Intelligence gathering and data enrichment on Homeware and Furniture subcategories for the Australian market

Market Research

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A brief introduction to the research

This document represents research that provides all relevant and available data on the Australian furniture and homeware industry, market and consumer. This document's information is gathered from reports from renowned market research companies such as IBIS*World* and Euromonitor International. Other sources for the data include various other articles, reports, statistics, and texts which are accordingly referenced as the document reads on.

The document is structured so that one furniture or homeware subcategory is analyzed at a time, and the main findings are presented as summaries. Each subcategory includes narrative segments, statistical data and data that is shown in charts where applicable. This approach is followed throughout the remainder of the 20 categories providing a well-ordered, readable document.

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1. Window Coverings (Blinds & Curtains)

Window coverings include the type of products and materials used to manage sunlight, privacy, or are used for decorative purposes. The window coverings are typically used on the interior side of windows, but some exterior solutions are also available.

Window Coverings Market

Luxaflex's 2018 brochure, notes that over 2,000 businesses service the industry, ranging from outlets supplying directly from manufacturer to the public, wholesale and retail distributors, to home improvement chains like Spotlight and Bunnings who specialize in pre-packaged blinds, and very small operators working from home who have no retail presence.

> *This report also states that the Window Coverings Industry in Australia is worth $1 Billion. They do not elaborate more on the segments that are contributing to the industry's valuation. For this reason it is assumed that both, the residential and commercial Window Coverings segments, are both responsible for in the $1 Billion figure.*

The past five years in Australia, the sales of Curtains and Blinds have been on the rise. According to Euromonitor International's 2020 report - "Home Furnishings in Australia" (Table 1, page 2) 2019 recorded the highest sales of Curtains (a bit over than $269 Million) and Blinds ($174 Million).

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Curtains (AUD Million)	227.2	235.4	240.9	249.6	260.1	269.1
CAGR (%)	Base Year	3.6	2.33	3.6	4.2	3.45
Blinds (AUD Million)	161.9	165.0	168.0	170.0	172.2	173.0
CAGR (%)	Base Year	1.95	1.82	1.2	1.3	0.46

In can be deduced that the Compound Annual Growth Rate for Curtains in Australia from 2014 to 2019, equated to 3.4%. For the Blinds category, the CAGR for the same time period was 1.3%.

The future forecasts made in the same report (Table 7, page 7), show that Curtains sales will continue to grow, reaching over $300 Million by 2024. On the other hand, Blinds sales are expected to decline during the forecasted period, reaching $167 Million by 2024.

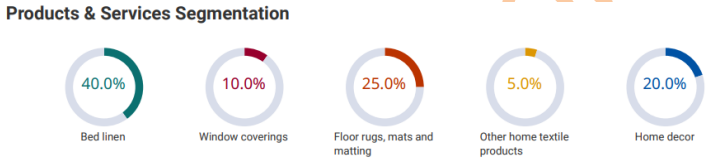
Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Curtains (AUD Million)	269.1	273.6	279.5	286.1	293.2	301.0
CAGR (%)	Base Year	1.67	2.15	2.36	2.48	2.66
Blinds (AUD Million)	173.0	171.8	171.1	170.0	168.8	167.3
CAGR (%)	Base Year	-0.69	-0.41	-0.64	-1.29	-0.89

The data in the table above showcases that the expected Compound Annual Growth Rate for Curtains in Australia for the period from 2019 up to 2024, will equate to 2.3%. Looking at the Blind

segment, they are expected to have a negative CAGR of -0.7% for the projected time period.

Offline sales channels for Furniture and Homeware products are dominant in Australia. Showrooms and retail outlets are some of the main contributors to its dominant position. However, the widespread acceptance of e-commerce has fueled the rapid growth of the online sales channel. Among the top benefits of using online furniture, sales channels are lower pricing, enhanced customer service, and convenient product comparisons.

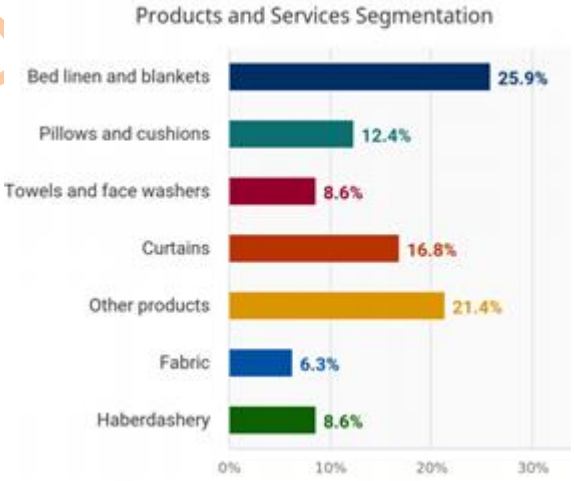
IBIS*World*'s "Online Home Furnishing Sales" report manages to segment the Australian online Home Furnishing sector, providing the product types and market shares. This data is considered relevant, as this sector's primary activities include the retail of Curtains, Draperies and Blinds.



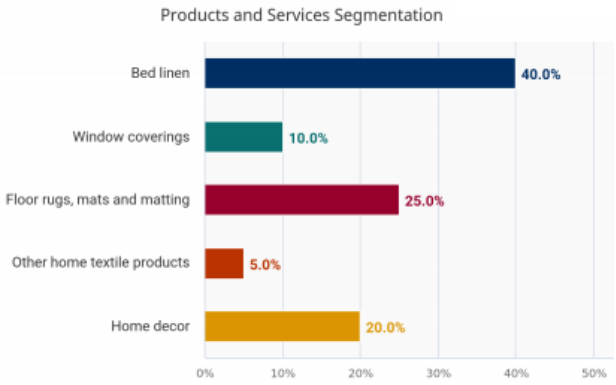
According to the available data (page 8, top image), the sector's segments include:

1. Bed linen (40% market share),
2. Floor rugs, mats and matting (25% market share),
3. Home décor (20% market share),
4. Window coverings (10% market share), and
5. Other home textile products (5% market share).

Window Coverings key Insights



According to IBIS*World*'s 2020 report "Manchester Retailing in Australia", curtains represented a vital industry component. The Manchester retailing industry can be segmented by the products and services, including bed linen and blankets, pillows and cushions, towels, curtains, fabric, haberdashery and other. The entire Australian Manchester retailing industry revenue is $2.4 billion, of which the Curtains category accounted for 17% (or $408 Million) representing the industry's second-largest product segment (image found on page 18).



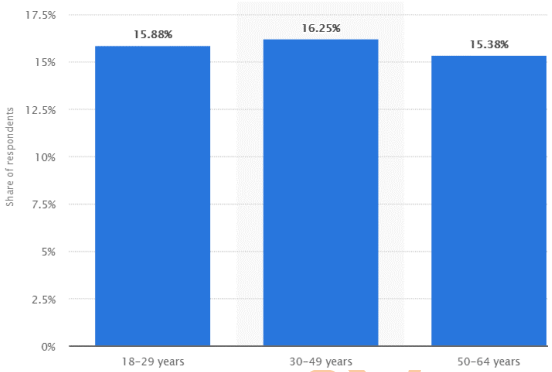
Ready-made curtains are considered as a high-impact, yet low-cost home improvement. This drove the sales of curtains during the COVID restrictions, as consumers were spending more time at home and focused on home improvements.

While offline Window Coverings sales have been on the rise in the last five years, the same cannot be stated about the online sales channel. According to IBIS*World*'s "Online Home Furnishing Sales" report due to the bulkiness of the products and the need for precise dimensions, this segment has declined as a share of industry revenue over the past five years. Window Coverings account only for 10% of the online Home Furnishing's income, which

translates to $62.6 Million in total.

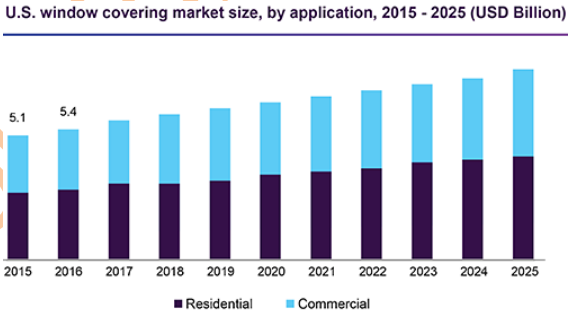
Benchmarks

Relevant data was retrieved from the American Window Coverings market that showcases the ages of the consumers that purchased drapes, blinds or other window treatments in 2018. According to the statistics company Statista based on a survey of 4,180 respondents, the largest group of consumers who made a Window Covering purchase in the US were in the age bracket between 30 and 49.



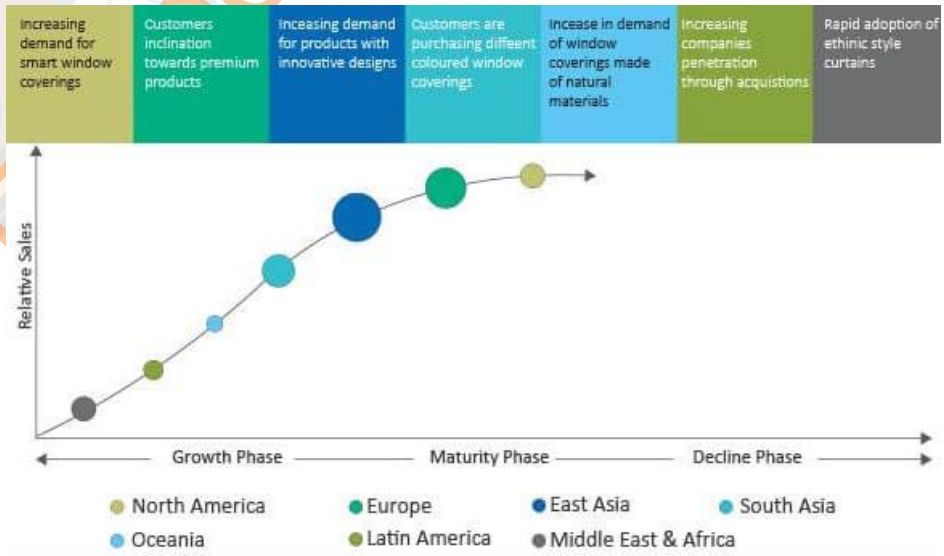
Another market reseach company – Technavio, in their industry report notest that the U.S.Blinds and Shades market is poised to accelrate at a 1% CAGR during 2020 – 2024. Blinds accounted for 23% of the market's growth. In financial terms, the gorowth of the market in that period will equate to a total of 36.40 Million.

Grand View Research's report, segmented the US Window Coverings by their application. The data indicated that the Residential Window Coverings segment was dominant compared to the Commercial in 2018 (55.8% share of the overall revenue in 2018), and this growth trend is expected to continue in the future.



Window Coverings Trends

An insightful image in a report provided by the Market Research Company – Future Market Insights, identifies that a notable trend for the Oceania region is the increase in Window Coverings' demand made out of natural materials.



The same trend is seen in numerous other resources, such as Houzz's article, Window Furnishings Australia's article and Blindo's article. All sources point out that the Australian Window Coverings consumer is leaning more towards more natural-based materials (Linen and bamboo) and patterns when purchasing their Curtains and Blinds. They also touch upon the shift from strong and colorful Curtain colors to a more minimalistic muted color palette. Another trend that shows up is Cover Motorization. With the increasing affordability of such products, Australians

have the option to automate their Window Covers with a push of a button.

In a different article, Window Furnishings Australia shares a couple of consumer changes during the pandemic's initial lockdown in Australia. They mention that customers were interested in having video calls to browse through a store's Window Coverings inventory. Consumers also shifted to products that would reduce the glare of their computer screens, as they were working from home. Lastly, Tasmania consumers were identified to have increased demand for fully-lined drapes with a classical look, over curtains.

Key Competitors

Referring once again to IBIS*World*'s 2020 report "Manchester Retailing in Australia", Spotlight Group Holdings and Adairs Limited are two significant market players. These companies hold 45.7% and 10.1% of the market share, respectively.

Spotlight Group Holdings

Founded in 1973, the Company operates as a speciality retailer of fabric, craft and home textiles, and decorating products. The Company's market presence is based on 100 stores in Australia, 19 stores in New Zealand, two in Malaysia and one in Singapore. From a financial perspective, Spotlight's industry-specific revenue is projected to experience annual growth of 9.9% over the five years through 2020-21, ultimately reaching to $1,089.5 million.

