

A 3D rendered interior scene featuring a modern, minimalist aesthetic. On the left, a light-colored, upholstered armchair with a wooden frame stands on a light grey floor. Behind it, a wooden shelf system is built into a large, arched wall niche. The shelves hold a stack of books, a round clock, and two white decorative vases. To the left of the chair, a small potted plant sits in a white, textured pot. The background wall is a neutral, light grey, and a soft, natural light source from the left casts gentle shadows across the scene. In the bottom right corner, a portion of a textured, light brown rug is visible. The overall mood is calm and sophisticated.

3DCloud™

3D Cloud Furniture Shopping Trends Study 2024

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Introduction

Almost every furniture retailer I speak with conveys a shared sentiment: The process of buying furniture has changed. The traditional distinctions between online and in-store shopping have dissolved, giving rise to an entirely new customer journey. One CEO put it this way, “The website is now the front door to our stores.”

Though retailers have observed this shift, it’s been difficult to quantify. We partnered with Provoke Insights to survey over 400 recent furniture buyers to help retailers better understand the intersection of digital and in-store experiences. The result is the 3D Cloud Furniture Shopping Trends Study 2024, which provides new data and insights into how consumer behavior and expectations during the furniture buying journey have evolved.

The study reveals a fascinating tapestry of consumer behavior, highlighting the emergence of a hybrid shopping experience. It’s not just about clicking “Add to Cart” or spending hours wandering through showroom aisles; it’s about orchestrating a symphony of touchpoints across digital and physical interactions. The future of furniture shopping is not confined to the screen or the showroom – it’s a mix.

For many years, 3D Cloud has collaborated with visionary furniture retailers to push the boundaries of emerging technologies. The pulse of innovation beats strong in the furniture industry and retailers are propelled forward by the opportunity that changes in customer behavior can reveal. Luckily, change doesn’t have to be hard. You just need a clear plan and the right partner.



Beck Besecker
CEO and Co-Founder
3D Cloud



Background and objectives

3D Cloud empowers enterprise retailers to innovate next-generation customer experiences through its 3D product visualization platform. The company wanted to better understand the following aspects of the customer experience:

- In-store and online retail experience
- Challenges in visualizing custom-made products and room layouts
- The role of 3D in the furniture buying process
- The demand, interest, and experience with a 3D tool for visualizing room layouts and custom-made furniture options

As a result, 3D Cloud reached out to Provoke Insights to help answer these pressing questions.



Methodology

Provoke Insights developed and fielded a 40-question online survey among 400 furniture purchasers between November 1st and November 10th, 2023.

All participants met the following criteria:

- Purchased furniture in the last 6 months
- Has a household income of \$50K+
- Ages 25-69
- Lives In the United States

A random stratified sample methodology followed by weighting was used to ensure a high degree of representation of this United States population (age, gender, ethnicity, household income, and geography). Sample quotas were matched using 2020 US Census data.

Statistical differences between subgroups were tested at a 95% confidence level. Groups with statistically significant differences are included under the "Results Among:" listings. Note: significances are only shown above 4%.

The margin of error for the survey is +/- 4.89 percentage points. Numbers may not add up to 100% due to rounding.





Key Findings



How people shop for furniture

The furniture purchase experience often occurs by researching online first and finishing the buying process in-store. Visiting stores allows these consumers to see, feel, and test out the furniture. The process is extensive, with scrolling through, on average, three websites and visiting the same number of stores in person.

- Online-only shoppers are more focused on convenience, variety, and price.
- Those who shop in-store first and then buy online are looking for discounts or free shipping.
- In-store only buyers are typically older.

The most popular types of furniture purchases are home decor and mattresses. Like most furniture items, the buying process includes both browsing online stores, as well as visiting a store.



The challenge of furniture shopping

From color to fabric selection, furniture purchases are often customized. However, half of consumers find it challenging to visualize how furniture at a store will fit in their homes. They are looking for more in-store help picturing how the furniture would look. This is particularly true among those living in homes valued at \$500K+ and consumers under 50 years old.

When shopping in-store, assistance is typically solely a tour of the showroom. Only a quarter of consumers were privy to using 3D visualization software to help arrange and visualize how the furniture will look.

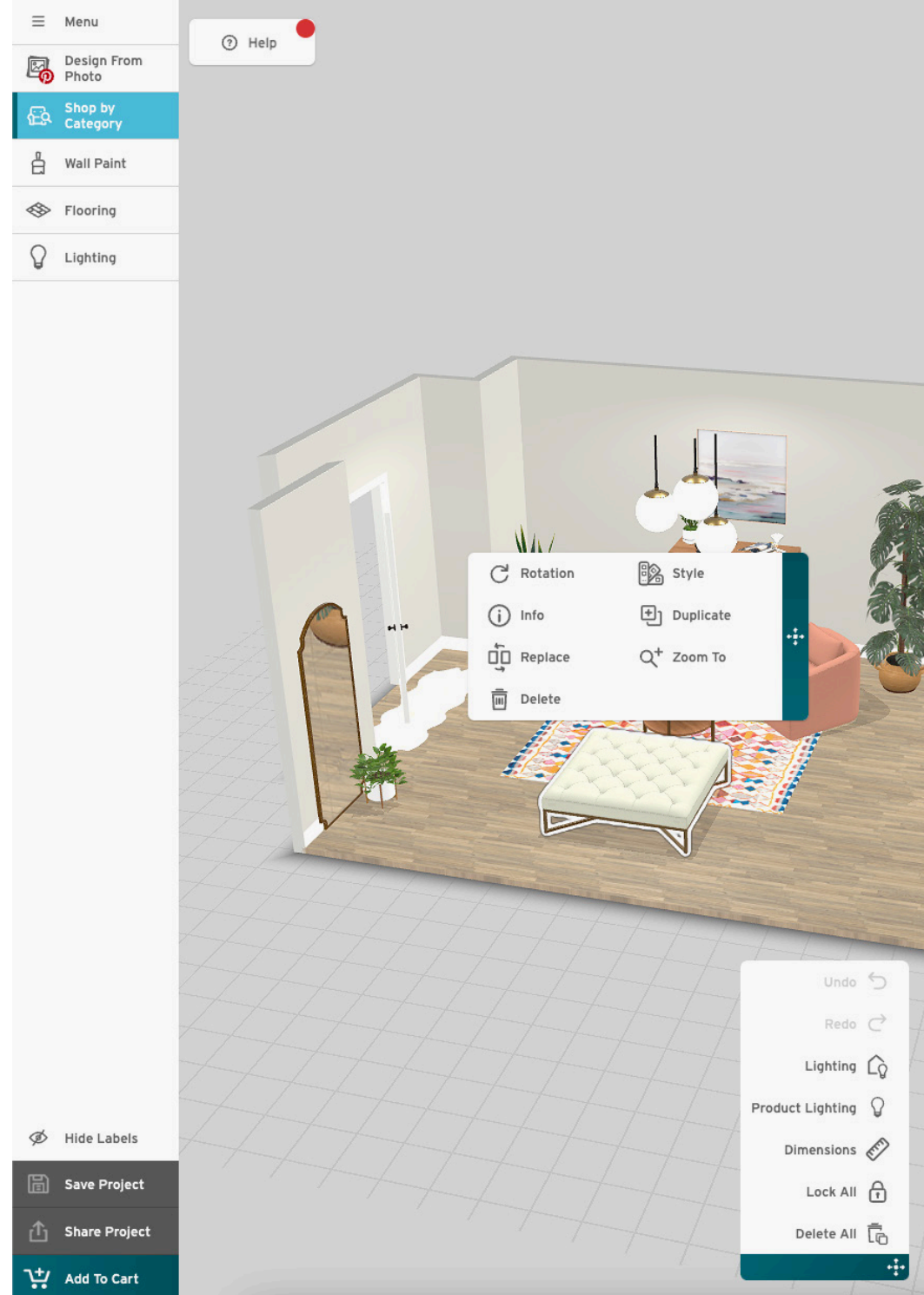


Interest in 3D room planning tools is high

Most 3D room planner users say that the tool was very helpful in the furniture purchase decision. These users said it helped them with measurements and visualizing what the furniture would look like in a room. They also stated the process was much more enjoyable than past furniture purchases where they did not use the tool.

The quarter of shoppers who used a 3D room planner were often aged 35-49, shop both in-store & online, and have a home value of \$500K+.

Interest in using a 3D room planner in the future is high, especially among those who have used it.



3D configuration instills buyer confidence

While furniture customization is common, only a third of those who customized furniture used a 3D configurator. Typically, the configurator was used during a virtual design service or via self-service on a website.




The majority of those who used the 3D configurator said it was very helpful. These shoppers said their experience with the tool instilled confidence in their furniture purchase decisions.

Almost two-thirds of furniture shoppers would be interested in using a 3D product configurator. This is particularly true among those who had challenges visualizing their furniture purchases.

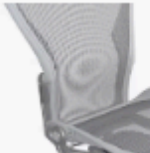




[? HELP ME DECIDE](#)

2 Height Adjustment Standard-Height Range ▾

3 Tilt Standard Tilt ▲

		
Standard Tilt SELECTED	Tilt Limiter +\$88	Tilt Limiter and Seat Angle +\$186

4 Arms Fixed Arms ▲

				
No Arms -\$200	Fixed Arms SELECTED	Height-Adjustable Arms +\$88	Height-Adjustable Plus Pivot Arms +\$225	Fully Adjustable Arms +\$225

Shoppers prefer 3D planning and configuration experiences

The 3D room planner and the 3D configurator are essential for furniture stores looking to provide customers with a better experience.

