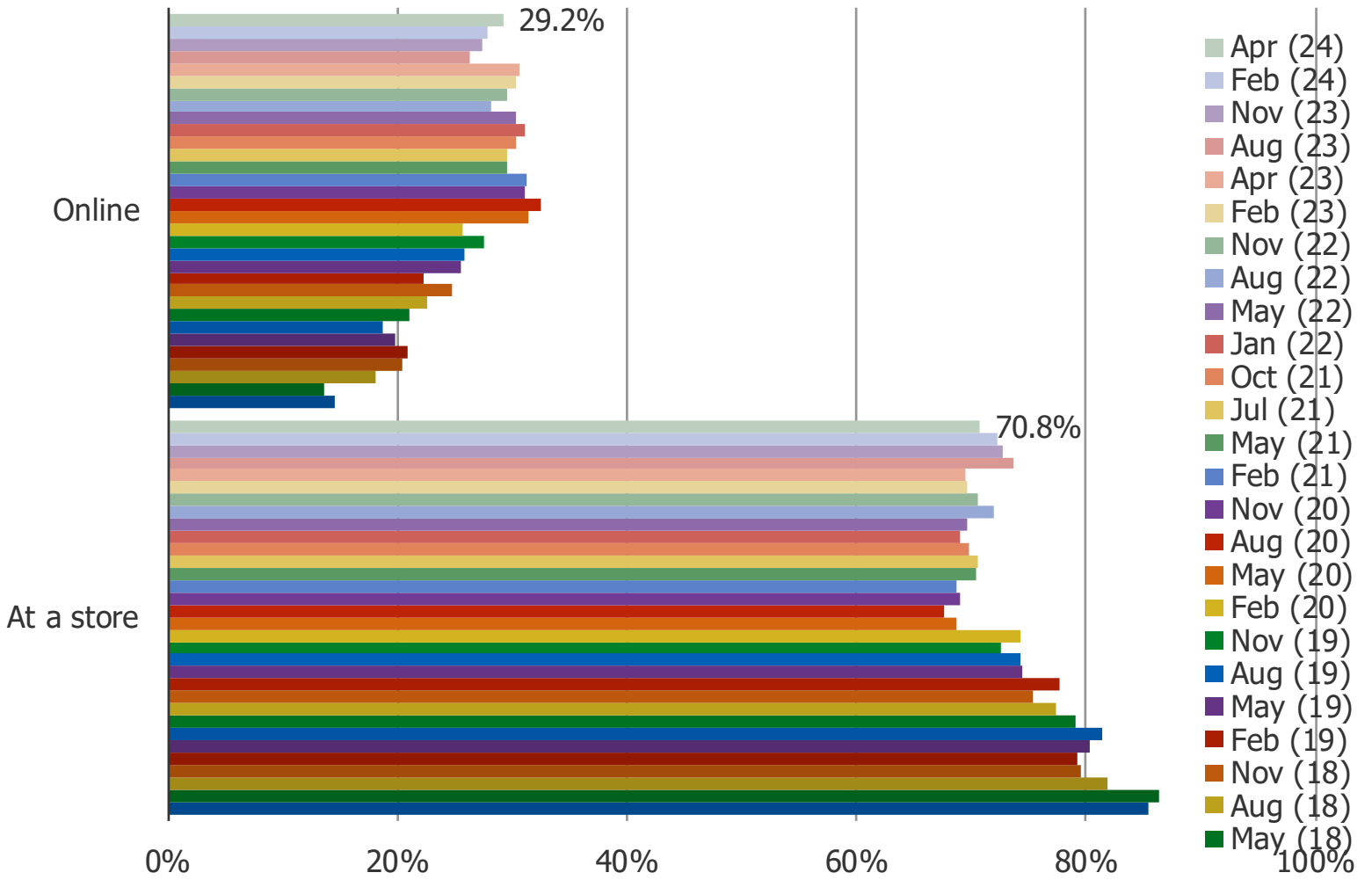
PREFERRED METHOD FOR MATTRESS SHOPPING

Posed to all respondents



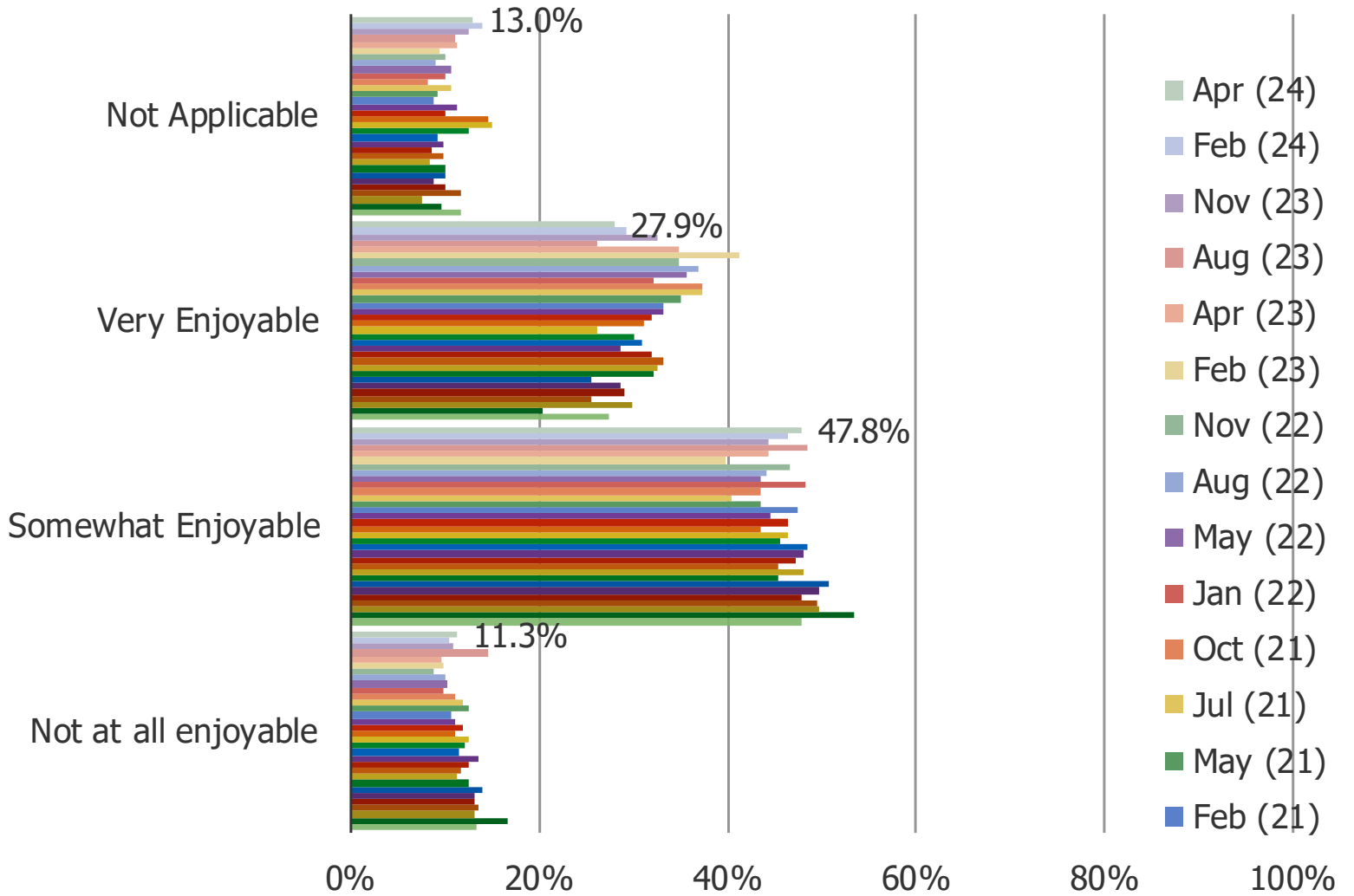
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



HOW ENJOYABLE DID YOU FIND THE MATTRESS BUYING PROCESS?