Adairs Limited

Established in 1918, Adairs initially traded as a mini-department store selling drapery, Manchester, curtains and haberdashery. The Company has a strong presence in New Zealand, expanding from three to six stores. They also strengthened their online presence by acquiring Mocka Limited in 2020, a New Zealand-based online home and living retailer. In Australia, they are represented by more than 150 stores. In the Company's financial projection, Adairs' industry-specific revenue is expected to grow at an annualized 7.9% over the next five years through 2020-21, cumulating in $241.4 million.

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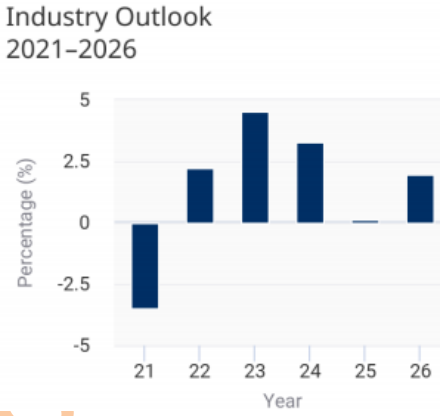
2. Lighting

Light fixtures are electrical devices that contains an electric lamp that provides illumination. All light fixtures have a fixture body and one or more lamps.

Lighting Market



According to an IBIS*World* industry report, the Electrical and Lighting Stores industry has experienced revenue declines in the past five years. Industry's revenue is expected to decrease at an annualized 1.1% over the five years through 2020-21. This decline also calculates the anticipated fall of 3.5% in 2020 due to COVID. The industry's revenue after the anticipated and projected declines is expected to equate to $2.2 Billion.

However, the projections past 2021 are more promising. Due to the expected increased capital expenditure on private dwellings, housing constructions, home improvements and renovations, the industry's revenue is projected to grow at an annualized 2.4% through 2025-26. This projected growth sets the industry's value at $2.4 Billion.

Euromonitor's 2020 report "Home Furnishings in Australia", managed to analyze data on the sales fluctuations of the two main product categories that make up Australia's Lighting market – Lighting Fixtures and Light Sources.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Lighting Fixtures (AUD Million)	226.9	239.7	251.0	261.4	271.6	279.1
CAGR (%)	Base Year	5.64	4.71	4.14	3.9	2.76
Light Sources (AUD Million)	322.7	311.9	309.1	303.6	304.1	302.1
CAGR (%)	Base Year	1.95	1.82	1.2	1.3	0.46

The historic data above indicates that the Lighting Fixture category in Australia between 2014 and 2019 had a CAGR of 4.23%.

Contrary to the Lighting Fixtures category's constant growth, the Light Sources sales were mostly declining over the last five years. This is evident as the CAGR for the period has a negative value of -1.34%.

Based on the historic data, Euromonitor's report makes five-year growth projections for these product categories.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Lighting Fixtures (AUD Million)	279.1	281.1	283.0	284.2	284.9	285.2

CAGR (%)	Base Year	0.72	0.68	0.43	0.25	0.1
Light Sources (AUD Million)	302.1	296.6	295.4	297.7	300.2	305.2
CAGR (%)	Base Year	-1.82	-0.4	0.78	0.84	1.66

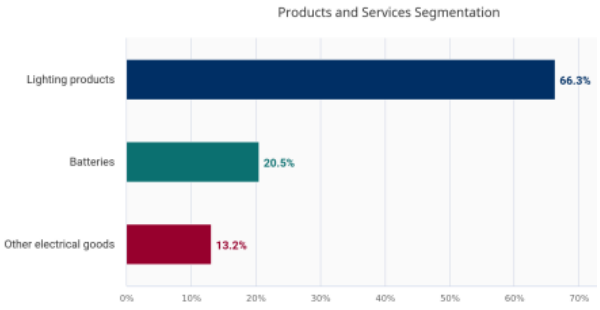
The projected CAGR for the Lighting Fixtures and Light Sources for the years 2019 to 2024 is 0.43%, and 0.21% respectively.

Another piece of relevant data in Euromonitor's report, is the brand's shares of Light Sources, for the years 2016 through 2019.

LBN Brand Shares of Light Sources: % Value 2016-2019				
	2016	**2017**	**2018**	**2019**
Philips Electronics Australia Ltd	47%	46.8%	44.6%	43.3%
Osram Australia Pty Ltd	13.1%	14.4%	14.2%	14.8%
Mirabella International Pty Ltd	8.8%	8.2%	7.8%	7.9%
GE Lighting Australia Ltd	8.0%	7.6%	7.1%	7.1%
Ikea Pty Ltd	2.1%	1.9%	1.7%	1.5%
Private Label	16.1%	15.4%	16%	16.2%
Others	4.9%	5.6%	8.7%	9.4%

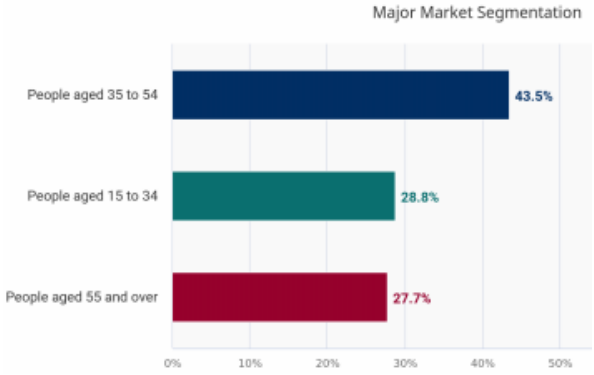
Brick-and-mortar stores are still the preferred type of sales channel for Australian Lighting products. IBIS*World*'s industry report notes that the online-only retailers represent a less significant competition, as the Lighting products are bulky and fragile, and consumers prefer to purchase them in-store.

The dominant type of offerings on the Australian Electrical and Lighting Stores market, are Lighting products (66.3%).



These products mainly include indoor lighting fixtures, outdoor lighting fixtures and lighting components, such as lamps, light bulbs, LEDs and light frames

In Australia, the primary target market for Lighting products are people between 35 to 54. The reason is that people in this demographic usually own their own homes, have an established carrier that earns them a steady income. Additionally, they are open to redecorating and renovating activities, compared to the younger demographics that may not have the disposable income or the older that usually makes purchases out of necessity instead of trends.



Lighting Trends

When looking more closely at the current trends for residential Lighting in Australia, the analyzed sources had the following insights. According to

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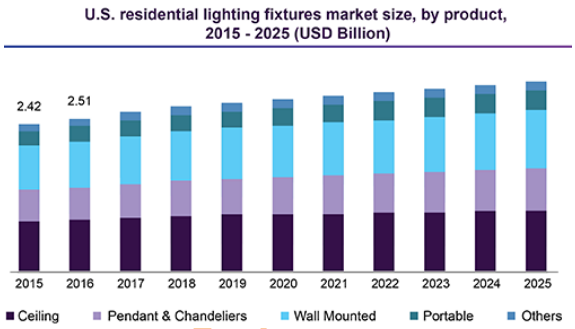
Australian lighting's article, Homes to Love's article, and By Living's article here are the main trends driving consumers to a purchase: a)fixtures made of natural materials (wood, burlap, raisin), b)beaded chandeliers, c)basket pendants, d)architectural floor lamps, e)linen lampshades, f)exposed bulb and g)glass pendants.

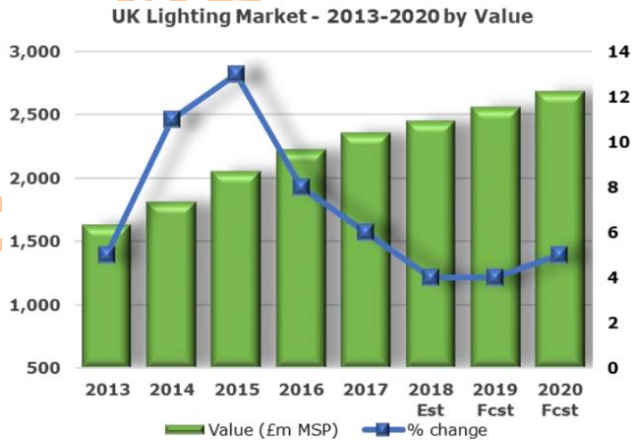
Benchmarking

Statistics provided by Statista, indicate that US' Lamps & Lighting revenue is expected to reach $42.067 Million. The Market's Compound Annual Growth Rate is projected to be 2.6% between 2021 and 2025.



According to data available in Grand View Research's report, in the US, the Wall Mounted and the Ceiling Residential Fixtures accounted for the market's largest shares. Cumulatively, the two segments made up for more than 60% of the total market share in revenue terms.

The fastest annual growth rate is anticipated in the Pendant and Chandeliers product categories. They are projected to reach CAGR of 6.6% from 2019 to 2025. The offline sales channel also accounted for 80% of the total sales in 2018. The online channel is expected to increase at the fastest CAGR of more than 8% from 2019 to 2025.



A 2018 article published on the online AV technology portal – Installation, informs that the UK lighting market had experienced its most significant growth of 44% between 2013 and 2017, reaching a net worth of £2.4 Billion. Today, the market's value is more than £2.6 Billion, with a CAGR of 4% to 5%.

Key Competitors

With Euromonitor's report "Electric Lamps and Lighting Equipment in Australia" some of the key competitors were identified.

Gerard Lighting Group

This is a company located in Padstow, New South Wales, and is operating under Pierlite Australia. They employ 525 workers throughout their 199 stores and are capable of generating $15.67 Million in sales. Pierlite Australia offers lights of Halogen, Linear Fluorescent, LED, stadium floodlighting, as well as weatherproof lighting solutions.

Bunnings

Bunnings was founded in Perth, Western Australia in 1886. It became a public company in 1952 and subsequently expanded into the retail sector, purchasing several hardware stores. The chain

currently has 375 stores and over 48,000 employees. It also earns $14.9 Billion in revenues. Their product range expands through numerous categories including indoor and outdoor lighting, flooring, heating and cooling, hand and power tools, paint, home storage, kitchens and appliances.

Beacon Lighting

Founded in 1967, and headquartered in Melbourne Australia, Beacon Lighting is a specialist retailer of lighting and ceiling fans and light globes. The Company employs more than 1,000 employees, and operates more than 100 stores throughout Australia. The Company's estimated annual revenue equates to $165.07 Million. Beacon Lighting's product range includes fans, pendants, globes, outdoor lighting, and lighting solutions for specific rooms in the home. Some of the lighting brands they offer are Lucci, LEDLux, andFanaway.

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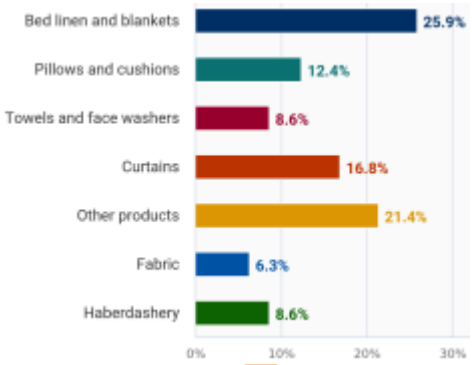
3. Living Room Textiles (Cushions & Throws)



IBIS*World*"s Manchester Retailing in Australia report, indicates that the industry's value is $2.4 Billion. Its primary products and services are a) Bed linen and blankets, b) Pillows and cushions, c) Towels and face washers, d) Curtains, and e) Other products (page 18, top image).

Further data shows that 12.4% of the industry's revenue is accounted for by the Pillows and Cushions segment. This also means that the part is accounting for $297.6 Million of the industry's value.

Expenditure on these products has decreased over the past five years, as industry sales of pillows and cushions faced significant competition from external players. Discount department stores stock these products as a permanent offering. Due to Manchester retailers being forced to lower their pricing to stay competitive, the Cushion and Pillows' share in the industry revenue has decreased.

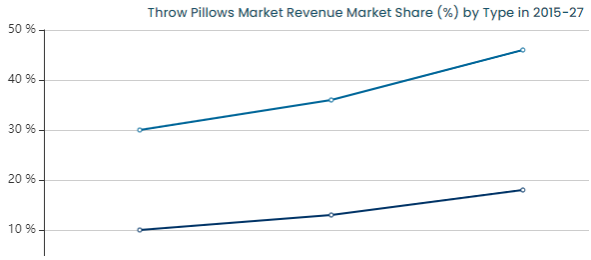
The driving forces for the demand of Manchester products (including cushions and throws) are the consumer's willingness to spend, the availability of disposable income, and the increase of residential home construction-works. Lastly, renovations and home improvements are another very important driver for the market's growth.