Two-thirds who did not use a 3D visualizer or configurator when purchasing furniture wish they did.

Almost three-quarters want to use these tools whenever they shop for furniture.

Over three-quarters of consumers say using 3D visualization or configuration makes them smarter furniture buyers.

Two-thirds prefer to shop at retailers who offer this service.





Detailed Findings



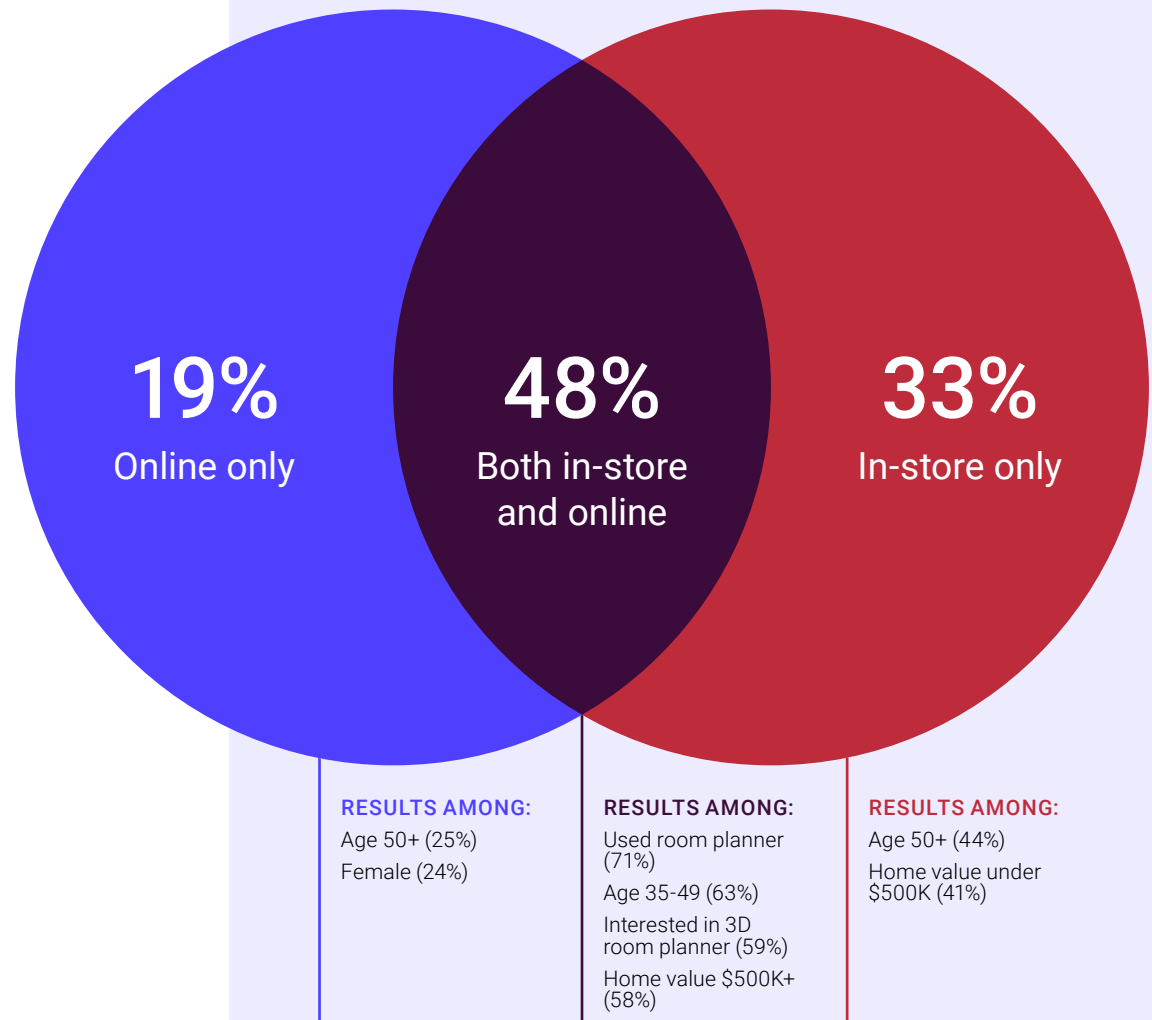
A man and a woman are in a furniture store. The woman is sitting on a blue sofa, looking at a stack of fabric samples. The man is standing next to her, smiling and gesturing with his hands. The background shows a modern interior with a wooden lattice partition.

How People Shop for Furniture

Where the buying journey takes place

The furniture purchase experience often takes place both in-store and online. Rarely does the process solely take place online.

Those who have used and are interested in 3D room planners are using a hybrid of online and in-store research for their furniture purchases.



Q. How have you purchased furniture for your home/living space within the past 6 months?

Base: All qualified respondents (N=400)

Visits per buyer journey method

Those whose search process includes both online and in-store, visit more stores.

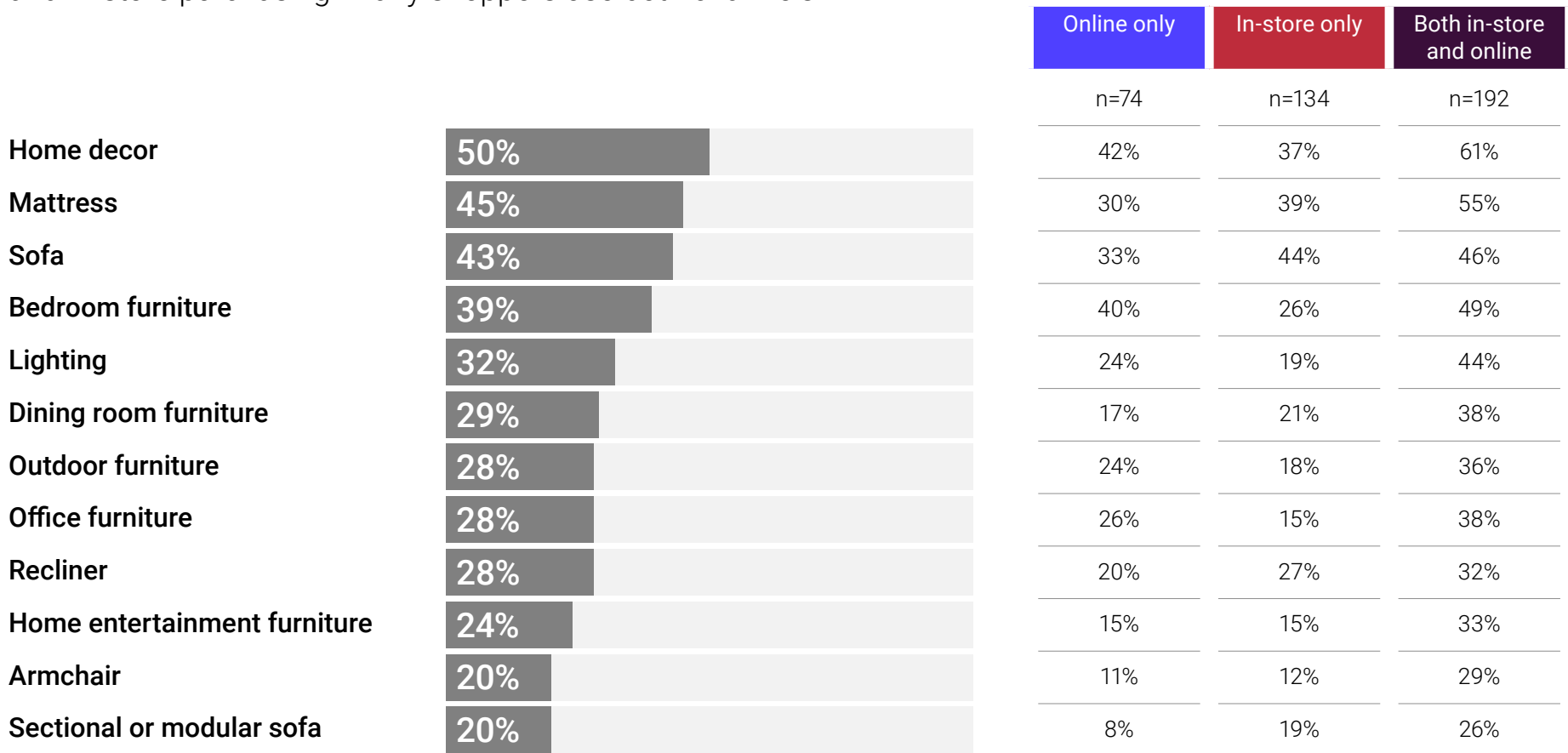
Median Number of Visits Per Retail Channel



Q. How many furniture retailers did you visit during the past 6 months?

Types of furniture purchased

There is significant overlap in the customer journey between online and in-store purchasing. Many shoppers use both channels.