Posed to all respondents

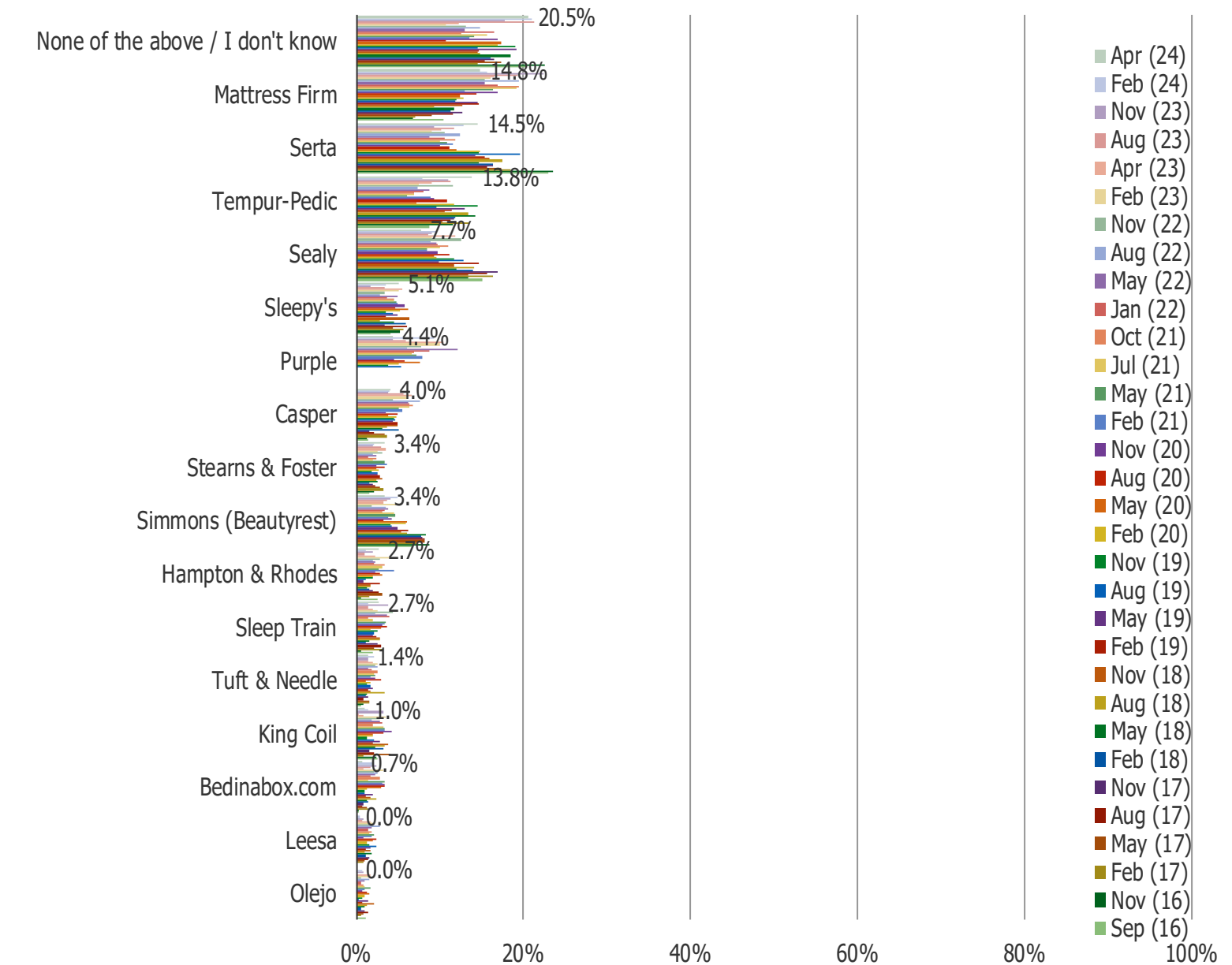


COMPETITIVE DYNAMICS

Mattresses and Furniture