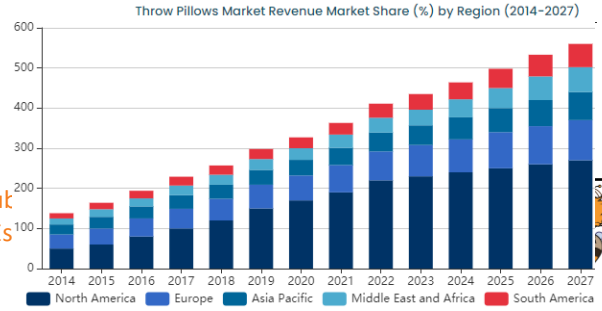
On the other side of the spectrum, the forces that negatively impact the Australian Manchester Retailing industry's performance, are the external competitors. These competitors include department stores, and furniture retailers that keep offering lower product pricing and broadening their household product range. Also noteworthy are pure-online players, which offer products exclusively online. They also affect the traditional brick-and-mortar stores.

Customer spending on Pillows and Cushions has decreased over the past five years, as industry sales of pillows and cushions face significant competition from the external players. Not only do discount department stores stock these products as a permanent offering, but discount supermarkets such as Aldi offer pillows and cushions on a seasonal basis.

Benchmarking

According to market US's report, in 2018 the Global Pillow Market was valued at $15,922.8 Million. It is also anticipated that the market will substantially grow at a CAGR of 3.2% between 2019 and 2028.





Cognitive Market Research's report projects that between the cotton pillow, the down & feather pillow and the memory foam pillow, the memory foam Decorative Pillow will experience the most significant market growth. In 2027, the memory foam Decorative Pillows will occupy more than 45% of the

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entire Decorative Pillow market.

Average annual expenditure in U.S. dollars	
2019	5.59
2018	5.01
2017	4.52
2016	3.65
2015	4.32
2014	4.21
2013	3.16

The report also emphasizes the North American Market as the largest Market for Decorative Pillows currently, and in the future.

Statistics from Statista show that the average annual expenditure on slipcovers and Decorative Pillows per consumer equated to $5.59. This is an increase of $0.58 compared to 2018. This increase in spending on Decorative Pillows is seen throughout the years.

Cushion & Throws Trends

A couple of articles, one by Simply Cushions, and the other published by Real Estate.com.au point out some of the newest decorative cushion selection trends. In terms of color, they emphasize earthy, rich reds and ochres, as well as eggplant, and emerald-colored cushions are a great choice. Houndstooth and paisley patterns are still considered trendy. Embracing atypical patterns, mixing and matching cushion patterns in the same color are another ongoing trend. Square and rectangle shapes are the default cushion shape. However, other forms (such as Owl), or Conversation cushions (words are printed on the front of them and say a variety of things) are gradually capturing the Australian consumers' attention.

Key Competitors

KAS Australia

Kas Australia was incorporated in 1976 and is located in Alexandria, Australia. The Company specializes in Bed Linen and has offerings in the lounge cushions, beach, bath, outdoor, kitchen and home fragrance categories. The Company has 30 employees and has an annual revenue of $10.58 Million.

Pillow Talk

Placing comfort at its core logo, mantra and brand, with 700 employees, and annual revenue of $56.11 million, Pillow Talk is a noteworthy competitor on the Australian pillow, throws and cushion market. Headquartered in Queensland, the Company has offerings under the Bedroom, Livingroom and Kids categories. In each category, there are numerous Linen, and sewn-textile products, including various cushions and throws.

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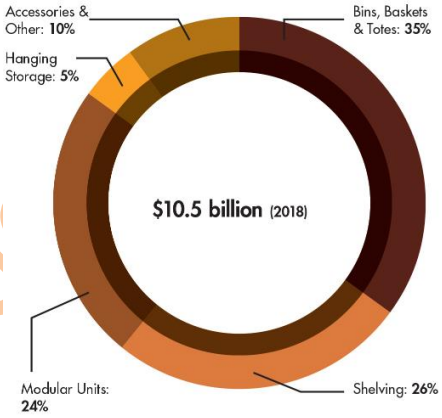
4. Storage Homewares

Typically understood as items that declutter, organize and provide storage space in the home, storage homewares include items from storage containers, and totes to shelves, bins, cabinets and everything else in between.

Benchmarking

Research and market's industry report suggests that the Home Organization Product Market in the US is expected to grow at a 3.8% CAGR from 2019 to 2023. At the end of the projected period, the industry is expected to achieve a $12.7 Billion net valuation.

According to information available in a Woodworking Network article, the US Home Organization Products sales in 2018 reached $10.5 Billion. Bins, Baskets, and Totes accounted for the largest share of sales. Noteworthy is that these products represent a mature segment in the industry, and they were expected to grow at the lowest rates in 2019.



An excerpt from an older market report from Market Research Hub projects that between 2016 and 2021, the UK. Home Storage Solutions market would undergo a 28% growth. Interestingly the excerpt also notes that the online sales channel made up 19% of all Home Storage product sales.

Key Competitors

Howards Storage World

Howards Storage World is an innovative specialty retailer of storage and organizational products for the home, focusing on the range, quality and service. Founded in 1997, and headquartered in French Forest New South Wales, the Company has over 300 employees and has an annual revenue of around $60 Million. The Company's offering is categorized according to the rooms that the storage and organization items are meant for. Numerous brands are available, some of which are Elfa, Simplehuman, Felli, Madesmart, White Magic, Easy Build, etc.

LifeSpace

Founded in 2012 is a Company located in South Perth, Western Australia, that employs 25 workers and earns $4 million in revenue. Their offering includes a variety of home storage and organization products for each room in the House. Some of the brands they offer encompass Command3M, Crawford, Décor Australia, Elfa, Evrinholder, Interdesign and other. The Company has three other sister-branches to help them capture more of the market.

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5. Dining Homeware & Kitchenware

Kitchenware can be understood as the tools, utensils, appliances, dishes, and cookware used in the process of food preparation, and the serving of food. Kitchenware also encompasses food storage solutions, before or after the food is made.

Homeware Market

Euromonitor's report - Homewares in Australia, reports that the Homeware sector experienced a marginal growth in 2019. This growth to $2.0 Billion. In the forecast period between 2019 and 2023, the Homewares sales are expected to record a 1% CAGR, reaching $2.1 Billion in 2024.

Houseware Retailing in Australia – is IBIS*World*'s most recent report on offers a product and service segmentation (page 8, top image). The largest defined segment of the Homeware Retailing industry is Tableware. They represent 24.5% of the sales or $490 Million. The other smaller elements include a)Cookware (18.2% of sales, or $364 Million), b)Glassware (7.5% of sales, or $150 Million), and c)Cutlery (3.9% of sales, or $78 Million).

The Tableware segment has slightly decreased in its revenue share, as consumers prefer modern, versatile and easy-to-clean Tableware, compared to the more expensive high-end products.

Glassware has remained stable over the past five years. With some items considered staple items in most households, this segment is not expected to make drastic changes.

The Cutlery segment shares the same description as the Tableware – consumers are more focused on purchasing discounted items from supermarkets than high-end products. This has contributed to the decline of the segment's revenue share.

Euromonitor's report is also beneficial in providing historical data on some specific Homeware products. They managed to record the sales changes, provide future sales projections, and point out the sales channels and market shares of the largest brands.

Sales of Homewares by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Beverageware (AUD Million)	90.9	92.3	93.5	95.1	96.9	97.3
CAGR (%)	Base Year	1.54	1.3	1.7	1.9	0.41
Cutlery (AUD Million)	89.7	91.1	92.4	93.8	94.9	95.0
CAGR (%)	Base Year	1.56	1.43	1.5	1.17	0.1
Dinnerware (AUD Million)	532.5	537.4	543.9	551.9	558.7	560.0
CAGR (%)	Base Year	0.92	1.21	1.47	1.23	0.23
Food Storage (AUD Million)	681.5	701.0	720.1	736.9	737.6	738.5
CAGR (%)	Base Year	2.86	2.72	2.33	0.095	0.12

Kitchen Utensils (AUD Million)	113.8	114.1	114.7	115.5	116.7	117.4
CAGR (%)	Base Year	0.26	0.53	0.7	1.04	0.6

The Australian Homeware industry projections suggest negative CAGR thought the observed product categories from 2019 to 2024.

Forecast Sales of Homewares by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Beverageware (AUD Million)	97.3	95.3	93.7	91.9	90.1	88.1
CAGR (%)	Base Year	-2.05	-1.7	-1.92	-1.96	-2.22
Cutlery (AUD Million)	95.0	93.5	92.0	90.3	88.6	86.7
CAGR (%)	Base Year	-1.58	-1.6	-1.85	-1.88	-2.14
Dinnerware (AUD Million)	560.0	550.2	540.2	529.4	518.5	506.5
CAGR (%)	Base Year	-1.75	-1.82	-2.0	-2.06	-2.31
Food Storage (AUD Million)	738.5	729.9	722.0	715.0	709.0	704.1
CAGR (%)	Base Year	-1.16	-1.08	-0.97	-0.84	-0.7
Kitchen Utensils (AUD Million)	117.4	116.1	115.2	114.4	113.7	113.3
CAGR (%)	Base Year	-1.1	-0.77	-0.7	-0.61	-0.35

The same report also offers insights into the distribution channels, offline and online. It can be seen that brick-and-mortar points of sale have been dominant throughout the past five years. It can also be noticed that online sales gave been steadily increasing, as the Internet's adoption also increases.

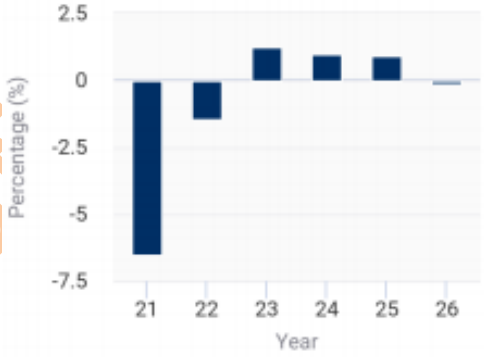
Distribution of Homewares by Format: % Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Store-Based Retailing *(Groceries, supermarkets)*	26.4	26.6	88.2	88.2	88.7	89.6
Mixed Retailers *(Department stores, mass merchandizers)*	61.5	61.5	61.7	61.7	62.2	63.7
Non-Store Retailing *(Homeshopping, direct selling)*	5.7	5.5	5.3	5.1	4.3	4.1
E-Commerce	6.4	6.5	6.5	6.7	7.0	6.3

- Although the E-Commerce sales channel is relatively small, according to another IBIS*World* report - Online Shopping in Australia, the most-shopped category of products online were Homeware products (page 9, top image).

Based on the report's information, these are the top five Brands on the Australian Homeware market, with the largest market shares. It can be seen that Sistema and Décor kept their leading positions on market, as their market share has barely fluctuated in the past five years.

LBN Brand Shares of Homewares: % Value 2016-2019				
	2016	**2017**	**2018**	**2019**
Sistema	9.5	9.4	9.3	9.4
Décor	7.2	7.3	7.5	7.7
Tupperware	8.7	7.3	6.1	5.2
Maxwell & Williams	5.4	5.4	5.5	5.5
Wiltshire	/	4.0	3.9	3.9
Private Label	16.8	17.9	18.6	19.3
Others	52.4	48.8	49.1	49

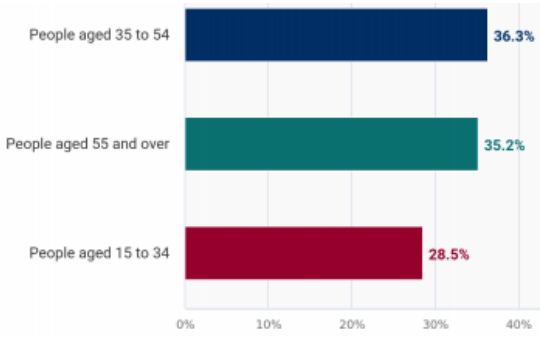
IBIS*World*'s report - Houseware Retailing in Australia, alludes that the overall industry outlook is optimistic despite the anticipated industry revenue decline. Between 2021 and 2026 it's projected that the industry revenue will increase at CAGR of 0.3%, amassing a total of $2.12 Billion (page 14, top-right image).



The two driving forces fueling Housewares' demand (residential construction and capital expenditures) are re-ignited once again. As the economy steadily recovers from COVID's impacts, so will the Homeware industry's growth.