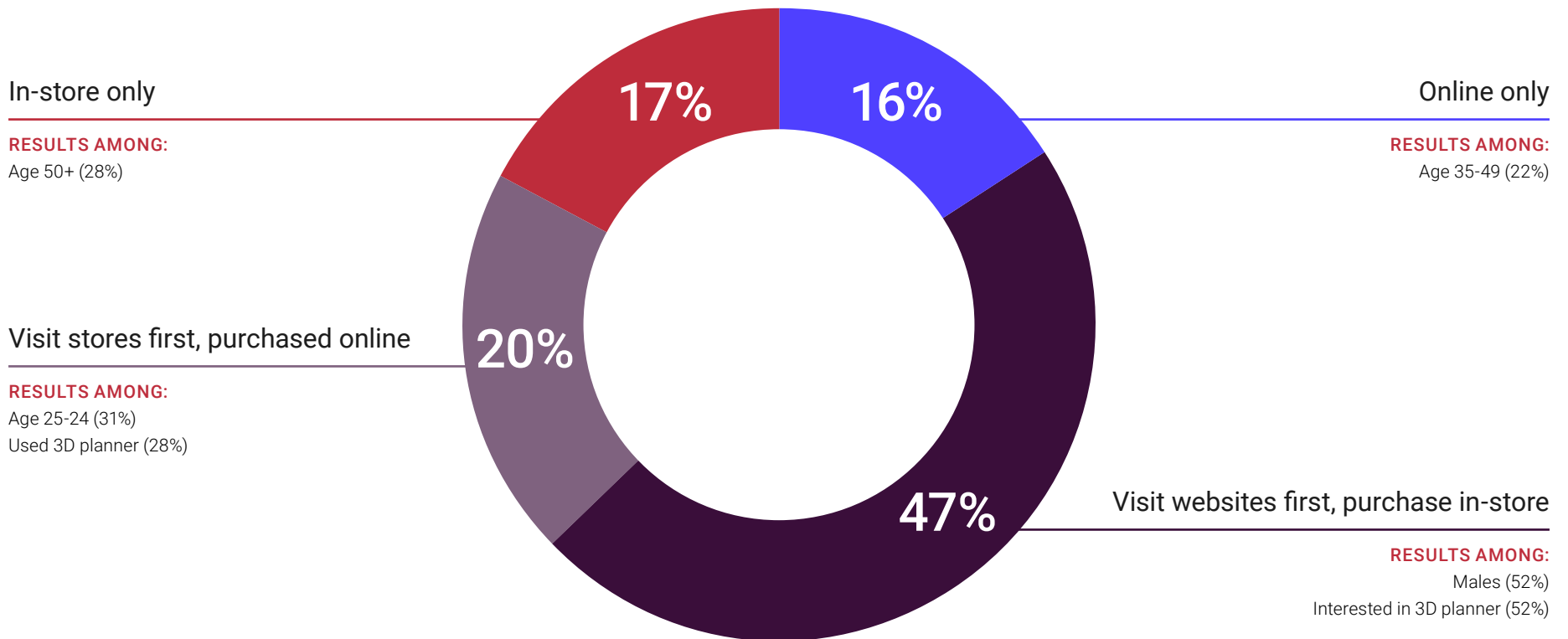


Q. In the last 6 months, which of the following types of new furniture/home furnishings did you purchase?

Base: All qualified respondents (N=400)

Preferred shopping method

Most consumers prefer the buying process to including both online and in-store browsing. Young shoppers aged 25-34 and those who used a 3D planner start their search in-store but opt to purchase online. Conversely, males first visit online and purchase in-store.



Q. How do you prefer to shop for new furniture?

Base: All qualified respondents (N=400)

Reasons for shopping for furniture online before going into a store

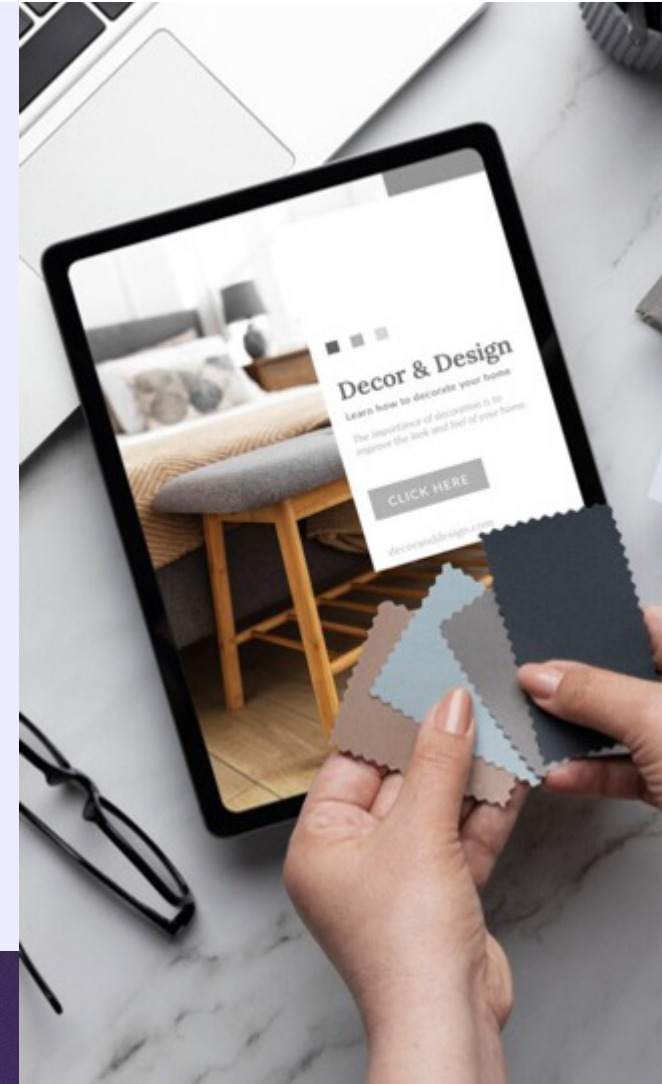
1. Research First Online and Confirm Quality In-Person

"I prefer to view furniture models on the Internet because of their variety, then buy from the store to ensure the quality of the furniture in reality."

"I like to research the product online and then see it for myself to assure the product is exactly as described."

"Can review to see what interests me and then see firsthand what I viewed."

"I get an idea of what I'm looking for and where to find it and then to actually see it in person!"



Q. Why do you prefer to shop this way?

Base: Shop online first and then buy in-store (n=190)

Reasons for shopping for furniture only online, without going to a store

1. Convenience

"Because it's easier to do it at home then to go out and look."

"It is easier and less time consuming which is a big deal for me because I have small children."

2. More Variety

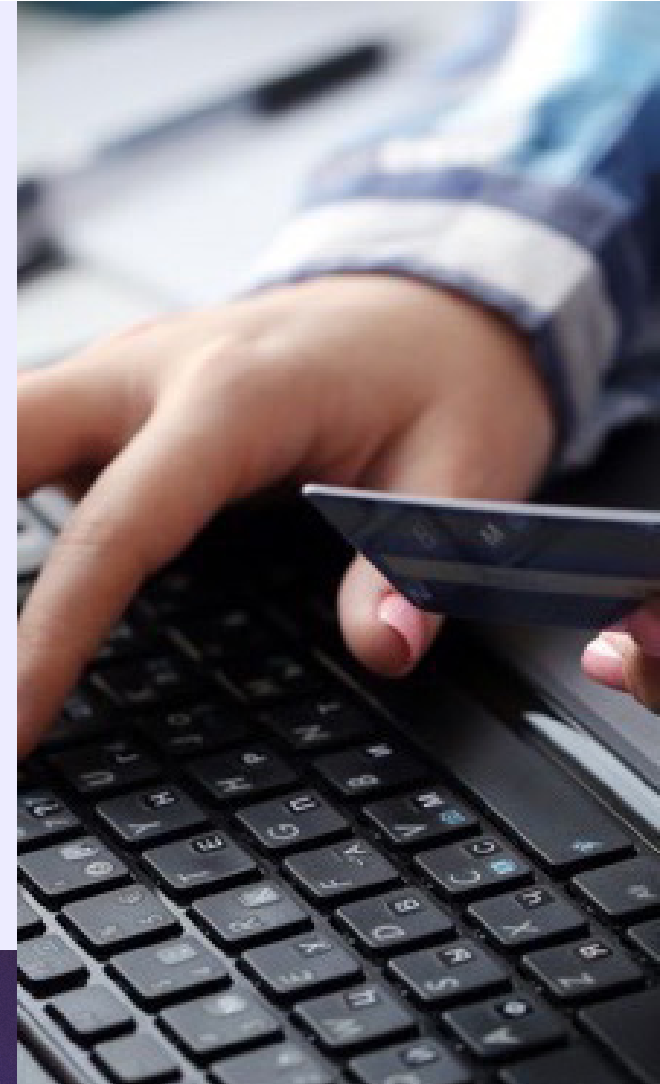
"I can look at several options from the comfort of my home."

"More choices this way along with letting me have a larger pool to gather research from."

3. Price Shoppers

"It's easier and I can compare prices quickly."

"I can go through all the prices and online offers more discounts."