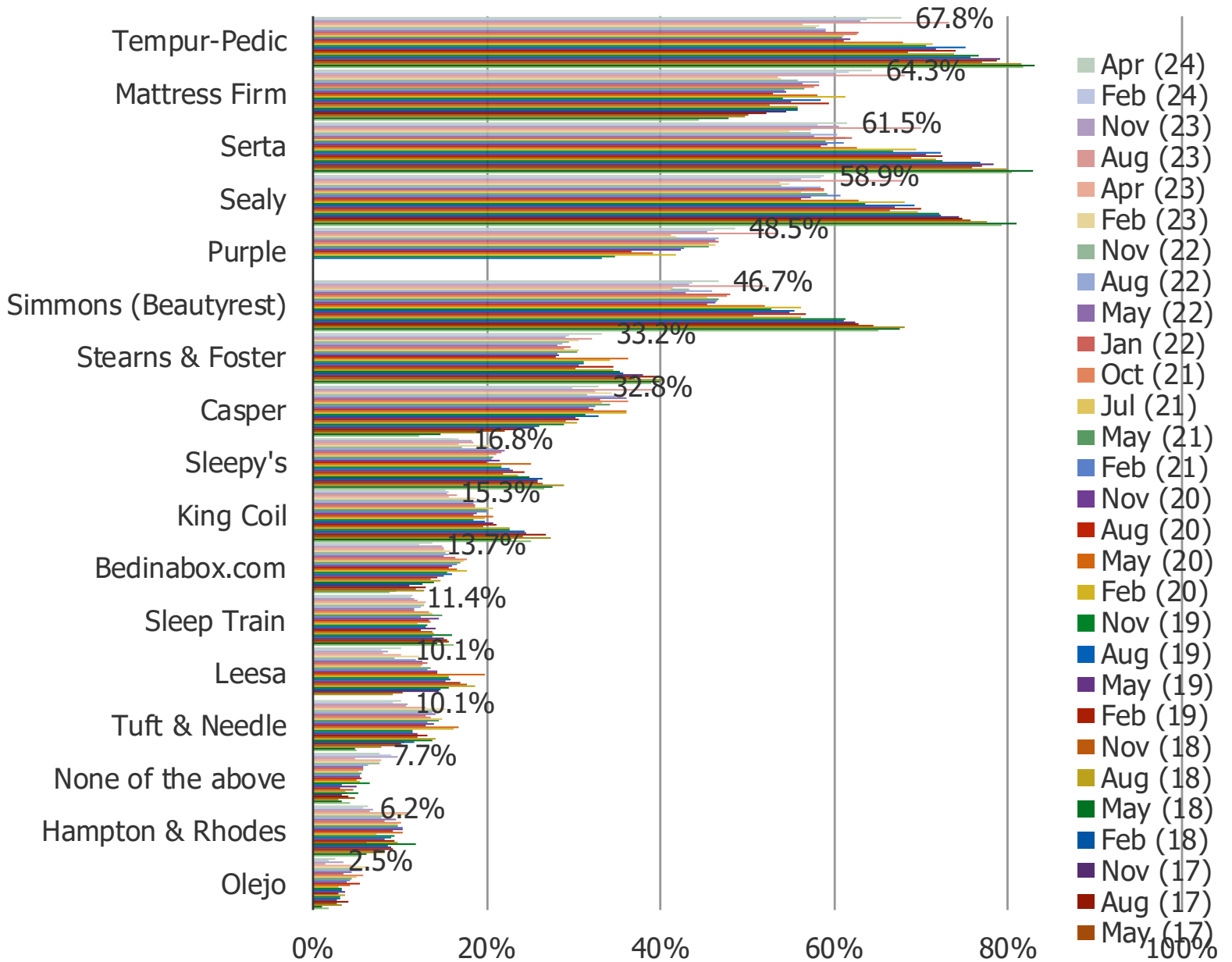
WHICH BRAND DID YOU PURCHASE?

Posed to respondents who purchased a mattress in the past year.