Although most of the industry's revenue is based on versatile and low-maintenance houseware, the high-end silverware, and designer cutlery and crockery should not be easily dismissed. They do represent a substantial chunk of the industry revenue due to their high pricing. They are expected to grow in demand in the following five years, as the consumer's disposable income rises.

Information in IBIS*World*'s report also provides market segmentation, based on the consumers' age. According to the available data, Australian consumers in the 35 to 54 and 55 and over, represent the two largest target markets (page 22, top image).



The main driving force behind the consumers' spending, is that members in the 35 to 54 age category most likely have a carrier, own a home and have a steady income flow.

Homeware Trends

Numerous articles (RealEstate.au's, Home Beautiful's, and Hire Trade's) point toward open shelving as a trendy/ practical, and an aesthetic way of storing kitchen items. Euromonitor's report - Homewares in Australia, recorded an increase in demand for Ceramic and Glass Homeware products between 2018 and 2019 (page 3, table 3). It also recorded a decline in Plastic products. This could

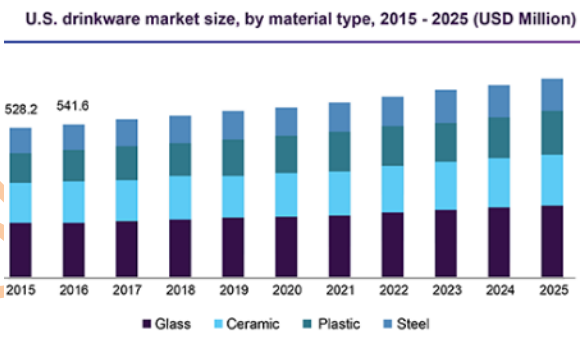
indicate that the consumers are orienting more eco-friendly products in their kitchens. Lastly, F10 Creative's blog shares some Dinnerware trends through a couple of dimensions:

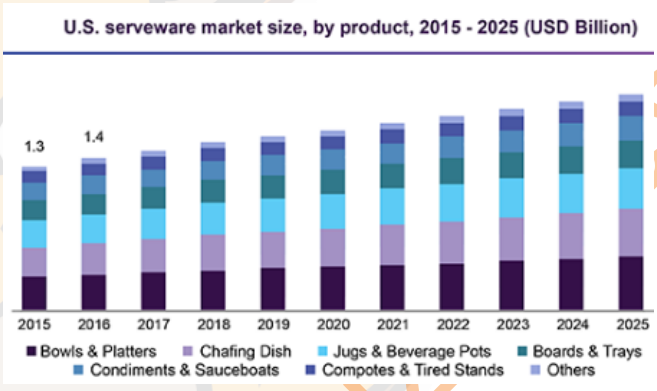
- Colors - Neutrals, Matte Finishes, Blue, Mauve, White, Black, Blue / White Pattern, Black / White Pattern.
- Styling - Monochromatic Color Palettes, Mixing Materials, Layering.
- Materials - Wood, Ceramic / Earthenware, Brass, Copper.
- Flatware - Brass / Copper Flatware, Skinny Handles, Two-Toned, Black.
- Dinnerware - Low-Profile, Minimal, Practical.

Benchmarking

An industry report from Freedonia Focus Reports alludes that the US demand for Tableware and Kitchenware will reach $12.7 Billion in 2021. For the projected period between 2018 and 2022, the US market is expected to increase at a CAGR of 1.3%.

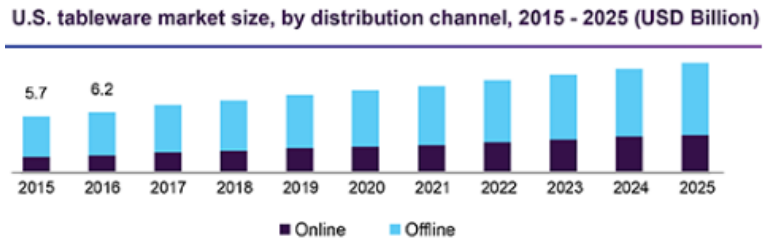
When observing the US Drinkware market, another report from Grand View Research points out that Glass and Ceramic are the two most demanded types of Drinkware. Also, the region accounted for nearly 25% of the Global Drinkware market share (or $1.02 Billion).





The most sought-after Serveware products in the US are Bowls & Platters, Chafing Dishes, and Jugs & Beverage Pots. The same categories are expected to be in the highest demand in the following years, according to Grand View Research's report.

Based on the findings in another Grand View Research industry report, the dominant sales channel for Tableware in the US was, is, and will continue to be Offline.



The industry report from Global Data is indicative of the anticipated growth of the Tableware industry in the UK. It's projected that between 2018 and 2023, the industry will grow by $157.1 Million. The UK Tableware market is also anticipated to grow by 10.3% by 2023.

Key Competitors

Robins Kitchen (Global Retail Brands)

Robins Kitchen is the subsidiary company belonging to Global Retail Brands that is specialized in kitchenware and Diningware products. Robins Kitchen has more than 60 stores where consumers can make purchases. Located in Melbourne, they employ more than 80 workers and earn annual revenues of $16 Million. The Company's product categories include but are not limited to kitchenware, bakeware, cookware, food storage, glassware, cutlery, etc. Some of the brands in their offering include Baccarat, Cuisinart, Marie Claire, and Salt & Pepper, to name a few.

Kitchen Warehouse

The Company was founded in 1996. It's located in Bibra Lake in Western Australia, has more than 20 workers in their employment, and have annual revenues of $27.68 Million. There are a total of 13 retail stores that cover the Australian market, in addition to their online website. Their product range includes cookware, knives, Tableware, kitchenware, and Drinkware, among others. Some of the product brands that they offer include Wolstead, Scanpan, KitchenAid, KithenPro, Tefal, Avanti and Cuisinart to mention a few.

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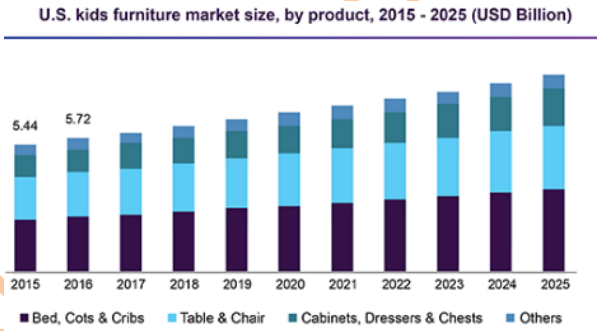
6. Kids' Homewares

Available data in Grand View Research's industry report, states that the Global Kids' Furniture market is expected to reach nearly $40 Billion by 20205. The CAGR for the forecast period is 4.48%. The main drivers for the market's growth are the increasing demand for bright-colored kids' furniture and preparing a separate play and study-rooms.

Benchmarking

According to a report by Market Research Reports, the US Kids' Furniture Market was valued at $21.1 Billion in 2018. The report also projects that the market will grow between 2019 and 2025, at a CAGR of 2.01%. The growth of the market will result in a net market value of $29.5 Billion.

Grand View Research's report showcases that the Beds, Cots and Cribs segment accounted for more than 40% of the market share in 2018. Furthermore, the Cabinets, Dressers and Chests segment is expected to grow the fastest from 2019 to 2025 at a 5.4% CAGR.



In the product's segments, wood-based Kids' Furniture products captured close to 60% of the market share in 2018. The polymer-based products are expected to grow the fastest by 2025, with a CAGR of 5.1%.

Cribs and Cots

The US represented the most lucrative Market for Cribs and Cots in 2018, according to A Grand View Research report. The region accounted from more than 32% of the market share (or $390.4 Million). The Convertible Cribs and Cots segment accounted for the largest share of the Global Market, and is expected to grow a steady CAGR from 2019 to 2025.

Kids' Homewares Trends

A combination of data from a couple of sources helped determine some of the most popular trends in kid's furniture. Namely, RealEstate.au's article, Homes to Love's article, Destination Nursery's article, alongside Felt Ball Rug's article helped narrow down some of the most impactful trends. These are the top trends:

- (Mustard) yellow cushions or bedside tables.
- Neutral-colored wallpapers or wall murals.
- Handmade DIY, ranging from woven wall hanging to a handmade mobile or even a crib.
- (Natural-colored) Rainbows – wall hangings, watercolor rainbows to rainbow mats.
- Hand-knotted Persian rugs felt ball rugs.
- Bunk beds.
- Lettering – wall collages, spellings of the child's name, to monogrammed pillows or blankets.
- Custom floating shelves and ample storage underneath the bed base.

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Key Competitors

Temple & Webster

Founded in 2015, and headquartered in St Peters, New South Wales, Temple & Webster is an open e-commerce platform that provides an extensive and continually refreshed range of furniture and homewares products. The platform offers over 130,000 products searchable in Australia's largest online homewares store. The Company employs over 100 workers and has annual revenues of $115.41 Million.

Boori

Boori was founded in 2012 in Eastern Creek, New South Wales. The Company has five additional sister-branches and earns annual revenues of $6.97 Million. Their workforce counts 23 employees. The Company is a baby, toddler, kid and teen furniture and accessories specialty store. The product offering ranges from cots and furniture seats, to beds, storage and chairs.

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7. Rugs

Industry participants produce carpets, Rugs, and mats mainly by weaving or tufting wool, cotton and other human-made fibers. Floor rugs are decorative textiles, made from thick materials and are used for adding comfort, warmth, noise reduction and insulation from a cold subfloor in a room.

The dataset available on the Observatory of Economic Complexity's website recorded that in 2018, Australia's net import value of Tufted and Knotted Carpets accounted for 3.15% or $305.5 Million of all Textile products imported into the country. IBIS*World*'s report states that the Carpet and Textile Floor Covering Manufacturing industry in Australia will experience an average growth of 0.4% between 2015 and 2020. This sluggish growth, in part, is due to the to the temporary (COVID) closure of carpet retailers in the fourth quarter of 2019-20. The shop closure also inevitably leads to employment numbers being reduced, which also may lead to unprofitable carpet manufacturers exiting the industry.

Statistical data available in Euromonitor International's report - Home Furnishings in Australia, showcases Rugs sales, their growth, as well as their future projections. The sales of Rugs in Australia has been on the rise during the last five years. A decline in sales was recorded in 2019. This correlates with the overall reductions in customer spending due to the beginning of the pandemic.

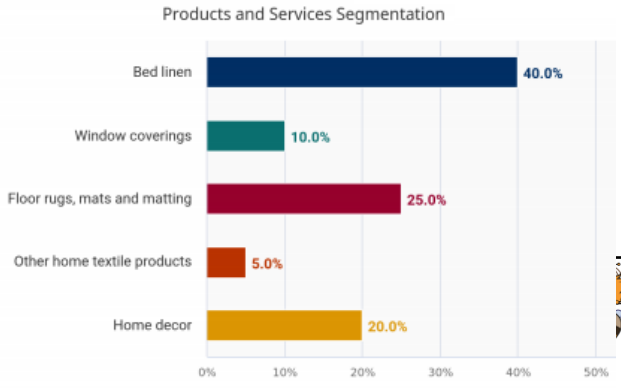
Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Rugs (AUD Million)	442.4	451.8	462.1	474.3	490.9	503.7
CAGR (%)	Base Year	2.12	2.28	2.64	3.5	2.61

Despite the 2019 decline, Rugs sales are projected to have consistent growth from 2019 to 2024.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Rugs (AUD Million)	503.7	507.2	513.6	520.6	528.4	537.1
CAGR (%)	Base Year	0.7	1.26	1.36	1.5	1.64

The report identifies five key drivers positively impacting the industry's growth:

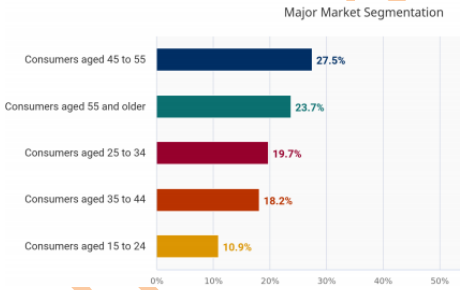
- Increase in the consumer's disposable income - expected to decline in 2020-21.
- Consumer confidence in the economy and overall willingness to spend – expected to rise but, will remain negative in 2020-21.
- Internet penetration – more consumers are expected to join the online domain and start shopping.
- Increase in the number of households – the construction of new residential buildings.
- Trade-weighted index – the strength of Australia's currency compared to its major trading partners. It's expected to increase.



Walk-in stores, or the offline sales channel, remains dominant. However, out of the $626 Million online sales of Home Furnishing products in Australia,

Floor Rugs, mats and matting accounted for a quarter of the industry revenue, or $156.5 Million. IBIS*World*'s "Online Home Furnishing Sales" report also states that online sales of Floor Rugs, mats and matting were lower initially, when compared with other product segments. This can be attributed to the overall bulkiness of the product range and shipping expenses.