Q. Why do you prefer to shop this way?

Base: Prefer shopping online only (n=63)

Reasons for shopping for furniture only in stores, without online research

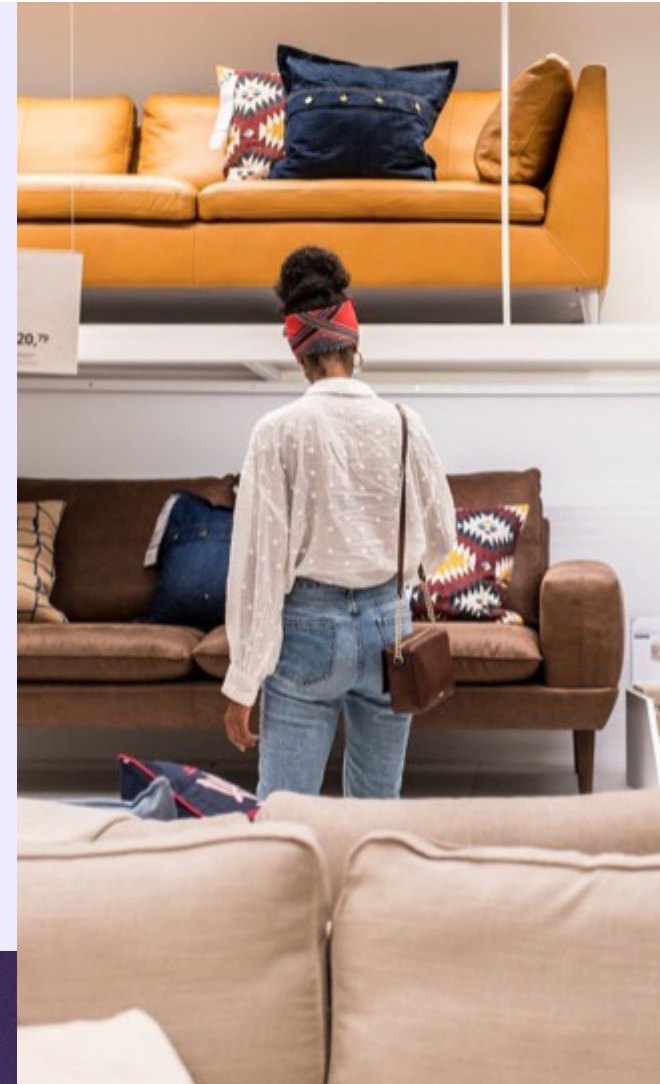
1. Touch, See, Try Furniture

"I can actually test the item to see if I like it such as a couch or chairs."

"I can look closely at the items I am interested in and try them out."

"I can see the items up close."

"I like to see how the furniture feels and looks in person."



Q. Why do you prefer to shop this way?

Base: Prefer shopping in-store only (n=134)

Reasons for shopping for furniture in stores first, followed by online research

1. Free/Cheaper Shipping

"Shopping online gives me the opportunity to get furniture delivered much cheaper as opposed to having to load it and drive it to my home."

"Online stores often have free shipping promotions. I do not have a car to transport furniture."

2. Better Deals Online

"Furniture is a tangible thing and I like to measure and get the feel before purchasing but online is often cheaper."

"I like looking and feeling the material before ordering and there's usually discounts if purchased online."

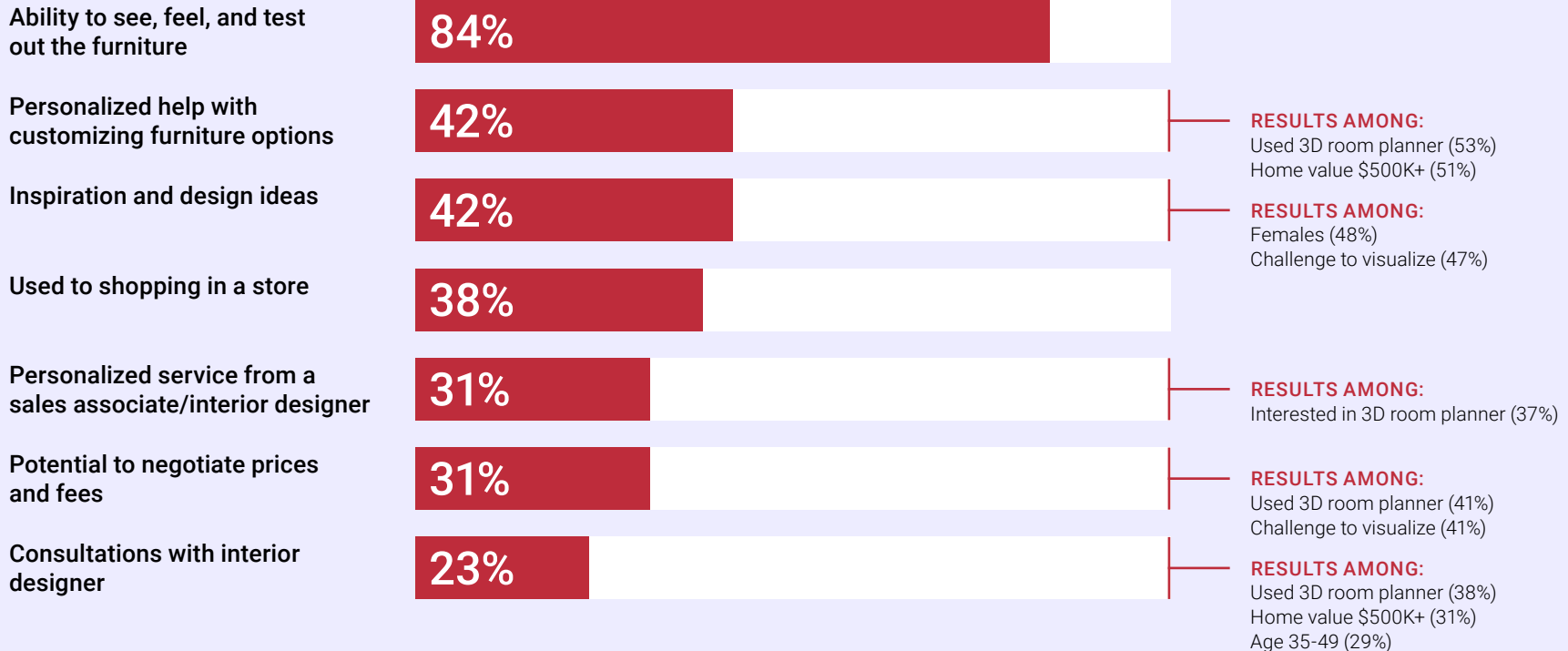


Q. Why do you prefer to shop this way?

Base: Prefer shopping in-person first and then buy online (n=82)

Motivation to shop in stores

Consumers who shop in-person prefer the ability to see, feel, and test out the furniture. Consultations with an interior designer are less of a priority. Those that have used a 3D room planner are more likely to want personalized design help.

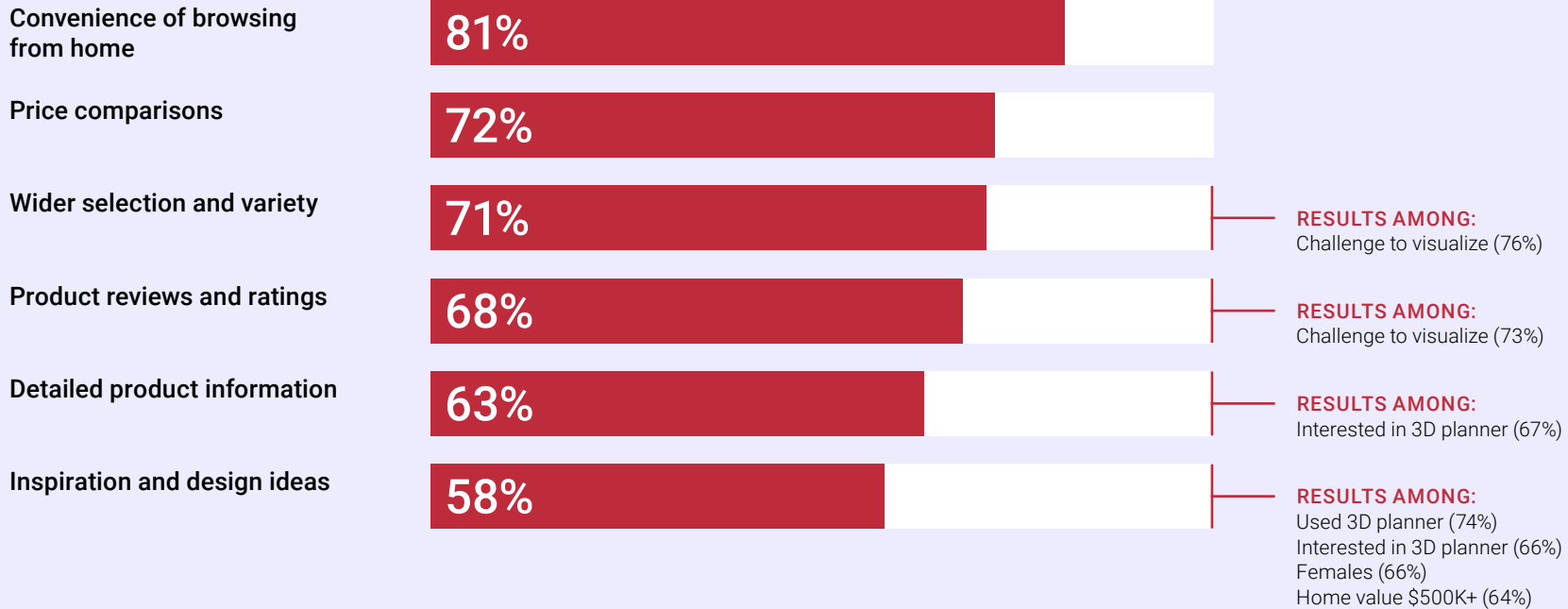


Q. What motivates you to shop for furniture in-store?

Base: Purchased furniture in-store in the past 6 months (n=326)

Motivation to shop online

Convenience followed by price comparisons and wider selection are the primary motivators for purchasing furniture online. Those who used or are interested in 3D planners are especially looking for inspiration and design ideas online.