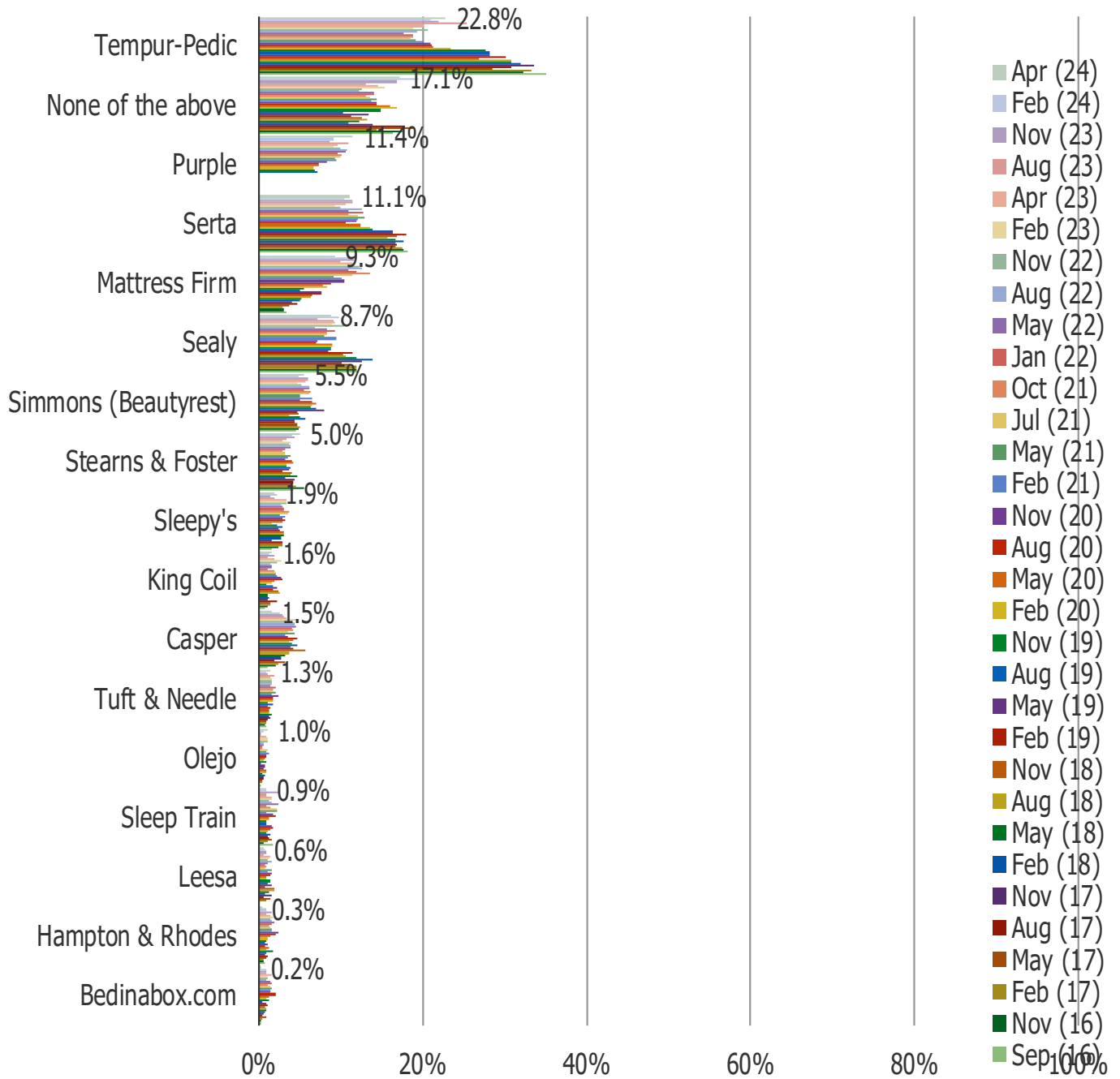
AWARENESS

Posed to all respondents



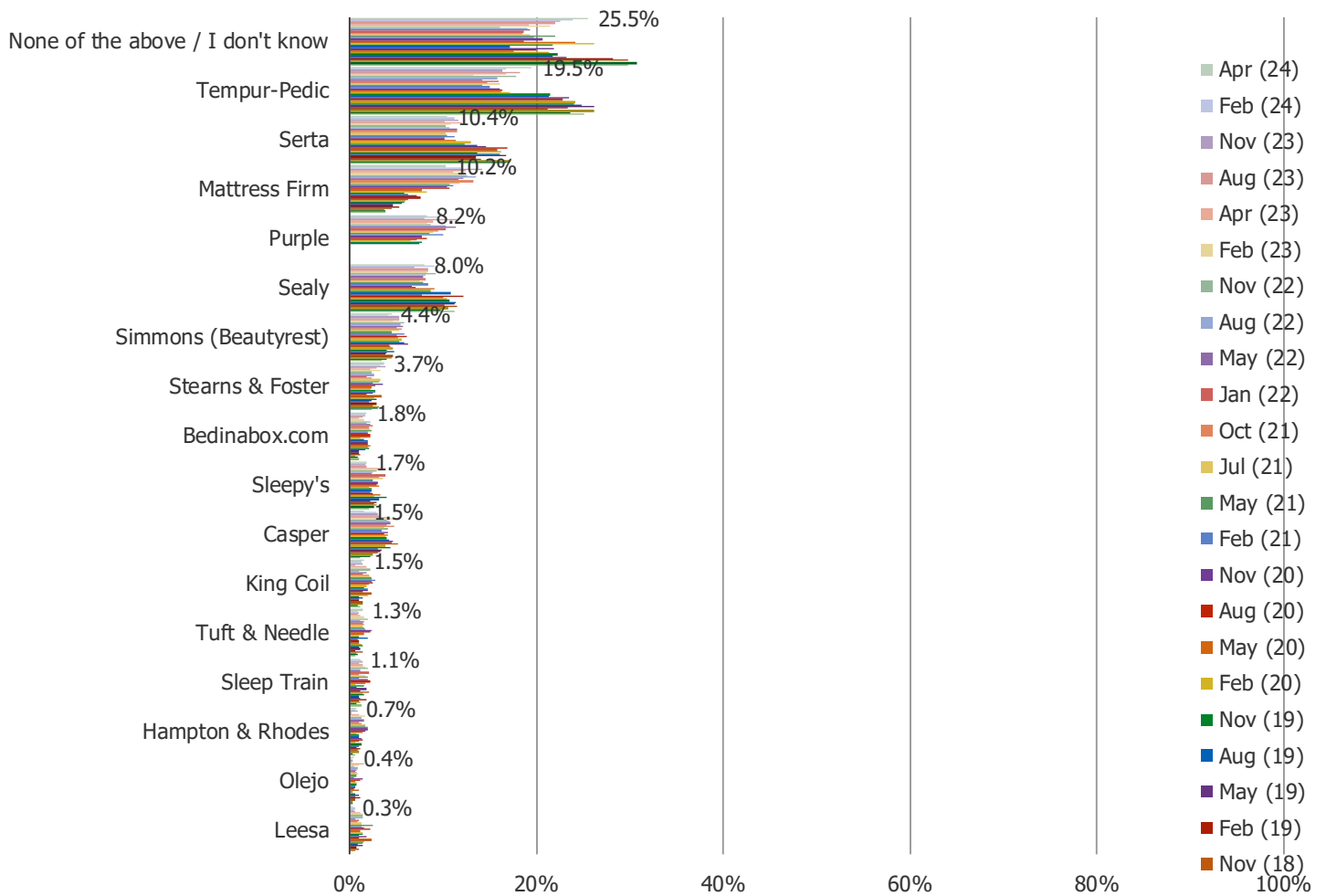
WHICH OF THE FOLLOWING MATTRESSES DO YOU THINK IS BEST?

Posed to all respondents



IF YOU WERE BUYING A MATTRESS TODAY, WHICH WOULD YOU BE MOST LIKELY TO BUY?

Posed to all respondents



FROM PREVIOUS PAGE, WHY DID YOU SELECT THAT BRAND?

Posed to all respondents