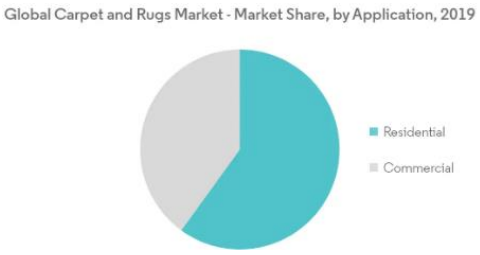
However, this product segment's contribution to industry revenue has significantly grown over the past five years as consumers have grown comfortable buying these items online. Also noteworthy is this segment's product range enrichment, where large new selections of different designs and materials are available.



The two main target demographics, are the consumers in the 45 to 55, and the 55 + age ranges. These customer groups' main characteristic is that they have become highly confident in online shopping, and are growing in Internet-literacy. They are also most likely to have sizable disposable incomes.

Benchmarking

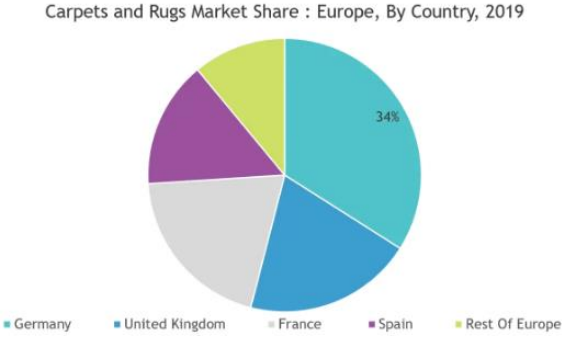
Strategyr's report claims that amid the COVID-19 crisis, the 2020 worldwide market for Carpets and Rugs was estimated at $32 Billion. Now, the market is projected to reach a revised size of $40.2 Billion by 2027, growing at a CAGR of 3.3% over the analysis period 2020-2027. Tufted Carpets and Rugs are projected to grow at a 3.5% CAGR, reaching $28.9 Billion.



Mordor Intelligence's report offers an insight into the Global Rugs and carpet market segmentation. It can be seen that the dominating application segment is the Residential one, occupying about 60% of the market share.

From 2013 to 2018, the US market value has been growing with a 1.2% CAGR. According to statistics from Research and Markets' research. In 2019, the US Rugs and carpet market revenue amounted to $11.8illion, representing a CAGR of 2.4%. According to Business Insider's publication, the US accounts for more than 27% of the Rugs and carpets market share. Furthermore, the US' estimated market worth in 2020 was over $9 Billion.

A Freedonia report deduced that the increase in home renovations, such as removing worn or out-of-style Rugs, will spur the demand. An IBIS*World* report notes that the rise in the consumer's disposable income and the increase in new Housing construction are two additional drivers for Rugs and Carpets' demand.



A Mintel report indicates that the UK Carpet and Floorcoverings market will experience growth of 11.3% expected by 2022. In an article by Marketing Donut, it's claimed that Carpets account for 57% of all room covering product sales. However, other floor coverings, such as stripping floorboards with rugs, are gaining popularity. According to a Mordor Intelligence's report, The UK represents the second largest European Market

for Rugs and carpets, right after Germany.

Floor Rugs Trends

The contemporary Rugs trends were analyzed through the information available in a couple of relevant articles. The data is extrapolated from Carpet Call's article, Direct Australia's blog, Western Distributors' writing, and Modern Australian's article.

Through bullet points, the trends from the reports are surmised below:

- Bold and bright-colored rugs, as well as patterned rugs.
- Layering rugs – a mix of different rugs to bring out the mixture of textures and colors.
- Sustainability and eco-friendliness. Using Rugs that are made from natural and renewable resources (natural fibres such as wool and silk, and non-dyed rugs such as jute, hessian or sisal).
- Hand-woven rugs – adding authenticity, sturdiness and superiority.
- Circular-shaped Rugs.

Key Competitors

Carpet Call

Carpet Call was founded in 1975 in Alderley Queensland. The Company has 376 employees across all of its 11 locations. Carpet Call earns annual revenues of $142.48 Million. Their product range includes carpets, hard flooring, rugs, blinds, shutters, and custom rugs. Their rugs' selection includes various traditional, shag, clearance, sheepskin, modern and outdoor rugs.

Carpet Court

Carpet Court is a public company headquartered in Clayton, Victoria and was founded in 1973. The Company currently counts more than 200 stores throughout the country. Carpet Court's workforce is made of 1,150 employees, and together they contribute for annual revenues of $224 Million. They offer a wide range of flooring products such as carpets, timber, laminate, bamboo, vinyl, rugs, tiles, etc.

Flooring Xtra

Flooring Xtra is a reseller of carpet, hybrid, timber, laminate, vinyl & blinds from Australia's leading suppliers. Founded in 2010 in Carrum Downs, Victoria, the Company has around 100 employees and nearly 90 stores in Australia. Flooring Xtra earns $14 Million annually, and a central pillar in the Company's culture is eco-friendliness, recycling, and altogether leaving a lighter footprint. Their product range offers rugs, carpets, flooring solutions, as well as window furnishings.

8. Wall Art

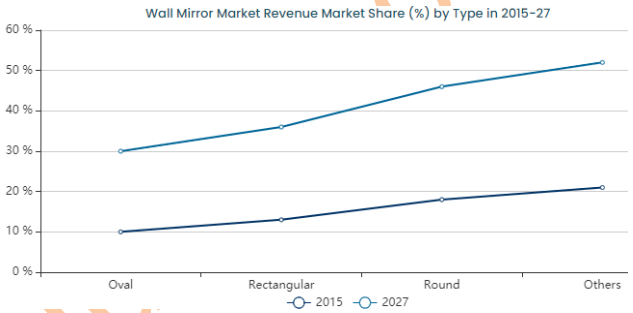
Globally, the Wall Art market is projected to increase at a 3.8% CAGR between 2019 and 2027. Credence Research's report also informs that the estimated worth of the market in 2018 was $51.25 Billion. The report segments the Wall Décor products market into wall arts, posters and stickers, picture frames, wall mirrors, shelves and other products. Among these, wall arts has more than 30% of the wall décor market shares. Goldstein Research's report notes that the Wall Paper segment will

be the fastest-growing one, at a CAGR of 7.3%.

Credence Research's report states that the North American region occupies the largest share (40%) of the Global Wall Décor market. During this period, the market will increase at a CAGR of 9.03%. Technavio's report suggests that the US wall décor market growth will increase by $8.19 Billion during 2019-2024.

8.1 Mirrors

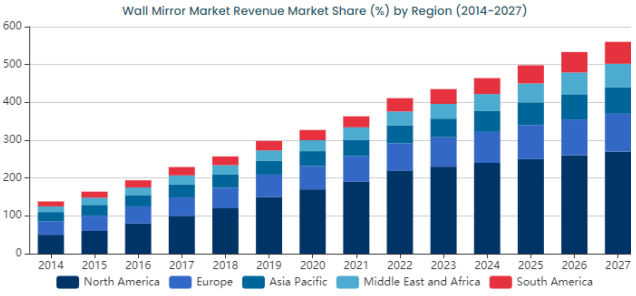
According to the data available the Observatory of Economic Complexity, in 2018 Australia imported newt worth of $2.64 Billion Stone & Glass products. From these, 2.93% or $77.5 Million were accounted for by the Glass Mirror products. This represented a CAGR of 0.41% from 2017.



The Global Mirrors market size is projected to reach $4.05 Billion by 2026, from $2.9 Billion in 2020. Market Watch's report also notes that the growth will occur at a CAGR of 5.7% between 2020 and 2026. Cognitive Market Research has been reporting on the Wall Mirror industry, and their report contains some valuable insights. They projected that Round Mirrors would occupy the largest share (around 45%) of the Global Wall Mirror market by 2027. The same report also indicates that North America accounts for nearly half of the entire Global Mirror market's revenue.

Benchmarking

A report published by PR Newswire, states that the US is among the largest markets for Glass Mirrors, and in 2019, were forecast to register a CAGR of 11.1%. Import statistics from Flexport suggest that 2018 was the peak import year for the US. They imported a total of $532,721,502 worth of Glass Mirrors.



Mirror Trends

Based on the insights from a couple of Mirror retailers, and interior design companies, the following section showcases Australian trends for Wall Mirrors. The information is gathered from Luxemirror's article, Mirror City's blog, Interiors Online's blog, and Print Décor's blogpost,

- Beaded Black Framed Mirrors in bedrooms or guestrooms
- Large Round and Oval-shaped mirrors in bathrooms
- Bone inlay Mirrors
- Full length and oversized Leaner Mirrors
- Multi-function mirrors that mix fashion and function
- Frameless Mirrors
- Mirrors with LED Lights
- Twin Mirrors

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Key Competitors

Scurr's

By sourcing its range directly from manufacturers, Scurr's represents one of Australia's largest importer of framed mirrors. The Company is headquartered in Perth, Western Australia, and it was founded over thirty years ago. Their mirror range includes contemporary, classic frames to antique styles. The Company employs twenty workers and has an annual revenue of $3 Million.

Zanui

Zanui is Australia's online destination for furniture and homewares. The Company is an extension of Marlin Brans, and some of its key product brands include Décor, Willow, Rogue, Amalfi, IS Gift, Walk'N'Talk, Black Ice and Aerial. Their offering comprises furniture, kitchen, décor, lighting, rugs and tableware products. The Company was founded in 2011 and is headquartered in Alexandria, New South Wales. Zanui employs a total of 45 workers and has an annual revenue of $20 Million.

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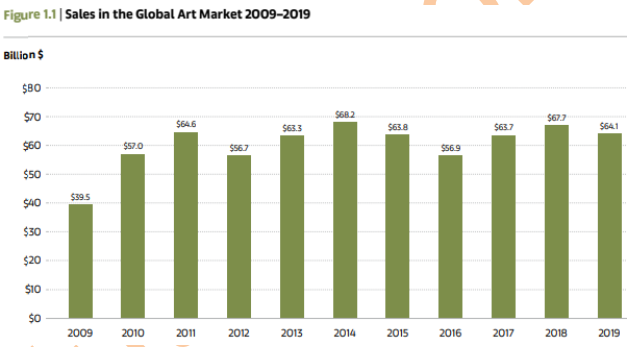
8.2 Paintings & Prints

The Observatory for Economic Complexity's data indicates that in 2018 Australia imported a net-worth of $121 Million in Art & Antique products. From those, Paintings accounted for 21.9% or $26.4 Million, and Prints 6.23% or $7.53 Million. According to The Conversation's article, the combined volume of secondary market sales through Australian auction houses was $107 Million in 2018. This amount has remained essentially unchanged for the last ten years and is 39% lower than its apex in 2007. Prices for Australian artwork in the secondary market have followed a very similar pattern.

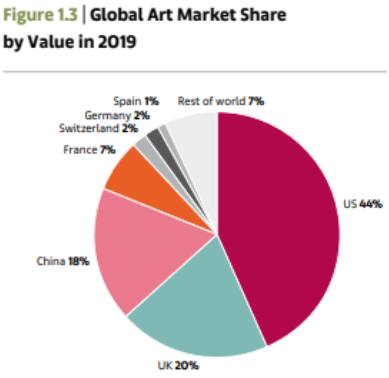
Benchmarking

Art Basel & UBS' report – "The Art Market 2020 "is the key document used to present Art and Paining information.



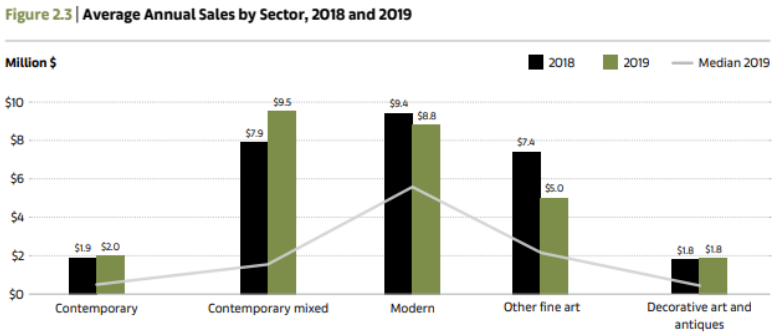
According to the report, sales in the global art market in 2019 reached $64.1 Billion, a decline of 5% year-on-year.