Q. What motivates you to shop for furniture online?

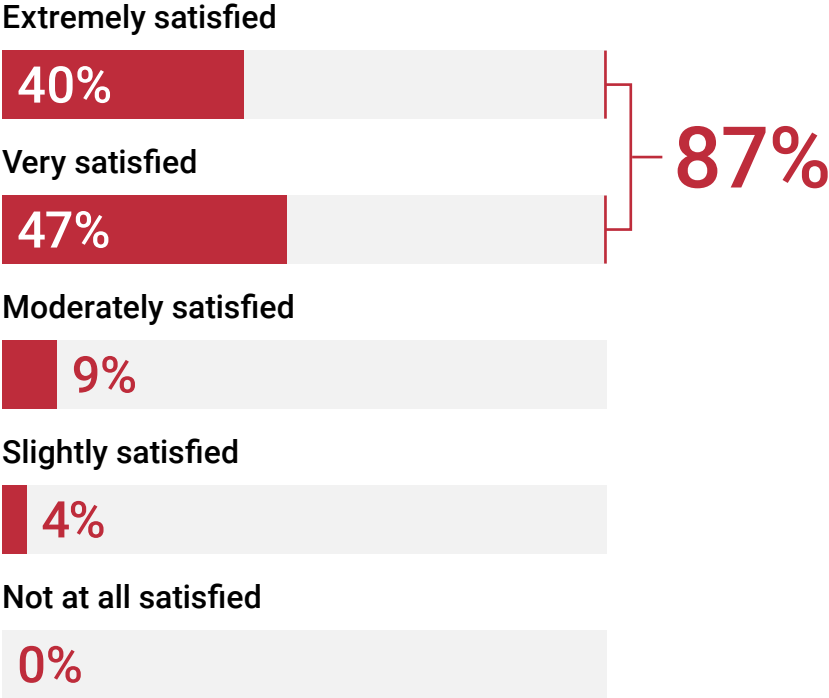
Base: Purchased furniture online in the last 6 months (n=266)



The Shopping Experience

Satisfaction with purchases

Most consumers are happy with their furniture purchases. There are no significant differences regarding satisfaction among demographic cohorts or method of purchasing.



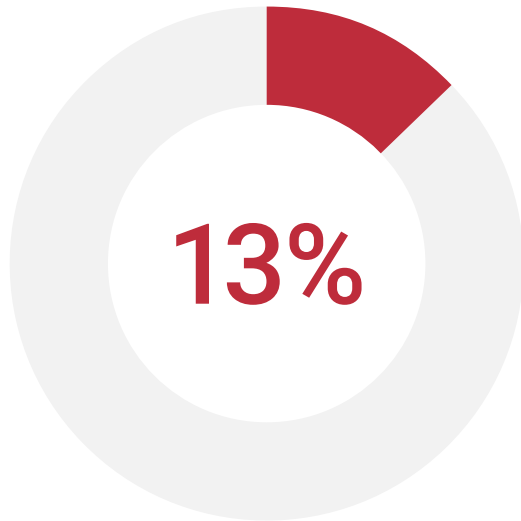
Q. Thinking of the furniture you purchased, how satisfied are you with it?

Base: All qualified respondents (N=400)

Dissatisfaction with purchases

Quality is the leading reason for consumers to be unhappy with their purchases.

Bottom 3 out of a 5-point satisfaction scale



Unsatisfied with their purchases

Q. Thinking of the furniture you purchased, how satisfied are you with it?

Base: All respondents (N=400)

Did not like purchase because of...

Quality

45%



Comfort

32%



Style

23%



Color

19%



Texture

16%



Measurements/size

12%



Q. What were you specifically not satisfied with?

Base: Not extremely/very satisfied with purchases (n=51)

Design services and visualization preferences

Consumers want free design services when available, followed by more in-store help with furniture visualization. Those who own higher-valued homes and those between the ages of 25-49 have a higher propensity to want these services.

Top 2 on a 5-point agree scale

69%

RESULTS AMONG:
Interested in 3D room planner (82%)
Interested in 3D configurator (82%)
Home value \$500K+ (81%) / Age 25-49(80%)
Shop in-store & online (79%)

Prefer to use free design services when they are available

60%

RESULTS AMONG:
Interested in 3D room planner (77%)
Interested in 3D configurator (73%)
Shop in-store & online (71%)
Home value \$500K+ (72%) / Age 25-49(68%)

Want more in-store help with furniture visualization

51%

RESULTS AMONG:
Home value \$500K+ (73%)
Interested in 3D room planner (67%)
Shop in-store & online (67%)
Interested in 3D configurator (66%) / Age 35-49(64%)

Expect furniture retailers to offer personalized design services

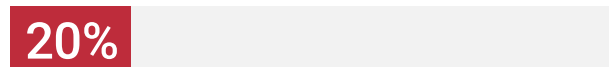
Q. How much do you agree or disagree with the following statements?

Base: All qualified respondents (N=400)

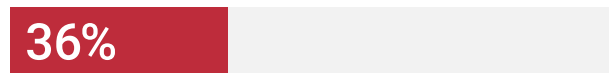
Challenges with visualizing purchases in context

Over half of shoppers find it difficult to picture how furniture will look in their homes. These individuals are more interested in using 3D tools to assist with the process.

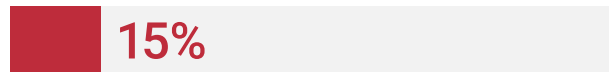
Strongly agree



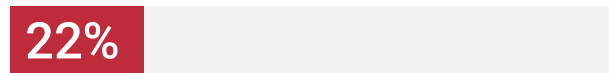
Agree



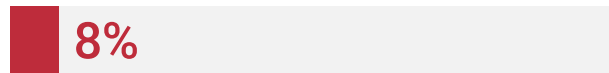
Neither agree nor disagree



Disagree



Strongly disagree



56%

RESULTS AMONG:

- Home value \$500K+ (65%)
- Age 35-49(64%)
- Interested in 3D room planner (64%)
- Interested in 3D configurator (63%)
- Shop in-store & online (62%)

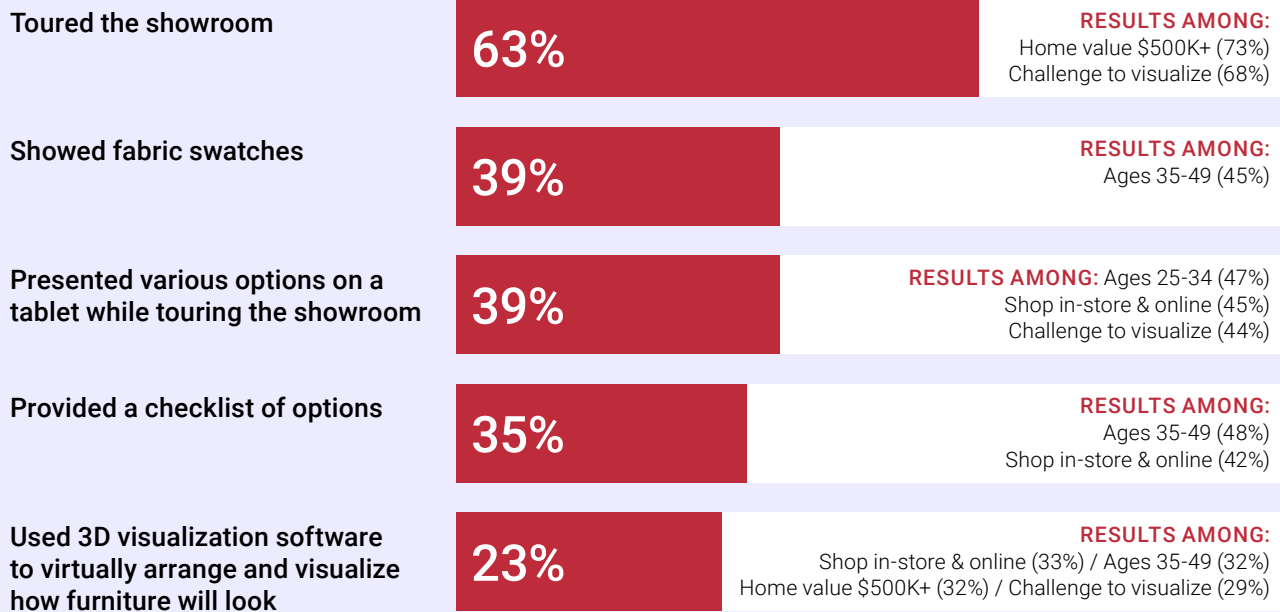


Q. How much do you agree or disagree with the following statements?

Base: All qualified respondents (N=400)

In-store visualization experiences

Associates and designers often only give the customer a showroom tour. Less than a quarter used a 3D visualization software to show how the furniture will look.