The US was the largest Market for Art worldwide and accounted for 44% of global sales by value. Sales declined 5% year-on-year to $28.3 billion; however, the market remained at its second-highest in history. After two years of resilient growth given the country's turmoil with the rollout of Brexit, the UK market declined by 9% in 2019 to $12.7 Billion and accounting for 20% of the global market by value. China is the third-largest Art market, with 18% of the worldwide market share



Sales in the gallery and dealer sector were estimated to have reached $36.8 billion in 2019, growing just over 2% year-on-year.

The report is based on 6,500 Art dealers that were surveyed. Dealers in decorative Art (and antiques) were split; around half felt sales would continue to increase, but a significant 36% expected lower growth for this sector over five years. The Decorative art segment accounted for $1.8 Billion in 2019.



After more than five years of a continuous increase in sales, the online market slowed in 2019. Online sales of Art and antiques were estimated at $5.9 billion, a decline of 2% year-on-year. The proportion of online art sales is still lower than in other industries (9%), with e-commerce accounting for 14% of total retail sales in 2019, having advanced from 10% in 2017.

A major part of the Art dealers (67%) expect online sales to increase in the next five years. Sales of

Art paintings below $500 accounted for 13% of the online sales, compared to 42% of Art between $1,000 and $5,000.

Trends

Best in AU's article, and Sample Board's blog point out these couple of Wall Art trends that are standing out:

- Minimalist Art - "less is more" focusing on incorporating minimalist line art and black and white photography while eliminating clutter
- Female figure prints, earthy and retro-inspired
- Eclectic collages & Bold abstracts
- Botanicals & Typography
- Creative photography, surrealism and philosophical subjects.

Key Competitors

Canvas Printers

Canvas Printers provides high-quality canvas printing at an affordable price. Structured predominantly as an online store, the Company also has offices across Australia to ensure customer service. They take pains to keep all of their products and printing services affordable and offer a vast range of canvas sizes and shapes (over 20 Million high-quality stock photos). Canvas Printers are located in Newstead, Tasmania, have four workers, and earn annual revenues of $202,938.

The Block Shop

The Block Shop is an online retailer of canvas art prints with an extensive range. They state that their images are the best print reproductions available in the country, and are available as framed or unframed prints. Apart from the Company's Art, they also offer some furniture and homeware products such as kitchenware, lighting, and bathware. Founded in 2012, The Block Shop has ten employees, is headquartered in St. Kilda, Victoria and has an annual turnover of $316,166.

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9. Outdoor (and Garden) Furniture

Outdoor furniture - also commonly known as garden or patio furniture, is designed for outdoor use and is made of water-resistant materials. Typical outdoor furniture product ranges include but are not limited to, seating, temperature control and various accessories.

IBIS*World*'s Furniture Retailing in Australia report states that the Furniture Retailing's industry revenue is $7.5 Billion. The Outdoor and Garden Furniture segment is the third-largest contributor to the industry's total revenue. The segment accounts for nearly 6%, or $450 Million (page 8, top image).

In the last five years, Australians have been more lenient towards living in apartments. Therefore the room and need for outdoor furniture has been declining. This is evident in the relatively smaller industry revenue the segment occupies. However, the demand for Outdoor Furniture has been supported by the growing popularity of outdoor entertaining and garden design. Furthermore, Australians have also been incorporating more and more garden (outdoor) into their home-living spaces (indoor). This has also been recognized in Euromonitor International's report – Home Furnishings in Australia, as a fundamental driver for Outdoor Furniture demand.

Apart from Outdoor Furniture, Euromonitor's report identified Barbeque as a staple in Australian households. Better-designed and multi-functional Barbeques are growing in popularity, as they can fit even in smaller apartment balconies.

According to Euromonitor's observations, this is the Outdoor Furniture's revenue breakdown for the last five years.

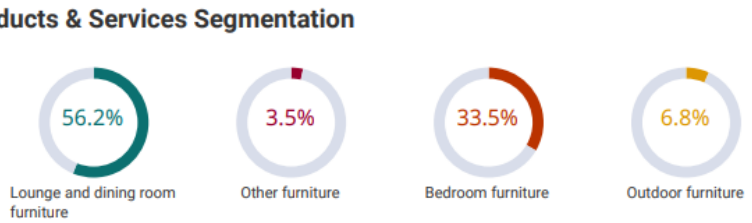
Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Barbeques (AUD Million)	668.5	690.7	712.0	733.0	756.0	773.8
CAGR (%)	Base Year	3.21	6.51	2.95	3.14	2.35
Outdoor Furniture (AUD Million)	324.5	338.2	351.4	365.8	382.7	398.1
CAGR (%)	Base Year	4.2	3.9	4.1	4.6	4.0

Euromonitor's five-year forecast is optimistic for Australia's Outdoor Furniture. Between 2019 and 202, the industry's will increase at a 0.9% CAGR. The data showcases that Barbeques will be declining over the forecast period. However, Outdoor Furniture is expected to be on the rise.

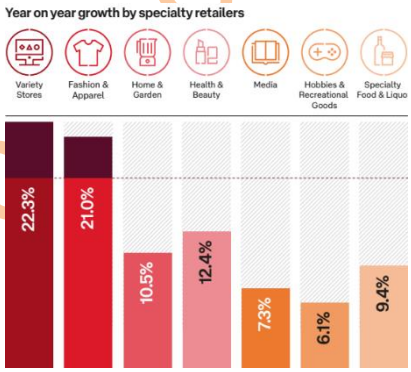
Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Barbeques (AUD Million)	375.7	372.0	368.1	363.7	359.2	354.5
CAGR (%)	Base Year	-0.98	-1.05	-1.12	-1.24	-1.31
Outdoor Furniture (AUD Million)	398.1	407.3	417.9	429.5	441.9	455.6

CAGR (%)	Base Year	2.31	2.6	2.77	2.9	3.1

IBIS*World*'s report – Online Household Furniture Sales in Australia shows the most used sales channels for Australia's Outdoor Furniture. The report states that the Online Household Furniture industry's sales equated to $790.3 Million. Outdoor furniture's share of online sales accounted for nearly 7% of the entire Online Household Furniture industry's revenue (page 8, top image). This indicates that most purchases of Outdoor Furniture are made via walk-in stores.



Auspost's annual report indicates that in 2019, the total online goods spend in Australia amounted to $32 Billion. Apparel and Fashion being the most purchased online category, Home & Garden was the second. It accounted for one in five items purchased online.

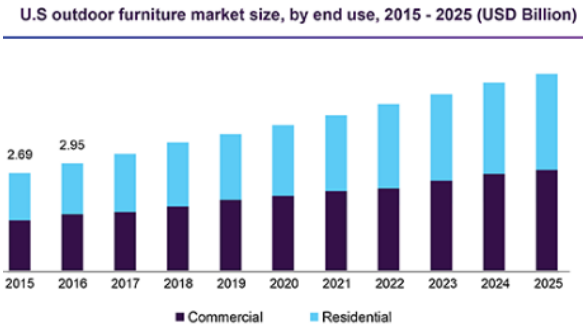


More than half of these purchases were bought from Variety Stores, but specialty retailers still performed well, growing 10.5% YOY.

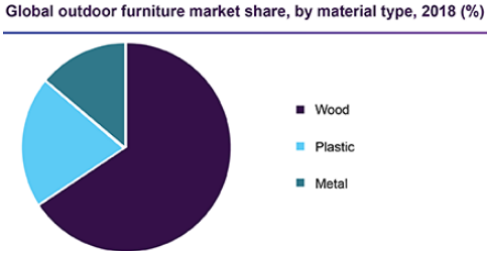
The biggest uplift was in homewares and appliances, which accounted for over half of all online purchases from these retailers, growing 13.6% YOY

Benchmarking

An industry analysis report provided by Statista places the US Outdoor Furniture value at $3.75 Billion in 2019. Between 2018 and 2023, the US Outdoor Furniture market is projected to reach 9.46 Billion. The CAGR is estimated to be 5.4% according to Grand View Research's report. Statista's report also claims that Outdoor dining sets are among the leading furniture items the consumer purchases. Sales in this category in 2018 reached $23.2 Billion. Additional insight from Statista's report is US' 2019 Residential Outdoor Furniture market value. They indicate that the Residential market segment was valued at $1.93 Billion, with a 2025 forecast of $2.63 Billion. The split between the Residential and Commercial Outdoor Furniture sectors is somewhat equal, as Grand View Research's analysis deduced.



The report uncovered that wooden Outdoor Furniture products occupy the largest market share by material type on a broader scope. In 2018. Wooden products had more than 60% of the market share, followed by plastic and metal Outdoor Furniture products.



According to an article by Horticulture Week, The UK's Barbeque and Garden Furniture market is expected to top £1 billion by 2020 (or $1.36 Billion). The sales in the market have reportedly grown

by 15% in recent years. The anticipated emergence of 500,000 new gardens, is a significant driver fueling UK's demand for products in the Outdoor Furniture market.

Outdoor Furniture Trends

Based on the analysis of multiple articles and publications on Outdoor Furniture trends in Australia, the following section presents some of the most popular. The analyzed information was extracted from Remarkable Furniture's blog, Interiors Online's blog, and Flower Power's article.

This is a summary of the most relevant trends in Australian Outdoor Furniture:

- Multi-functional Outdoor Furniture
- Investing in ergonomic, long-lasting, and timelessly designed outdoor furniture that will stand the test of time
- Eco-outdoors, focus on products which are made from natural timber like Teak, Oak or Bamboo
- Curvy and well-rounded shapes. Round extendable outdoor dining tables, outdoor daybed, bulbs outdoor decors such as vases and lighting.
- Fire pits and wooden outdoor heaters
- Mashing up Indoor with Outdoor Living - modular outdoor lounges, paired with outdoor benches to create the perfect outdoor living space
- Outdoor furniture made out of white-wash hardwood & rope, as well as woven wicker & washed timber
- Raised garden beds, and vertical gardens for smaller-sized gardens.

Key Competitors

Osmen

Osmen is a company specializing in the manufacture, import and export of wholesale and retail outdoor furniture. They claim their finished products and product designs are with better quality than their competitors'. The Company was established in 2000 and is headquartered in Smithfield, New South Wales. The Company has a total of 4 stores, where around 20 workers are employed. Osmen is capable of generating annual revenues of $6.3 Million. Their product portfolio includes dining essentials, Lounge and balcony items, hanging eggs, heating and barbeque units, umbrellas, and other accessories.

Cosh Living

Cosh Living is dedicated to helping customers furnish their next outdoor or indoor space from balcony or poolside to Lounge, dining or Bedroom. They were founded in 2008 and are headquartered in Eaglemont, Victoria. They possess a workforce of 30 employees and six showrooms. Cosh Living's annual revenue is $18.27 Million. The Company's product offering includes Outdoor Furniture accessories, bar chairs and tables, bean bags, benches, chairs, coffee & side tables, day beds, etc. Some of the brands they retail are Tribu, Kett, Dedon, Gloster, and Manutti, to name a few.

Outdoor Elegance

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Headquartered in Bennetts Green, New South Wales, Outdoor Elegance has 7 Outdoor Furniture showrooms throughout Australia and employs about 30 workers. Their annual sales revenue equates to $12.32 Million. They are taking pride in their supply network that has been developing for over twenty years. Outdoor Elegance also imports goods directly from around the world. It has a product offering in the dining, Lounge, daybeds, chairs & tables, garden furniture, umbrellas, balcony & bar settings, and outdoor heating categories, to name a few. Some of the brands they retail include Royalle Outdoors, Jati & Kebon, Royal Garden, Shelta, Domiziani, Bromic, etc.

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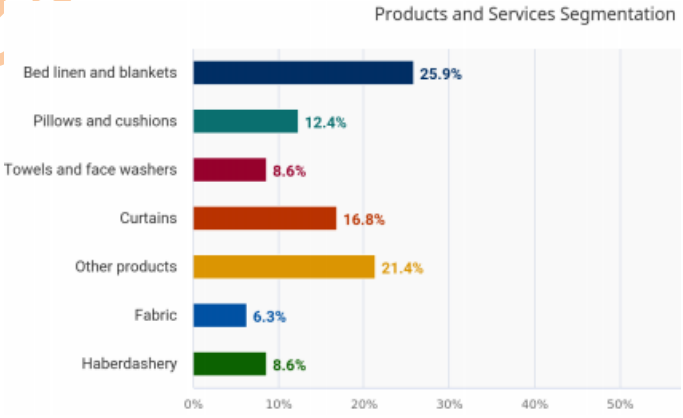
10. Bed Linen

Bed linen comprises of sheets, pillowcases and covers that are placed on the bed. Apart from offering functionality, these various pieces also enhance the Bedroom's beauty and add character to it. The Observatory of Economic Complexity's statistics indicate that in 2018, Australia imported a total of $77.8 Million worth of Textile Bead Spread products and $60.4 Million in 2017. This indicates that the demand for imported Bed Linen in the country has increased. In terms of value, by $17.4 Million.

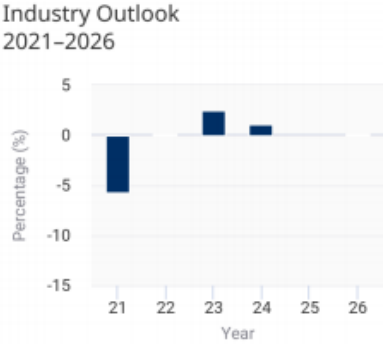
IBIS*World*'s report "Mattress and Bedroom Furniture Retailing in Australia" projected that the industry's 2021 revenue will accumulate $1.6 Billion. The most significant contributors to the industry's revenue are products in these categories: Bed Frames, Mattresses, Bedroom Furniture, Bed Linen and Blankets and Other. The Bed Linen and Blanket segment is expected to contribute 10.1% to the industry's revenue (page 9, top image). This means that the Bed Linen and Blanket segment's size is approximately $161.6 Million.

Statistics available in IBISWorld's report state that the Australian Manchester Retailing market size is valued at $2.4 Billion. Due to the declines in the consumers' disposable income and the slowdown in the residential construction sector, the industry revenue will decrease by 4.4% in the current year.

The Manchester Retailing market offers many products, out of which, Bed Linen and Blankets are responsible for the largest revenue share (page 18, top image). The segment accounts for almost 26% of the industry's revenue or around $621.6 Million. The report projects that over the five years through 2025-26, the Bed Linen and Blanket industry's revenue will increase at a CAGR of 0.8%. This growth will result in a net industry valuation of $1.62 Billion in 2026.



The main drivers for the market's growth are the consumers' willingness to spend, rise in the residential construction sector (new apartments and dwellings), increase of the consumers' disposable income, and home renovations and improvements. The consumer's willingness to make discretionary purchases is expected to grow in the coming years, but it will likely remain below 2%. Australia's economic improvement and the jumpstart in the country's residential construction, will most likely positively impact the demand for Bed Linen and Blanket products.



Industry players that offer premium. Custom-made, bed linnen and other household txtile goods, are

epxected to achive stronger profit margins. In addition to that, Australian-made products are more likely to attract the customers' interest, as they posess high-quality craftsmanship and have innovatove designs.

On the other hand, one aspect that negatively impact the industry's performance, is the strong competition from external operator. This type of competition mostly originates from department stores and furniture retailers that are able to offer competitive pricing across a wide range of household textile products. Through this coupled with promotional activities and mid-year sales, they are able to capture larger shares of the market. Another aspect that is actively reducing the market share of traditional brick-and-mortar stores, is the online shopping. The most dangerous ones are the pure-online players, which have vastly lower overall expenses when conducting their business compared to the brick-and-mortar stores.

Euromonitor International's report - "Home Furnishings in Australia, offers insights into the growth of the Bed Textiles in Australia through the years.

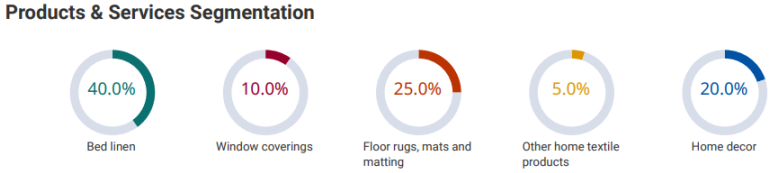
Based on their findings, Bed Textiles' sales have been on the rise, excluding the 2019 decline.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Bed Textiles (AUD Million)	954.1	987.6	1,021.6	1,052.2	1,082.8	1,103.3
CAGR (%)	Base Year	3.51	3.44	3.0	2.9	1.9

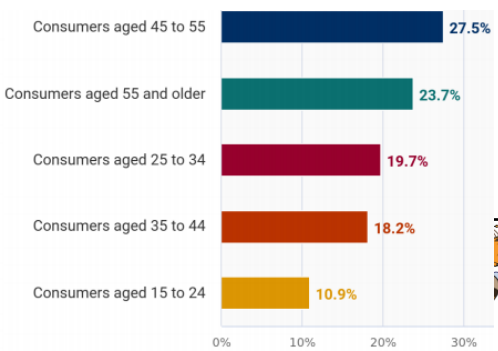
The forecast for Bed Textiles in Australia shows a slight decline in sales over the years.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Bed Textiles (AUD Million)	1,103.3	1,102.2	1,102.5	1,099.8	1,096.7	1,091.7
CAGR (%)	Base Year	-0.01	0.027	-0.24	-0.28	-0.45

IBIS*World*'s "Online Home Furnishing Sales" report manages to segment the Australian online Home Furnishing sector, providing the product types and market shares. This data shows that the Bed Linen segment accounts for 40% of all online Home Furnishing sales in Australia (page 8, top image). A significant adoption of online shopping has been recorded recently, as well as larger number of traditional brick-and-mortar retailers expanding through the online sales channel. This, paired with the COVID lockdowns that pushed consumers to shop online, has contributed towards the growth of the online home furnishing sector, to an estimated value of $626 Million. From this, the Bed Linen's share (40%) would be accounting for $250.4 Million



The sizeable share of Bed Linen's online sales can be attributed to the consumer's strong understanding of the product and comfort when purchasing them online. Furthermore, these types of products are also easier to ship,



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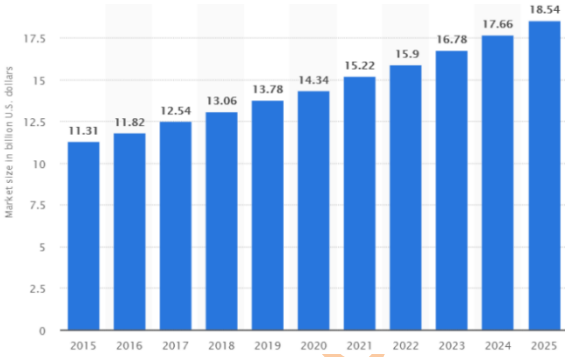
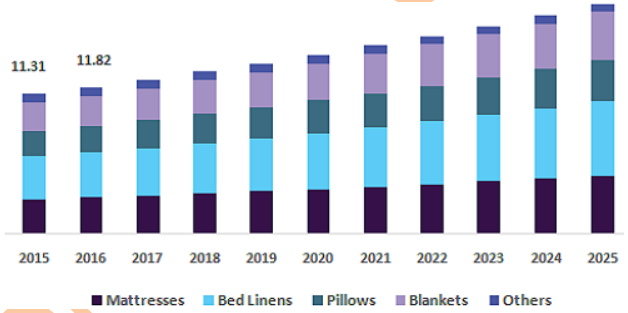
when compared to other industry products. Based on the consumer's Internet literacy, income levels and the need for furniture and furnishings, the report identifies that Australians aged 45 to 55 and 55 and older, are the two key consumer targets.

Benchmarking

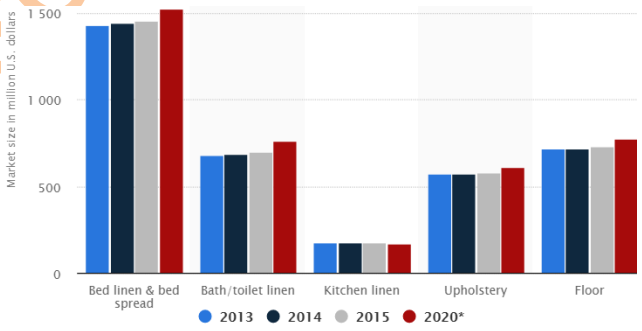


Statista's statistics showcase that the US Home Bedding market's value in 2020 was $14.34 Billion. It is expected to reach $15.22 Billion by the end of 2021 at a CAGR of 6.1%. The calculated CAGR for the years 2015 through 2020 equates to 5.06%.

Based on the data from a WFMJ article, the Bed Linen segment has the largest share of the US market, followed by Blankets, and Mattresses. The offline sales channel was the most preferred way of procuring Bed Linen. The offline sales channel accounted for over 74% of the market share in 2018. In the US, approximately 65% of consumers prefer making purchases from mass merchants, followed by 28% from specialty stores, 29% from departments, and 40% from retail.



Information published in Intelligence Node's article points out that the most stocked colors are White and Brown, whereas the most expensive one is Beige. The most discounted color is white. Embroidered Bed Linen products are some of the most costly in the US. They are the least discounted styles, with an average of 2% discount compared to 57% on abstract patterns.



According to Statista's data, the UK Bed Linen & Bed Spread market in 2020, reached $1.5 Billion in value. Textile Focus's article, reports that the highest annual rates of growth in terms of bed linen consumption from 2007 to 2016 were recorded in the UK, with an average annual rate of +1.9%. A CBI (Centre for Promotion of Imports from Developing Countries) report states that the United Kingdom sources almost all of its bed textiles from developing countries (87%). With a share of nearly 15% of the European bed textile imports, the United Kingdom is the second-largest importer in Europe. Between 2015 and 2019 its imports were relatively stable around €615 Million ($747 Million), except for a decrease in 2018 to €567 Million ($689 Million). In 2019, the market rebounded to €614 Million ($746 Million).

Trends

According to the insights from Heyneedle's article, and Bed Thread's blog, these are Bed Linen trends for that can be applied to contemporary Australian bedrooms:

- Pairing two or more complementary colors together (sheets, duvet covers)

- Making environmentally-conscious choices when purchasing Bed Linen and other textiles.
- Mix and matching of patterns, textures, and styles to create a one-of-a-kind bedding (quilts, blankets, sheets, and pillows)

Key Competitors

I Love Linen

I Love Linen is headquartered in Tallebudgera Valley, Queensland and was founded in 2013. The Company claims that they are known for their premium natural fibres and their massive color range available online. They've also made a conscious choice to include organic bamboo and crisp luxe cotton, textural wool throws, Turkish blankets, and beautiful decorative cushions. Their offering comprises Linen Bedding, Hotel Bedding, Kids, Wear, Dining Bathroom and Living linen products. They have a workforce of 80 employees and have annual revenue of $15 Million.

Lorraine Lea

Lorraine Lea was founded in 1986 in Melbourne, Victoria. The Company is one of the country's largest shopping enterprises for Linen. They place their customers as the Company's pillar, as they offer independent stylists an opportunity to start their side-hustle. Their Linen product range includes Bedroom, Bathroom, Living Room, and a Kids product range. They have a total of 50 employees and are earning $20.8 Million annually.

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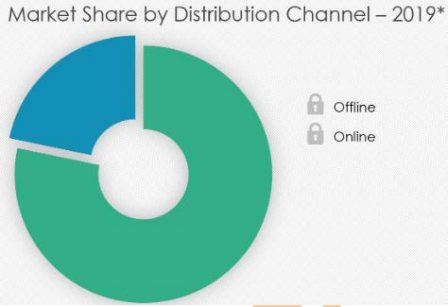
11. Bathroom Homewares & Accessories



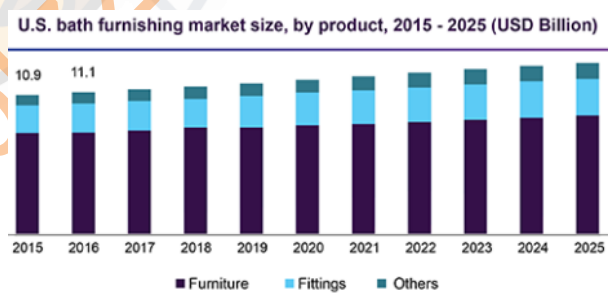
According to the latest report from Technavio, the global Bathroom Accessories market is poised to grow to $5.63 Billion between 2019 and 2024. The CAGR for the period is estimated to equate to 5%. The report also informs that the Asia-Pacific region will be responsible for 29% of its growth in the observed period. Offline sales in 2019 were dominant, occupying more than 75% of all Bathroom Accessories sales. The report also recognizes the growing awareness of sanitary and personal hygiene as one of the most significant factors driving the Bathroom Accessories' market growth. Hexa Research's report points out that globally, the Towel Rack/Ring segment's revenue will exceed $9.5 Billion by the end of 2025. In 2017, Grab Bars generated a total of $.50 Billion in revenue. In 2017, more than 23% were accounted for by the Paper Holders product segment for the largest market share.