Q. Thinking of the last 6 months, how did an in-store associate or designer help you to make furniture buying decisions?

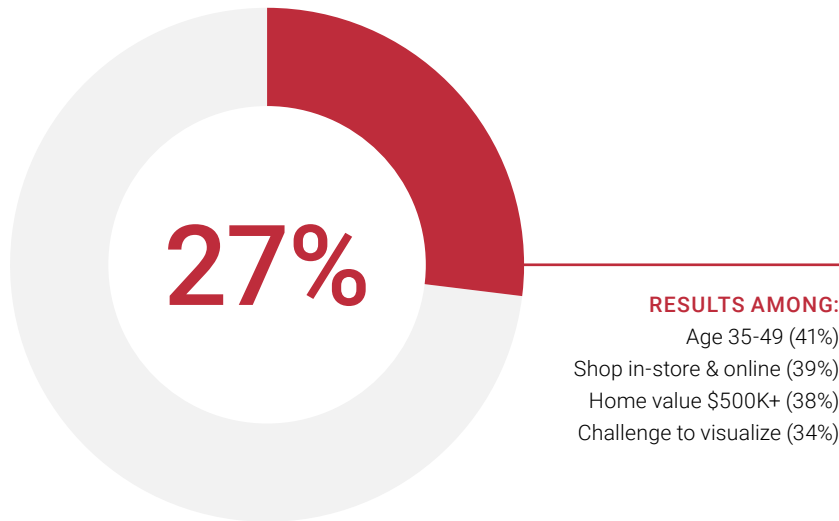
Base: Purchased furniture in-store in the past 6 months (n=326)

A man and a woman are in a modern furniture store. The man, wearing a yellow and blue plaid shirt over a grey t-shirt and dark pants, is leaning over a brown upholstered chair. The woman, wearing a light blue denim shirt over a black top and blue jeans, is smiling and looking at the chair. The background shows a well-lit store with various furniture pieces, including white bar stools and a blue quilted chair.

3D Room Planner

3D room planner usage

Slightly over a quarter used a 3D planner. Usage with the tool varies. Those ages 35-49, shop both in-store and online, and those with home values above \$500K are more likely to have used a 3D room planner.



Used a 3D room planner

How 3D Planner Was Used

A virtual design service that planned the 3D room layout

49%

A self-service room planner online

48%

While working with a sales associate or designer in-store

47%

A self-service kiosk in the furniture store

24%

Q. Did you use a 3D room planner while planning your recent furniture purchases?

Base: All respondents (N=400)

Q. How did you use a 3D room planner for your recent furniture purchases?

Base: Used a 3D Planner (n=106)

Experience with 3D room planners

1. Helps Visualize How the Furniture Would Look Like in the Room

"It helps me see how my furniture will look like in my home."

"It helps me to visually imagine how the furniture will look in my home."

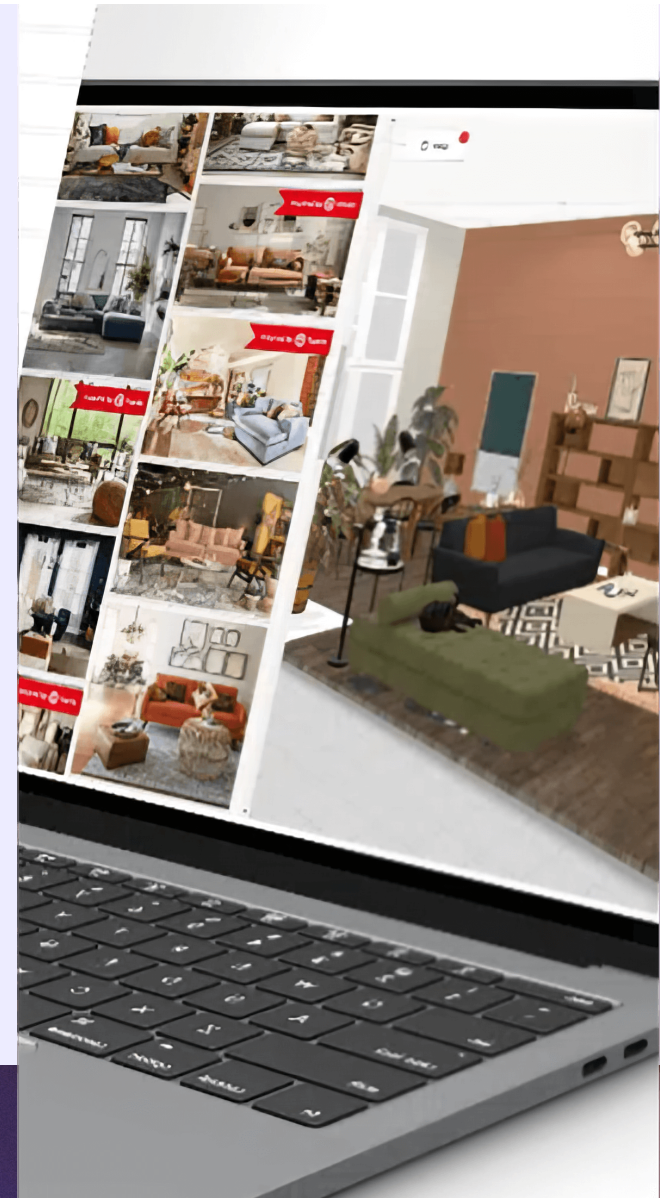
2. Helps with Measurements

"It took a little while for me to get the hang of it, but it helped with getting the measurements just right for what I could fit."

"I was able to get the right size furniture to fit my space."

Q. What was your experience using the 3D planner? (Record in the box below)

Base: Used a 3D Planner (n=106)

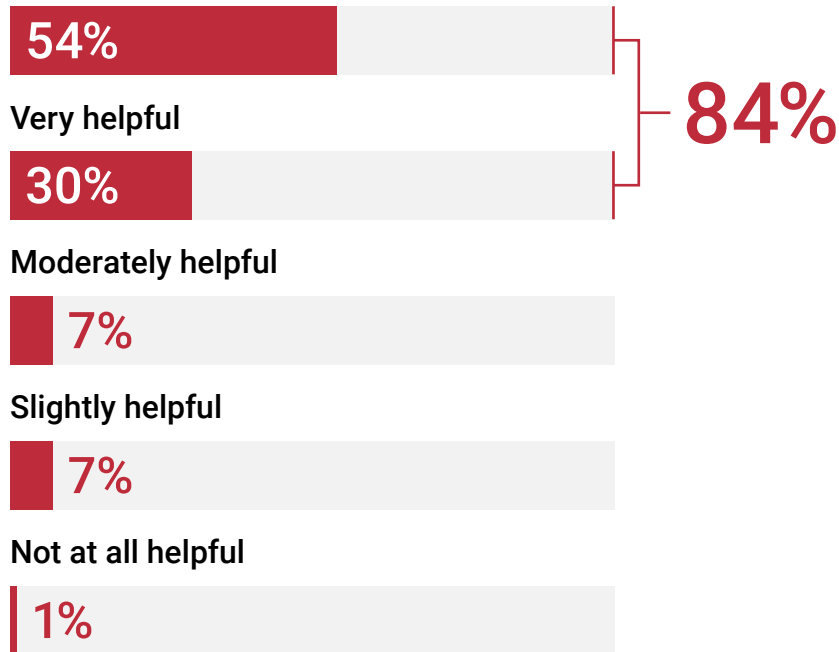


3D room planners are both helpful and fun to use

Helpfulness

The 3D planner is seen as very helpful in making final furniture purchase decisions.

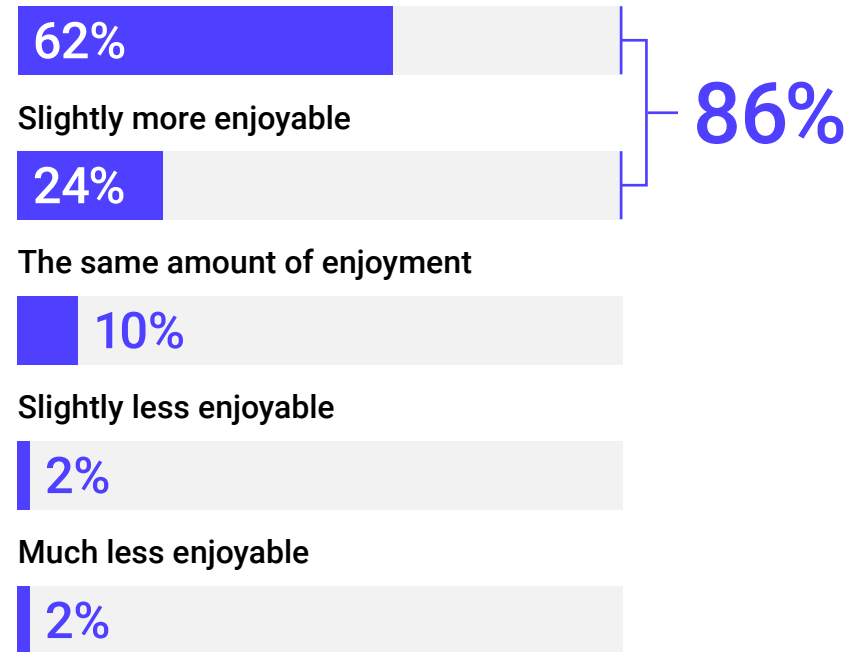
Extremely helpful



Enjoyable

When purchasing furniture, the 3D room planner makes the experience much more enjoyable.

Much more enjoyable



Q. How helpful was the 3D room planner in making your final furniture purchase decisions?

Base: Used a 3D Planner (n=106)

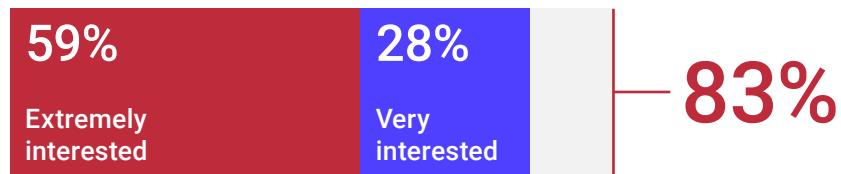
Q. How much more enjoyable is using a 3D room planner than past furniture purchases without using one?

Base: Used a 3D Planner (n=106)

Consumers are highly motivated to use 3D room planners

Interest

Once a consumer tries the 3D planner, their interest to continually use it is extremely high. Additionally, more than half of those who have yet to try the planner are very interested in this type of product.



Used (n=106)



Did not use (n=294)

Example



Q. How interested would you be in using a 3D room planner for visualizing your room layout(s) in the future?

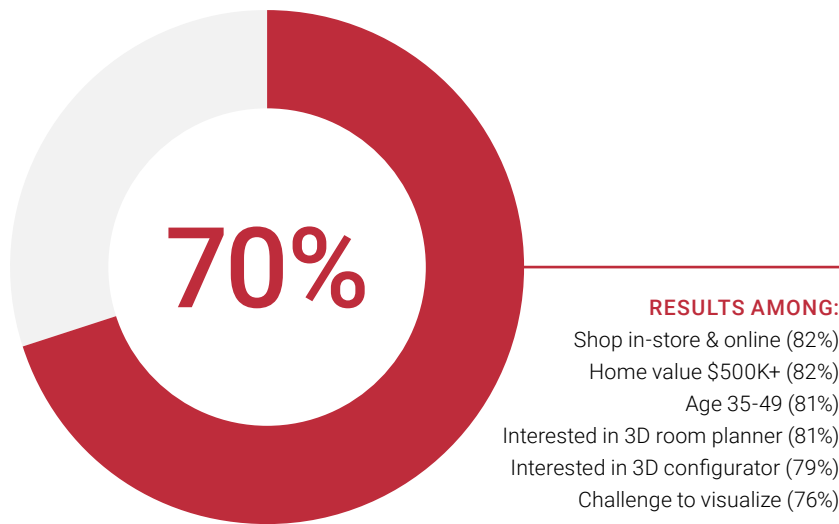
Base: All qualified respondents (N=400)

A woman with brown hair tied back, wearing glasses and a white button-down shirt, is sitting at a wooden desk in an office. She is looking at a laptop screen and has her hand on the trackpad. The background shows a window with blinds, a desk lamp, and some office supplies. A semi-transparent white box with a red border on the left side is overlaid on the image, containing the text '3D Product Configurators'.

3D Product Configurators

3D is popular for furniture customization

Those interested in 3D tools are more likely to customize their furniture purchases.



Customized the furniture they purchased

Color and fabric/material are the most popular options to customize.

Options Customized

Color

82%

Fabric/material

68%

Size

59%

Leg style

29%

Armrest/arm style

28%

Finishes

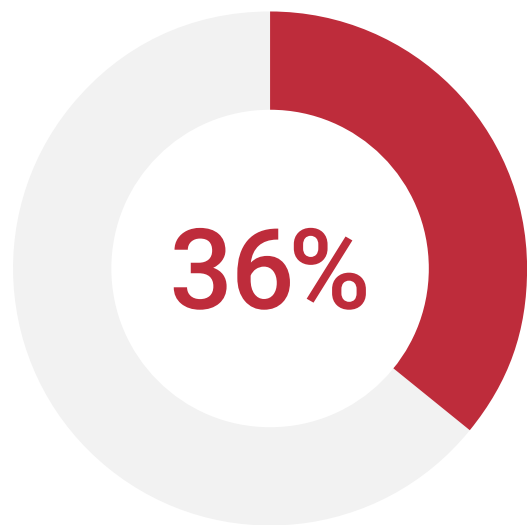
25%

Q. Thinking of your furniture purchases in the past 6 months, which, if any, of these options did you customize?

Base: All qualified respondents (N=400)/Base: Customized furniture (n=279)

3D product configuration is a popular way to customize furniture

Among those who customized furniture, over a third used a 3D configurator when planning their purchases.



Used a 3D configurator while planning their custom furniture purchases

Significantly More Likely to Customize Furniture Using a 3D Configurator

Age 35-49

48%

Home Value \$500K+

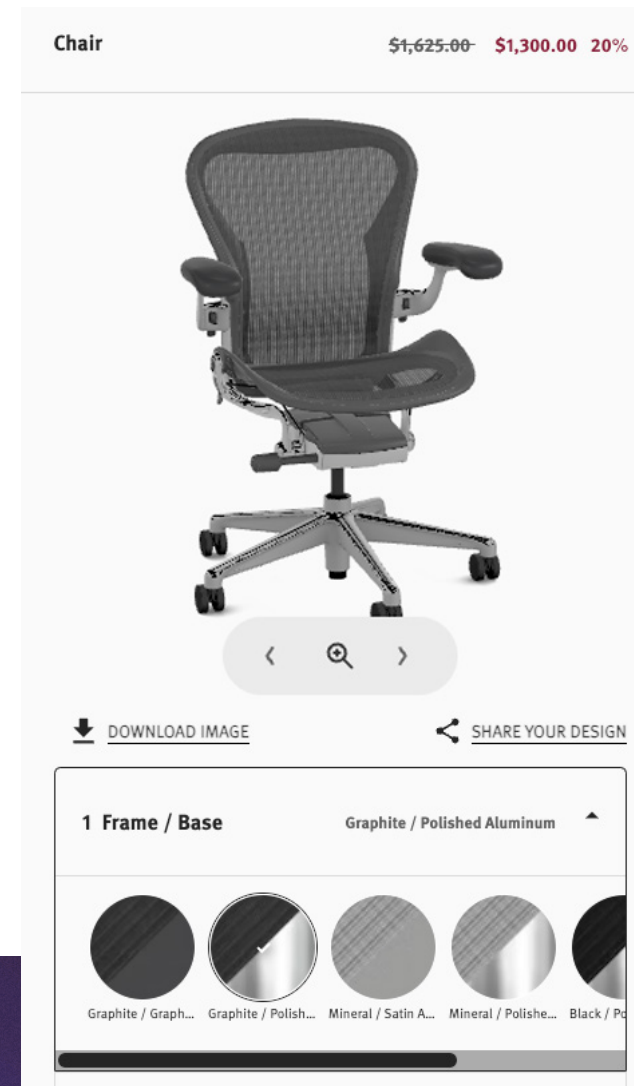
46%

Challenge to Visualization

43%

Purchase In-store & Online

42%



Q. Did you use a 3D configurator to visualize your custom furniture options?

Base: Customized furniture (n=279)

3D product configurators improve buyer confidence

1. Instilled Confidence in Purchase Decision

"Helped me to see how the color of fabric and finishes worked together as well as a better idea of how the pattern (size of pattern and repeat) look. On the pattern, the repeat was too big for the size of the ottoman so that was good to eliminate."

"Enjoyed this experience. Allowed me to see my favorite colors on the furniture rather than a small square."

"Helped me get a better visual on how the final product would look."

"It was very cool and let me see what it would look like without actually buying it yet."



Q. What was your experience using the use a 3D configurator to visualize your custom furniture options?

Base: Used a 3D product configurator (n=100)

3D product configurators are used for self service and for in-store interactions

Self-service on a website or through a virtual design service are the main ways consumers use a 3D configurator. Those with higher-value homes used a virtual design service more often, while those aged 25-34 had a higher propensity to use a self-service kiosk in-store.

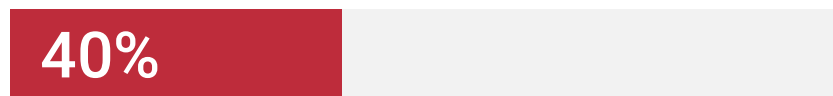
A virtual design service that configured custom options



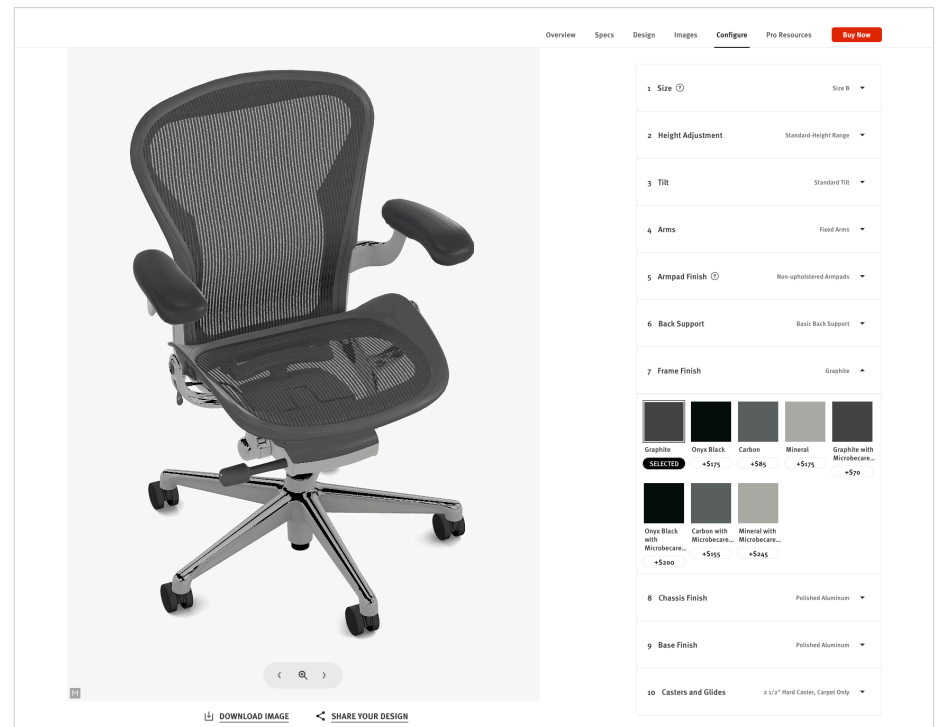
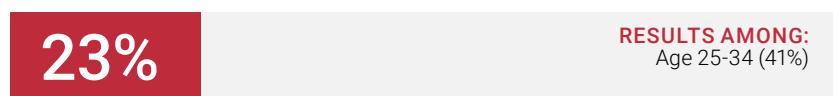
Self-service on a website



Worked with an in-store salesperson or designer



A self-service kiosk in the furniture store



Q. How did you use a 3D configurator to visualize your custom furniture options?

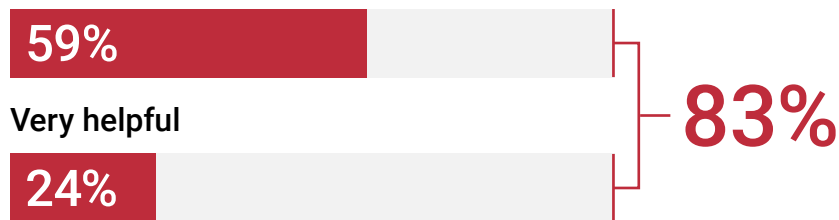
Base: Used a 3D product configurator (n=100)

3D product configurators are helpful in making purchase decisions

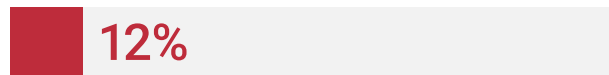
Helpfulness

Most found the tool very helpful in making their final furniture decision.

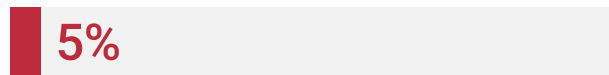
Extremely helpful



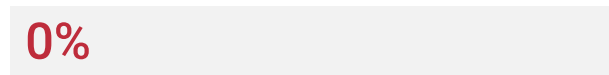
Moderately helpful



Slightly helpful



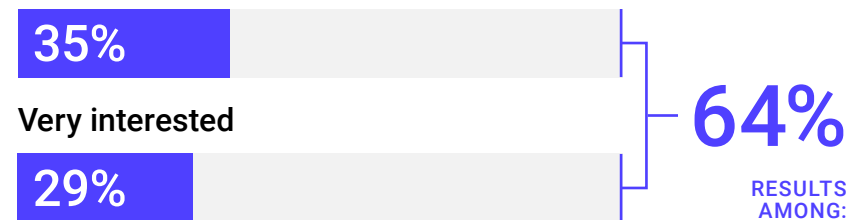
Not at all helpful



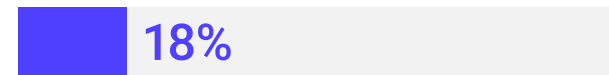
Interest

Almost two-thirds are interested in using the tool when customizing future furniture purchases.

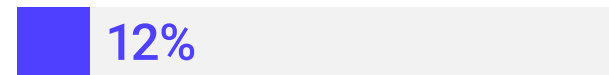
Extremely interested



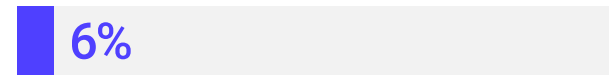
Moderately interested



Slightly interested



Not at all interested



RESULTS AMONG:
 Shop in-store & online (76%)
 Home value \$500K+ (75%)
 Age 35-49 (74%)
 Challenge to visualize (72%)

Q. How helpful was the 3D product configurator in making your final furniture purchase decisions?

Base: Used a 3D product configurator (n=100)

Q. How interested would you be in using a 3D product configurator for visualizing custom furniture options in the future?

Base: All qualified respondents (N=400)

Consumers prefer retailers who offer 3D visualization

Not only do consumers want to use this type of service when shopping, they also find that this service makes them smarter furniture purchasers. *Top 2 on a 5-point agree scale*

77%

RESULTS AMONG:
Challenge to visualize (88%)
Shop in-store & online (86%)
Home value \$500K+ (85%)
Age 25-49 (84%)

Using this service makes people smarter furniture purchasers

72%

RESULTS AMONG:
Age 35-49 (83%)
Shop in-store & online (82%)
Home value \$500K+ (82%)
Challenge to visualize (81%)

Want to use it whenever shopping for furniture

65%

RESULTS AMONG:
Shop in-store & online (78%)
Home value \$500K+ (78%)
Challenge to visualize (77%)
Age 25-49 (72%)

Prefer shopping at retailers who offer this service

Q. How much do you agree or disagree with the following statements regarding 3D visualization/configuration?

Base: All qualified respondents (N=400)

Future Shopping

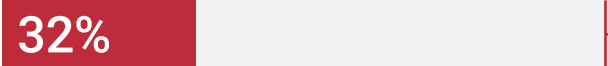


65% of shoppers plan to use 3D for a future purchase

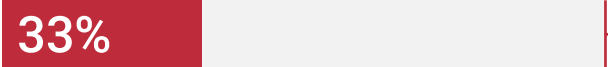
Two-thirds of those who did not use these tools while shopping for furniture, wish they did.

Wish Used 3D While Shopping

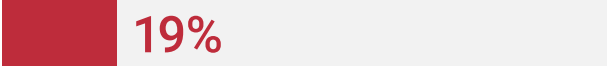
Strongly agree



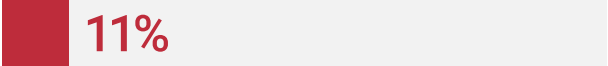
Agree



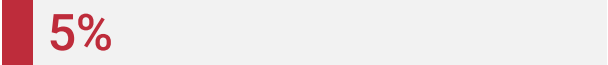
Neither agree nor disagree



Disagree



Strongly disagree



65%

RESULTS AMONG:

- Shop in-store & online (80%)
- Challenge to visualize (75%)
- Age 25-49 (73%)
- Home value \$500K+ (72%)



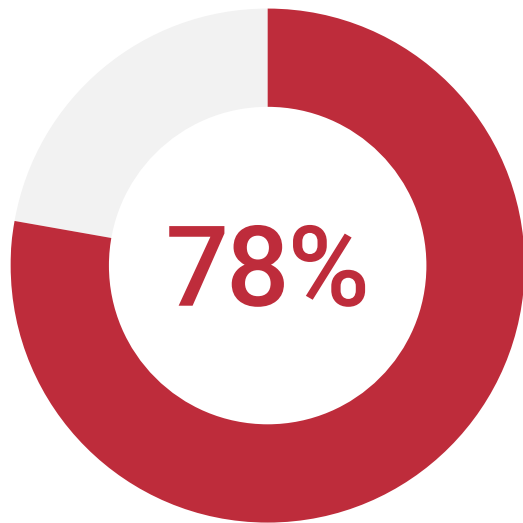
Q. How much do you agree or disagree with the following statements regarding 3D visualization/configuration?

Base: Did not use 3D visualizer or configurators (n=294)

Recent shoppers are likely to continue planning and buying

Most consumers who recently purchased furniture are on the market for additional pieces.

Top 2 on a 5-point agree scale



Will likely purchase new furniture in the future

Q. How likely are you to purchase new furniture in the next 12 months?

Base: All qualified respondents (N=400)

Significantly More Likely to Purchase Additional Pieces

Purchase In-store & Online

92%

Interested in the 3D Planner

89%

Age 25-34

88%

Interested in the 3D Configurator

88%

Home Value \$500K+

87%

Challenge to Visualization

86%

Respondent Profile



Age

Average age

44.15

Median Age

42

Gender

Male

49%

Female

51%

Household Income

Under \$100K vs. \$100K+

\$50,000-\$74,999

22%

\$75,000-\$99,999

23%

\$100,000-\$149,999

30%

\$150,000-\$199,999

15%

\$200,000+

10%

55%

Q. What is your age?

Q. What gender do you most identify with?

Base: All qualified respondents (N=400)

Q. Which category best describes your total pre-tax household income in US dollars?

Base: All qualified respondents (N=400)

Living Situation

Own their home

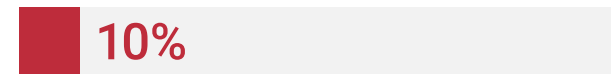
81%

Rent

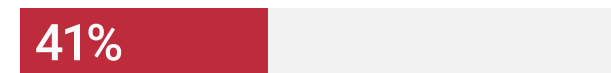
17%

Value of Home

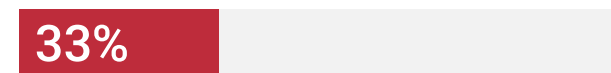
Less than \$250,000



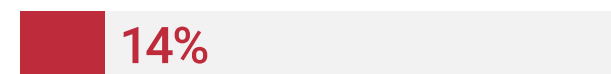
\$250,000-\$499,000



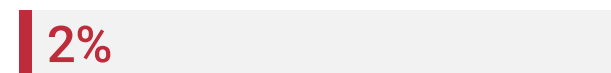
\$500,000-\$999,999



\$1,000,000-\$1,999,999



\$2,000,000+



16%

Q. Which of the following describes your current living situation?

Base: All qualified respondents (N=400)

Q. What is the approximate value of your home? Please consider your home's current value, not the original purchase price, and feel free to estimate.

Base: Own a home (n=325)

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