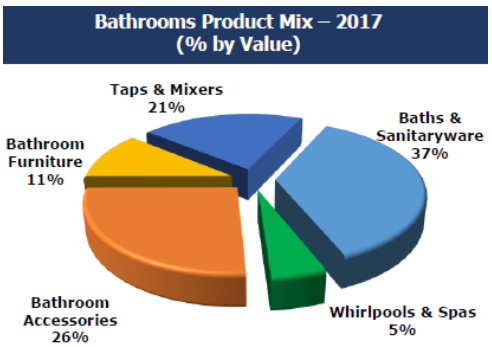
Benchmarking

	Asia Pacific	Europe	North America
2025	11.27	8.88	5.63
2024	10.41	8.5	5.35
2023	9.93	8.21	4.97
2022	9.26	7.64	4.87
2021	8.79	7.16	4.68
2020	8.21	6.97	4.39
2019	7.83	6.59	4.2

Statista's statistics indicate that the Bathroom Accessories market revenue between 2019 and 2025 in Asia-Pacific, Europe and North America will continuously rise (in USD Billion). Grand View Research's report alludes that In terms of value, North America held the largest share of 36.4% in 2018. The market is vastly driven by a rise in demand for home improvement products.

The Bathroom Furniture segment accounted for the largest share of 72.9% in 2018. Growing brand awareness and increasing sales of furniture products among millennials are influencing the demand for bathroom accessories. The other segment, including decorative mirrors and carpets, is expected to expand at the fastest CAGR of 5.2% from 2019 to 2025.





AMA Research's report states that the main factors influencing the UK Bathroom market include lower consumer and business confidence levels. The market growth between 2017 and 2021 is forecast at around 12%. According to an article by KBB in 2017, the Bathroom Accessories product segment, was responsible for 26% of its revenue. This represented the second largest-in-demand product category in the UK, right after Baths & Sanitaryware. The market for bathroom accessories has seen modest growth since 2013,

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with 3% growth estimated in 2017.

Trends

Combining the information from multiple sources detailing Bathroom Trends, the most relevant trends will be presented in the following section. The sources used to deduce the Bathroom Trends included New Décor Trend's article, Homes to Love's article, and The Block Shop's article.

These are the contemporary Bathroom trends:

- For bathrooms with a minimalist style, a very modern tap should be installed. If consumers opt for a vintage style, the classic faucet is the best option.
- Indoor plants (orchids), and bowls of succulents
- Ribbed-glass shower screens and dividers
- Timber details (a vanity piece, a wall feature or a simple small stool)
- Shower benches, and bath caddies
- Organizer baskets
- Colored tapware

Key Competitors

Johnson Suisse

Johnson Suisse started operations in Malaysia in 1964. Known for their extensive expertise and a vast range of high-quality products, Johnson Suisse was acquired in 2006 by Spain's Roca Corporación Empresarial. Through them, Johnson Suisse is supported by a network of more than 75 manufacturing factories in over 135 markets. The Company currently employs close to 100 workers and has annual revenues of $18 Million. Their Bathroom Accessories product range includes robe and towel hooks, toilet roll holders, soap dispensers, towel rings, tumblers, soap racks, and toilet brush holders.

Bathroom Warehouse

Bathroom Warehouse is an Australian speciality bathroom products retailer, which was founded in 2000. The Company is headquartered in Newstead, Queensland, and employs 80 workers. Their business is operated through ten stores in the country. Their annual revenue amasses up to $15 Million. The Company's product range includes a towel, robe and soap holders, hooks, toilet brushes, basins, spa & bath products, drainage products and mirrors, to name a few. Amongst the numerous brands they retail are Allure, Bianca, Caroma, Clark, Geo, Harmonee, Luxe, Madrid and Momento to list a few.

Just Bathroomware

The Company was established in 1997 and has built a reputation as one of Sydney's leading specialists of all local and imported designer bathroomware products. Just Bathroomware has its headquarters in Drummoyne, New South Wales has a workforce of twenty-six employees, and annual earnings of $5 Million. Just Bathroomware has two stores in Australia. Their product range includes basins, toilets, showers, bathroom furniture, and accessories such as mirrors, shelves, sundries etc. Some of the brands they retail include Abey, Avenir, Villeroy & Boch, Victoria + Albert,

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and Timberline, to name a couple.

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12. Bathroom Textiles

Bath Linen (Textiles) refers to the linen products used in the bathroom. The Linen fibre is very absorbent, and garments made of it are valued for their exceptional coolness and freshness in hot weather.

According to IBIS*World*'s 2020 report "Manchester Retailing in Australia", the industry's revenue equates to $2.4 Billion. From those $2.4 Billion, Towels and face washers account for 8.6%' or $206.4

Million (page 8, top image).

The demand for bathroom towels is fueled by a couple of key drivers that the report identified. The increase in the consumers' disposable income, an increasing willingness and comfort to spend money, and the rising residential construction of new single-unit and multi-unit apartments.

Due to the pandemic, as well as due to the growing competition from external players (such as online-only Bath Linen resellers or discount stores), the Towels and Face Washers' share in the industry's revenue has declined over the past five years The segment's decrease in sales over the past 5-years, is due to the heavily discounted prices stores such as Target offer.

Although Bath Linen's share has declined over the past five years, their sales volume, according to Euromonitor International's 2020 report - "Home Furnishings in Australia" has been continually growing. With this in mind, sales projections for the Bath Linen segment for the next five years depicts a slight decrease as the years go on.

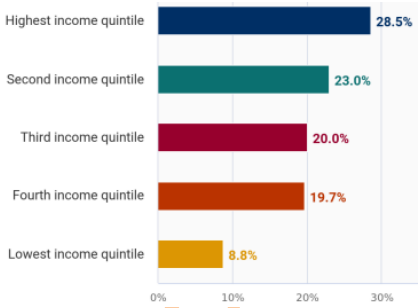
Based on Euromonitor's observations, Bath Textiles' sales have been on the rise in the past five years..

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Bath Textiles (AUD Million)	374.1	386.2	397.5	409.5	421.6	429.6
CAGR (%)	Base Year	3.23	2.92	3.02	2.95	1.9

The forecast for Bath Textiles in Australia shows slight declines in sales and CAGR over the years.

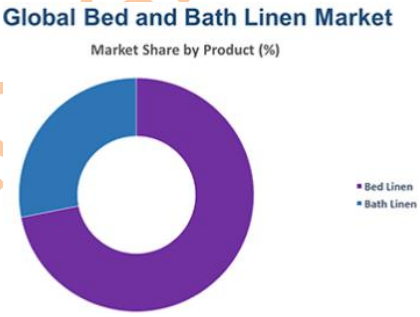
Forecast Sales of Home Furnishings by Category: Value 2019-2024

	2019	2020	2021	2022	2023	2024
Bath Textiles (AUD Million)	429.6	429.0	429.2	428.1	426.5	424.5
CAGR (%)	Base Year	-0.14	0.04	-0.25	-0.37	-0.47

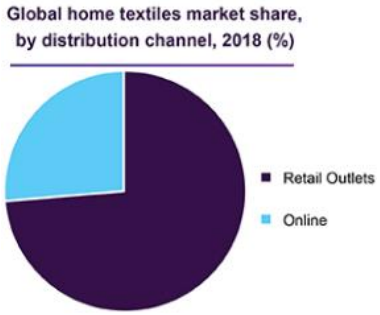


The market segmentation in IBIS*World*'s report is presented via the consumer income levels. The objective conclusion is that Australians with higher disposable incomes make up for the largest share of the potential Bath Linen customer pool. This means that the Highest income quintile accounts for 28.5% of the industry revenue, and the Second income quintile for 23%.

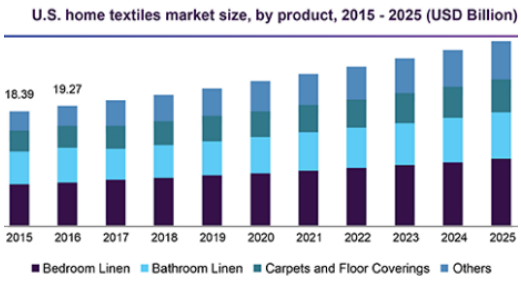
Benchmarking



Information in Research and Markets' report claims that Bed and Bath Linen's global Market was estimated at $74.4 Billion in 2020. The market is projected to reach a $99.7 Billion by 2027, growing at a CAGR of 4.3% between 2020 and 2027. The projections for the Bath Linen segment indicate growth at a 3.4% CAGR for the same period. Expert Market Research's report showcases that Bath Linen products globally account for roughly 27% of the total revenue. This means that the global Bath Linen market value is around $20.08 Billion.



According to Grand View Research's report, the dominant sales channel for home textiles (including Bath Linen) was the Offline (Retail). In 2018 the Offline sales channel accounted for 65.43% of all sales. Here, consumers can examine the product before buying, which significantly influences their decision. On the other hand, the Online sales channel accounts for the highest CAGR of 4.31% between 2019 and 2025.



For the US, the report informs that the Bathroom Linen occupies the second largest market share or roughly around 30%. Statista's data suggests that in 2015, the bath/toilet linen segment reached approximately $4.7 Billion and was projected to increase to about $5.4 Billion by 2020. The US bathroom linen segment is also expected to register the fastest CAGR of 5.02% between 2019 and 2025.

Bath Linen Trends

Information collected from The Spruce's article, and Good Housekeeping's article highlight these bathroom towels as some of the best for this year:

- Turkish towels are beloved for their soft texture, classic style, and the fact that they're so quick to dry

- Egyptian cotton towels that live up to their name in texture and softness
- 100% organic and fair trade cotton-made, as well as hand-woven towels
- Quick-drying bath towels that enable air to pass through the weave, without sacrificing plushness or density
- Ribbed bath towels

Key Competitors

Bed Bath N' Table

Bed Bath N' Table is located in South Melbourne, Victoria and began operations in 1976. They have international suppliers from China, Vietnam, Portugal, and Turkey responsible for the Company's wide range of products. They have more than 160 stores in Australia and presence in New Zealand and Singapore. Apart from their Bath product range (which includes Towels, Accessories, and Home Care products) they also offer bed, table, home décor, apparel, kids' and outdoor products. In total, Bed Bath N' Table employs 743 workers and has annual revenues of $59.41 Million. Bed Bath N' Table' Bath Linen range is represented by Morgan & Finch and the Cotton House brands.

My House

My House was founded in 1956 and is headquartered in Botany, New South Wales. They operate through their 41 stores. Their product offering encompasses Bedroom, kitchen & dining, and living room furnishing products. My House's Bathroom product range consists of towels, mats, robes, and accessories. The Company employs 200 workers and earns annual revenues of $74.15 Million. Their Bathroom Linen range is represented by the Celene, Bas Philips, Odyssey Living, and Linen House brands, to name a few.

Bambury

Bambury has supplied retailers and other wholesale customers with quality bedding, homewares and lifestyle products for twenty years. They were founded in 1944, based in Perth, Western Australia, and have two physical locations. The products they offer include Bedroom, living room, kitchen, and beach products. Towels & mats, robes, accessories and laundry-related products make up their Bathroom range. The Company has its Towel brands, namely Angove and Corsica – woven from quality cotton. Bambury has 90 workers in their employment and earns annual revenues of $18 Million.

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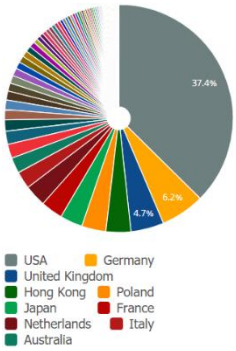
13. Flowers & Plants

Flowers that are not available naturally, but made artificially from various materials are known as Artificial Flowers. In other words, Artificial Flowers are imitations of natural flowers.

My New Desk'article informs of the global Artificial Flowers market was valued at $1.6 Billion in 2018. It is expected to reach $2.4 Billion by the end of 2025, growing at a CAGR of 5.35% during 2018 and 2025. According to a report by Technavio, Smartphones and Internet penetration (currently 63.2%) are two critical drivers for the market's growth. They also highlight that the Americas' most extensive market growth will be accounted for an estimated 36%. Market Watch's report points out that the low maintenance cost of artificial flowers is a significant factor contributing to the market's growth. Artificial flowers are non-allergic and can be placed anywhere. The only maintenance of artificial flowers is regular cleaning. Advantages like these increase their popularity and fuel the market's growth. On the other hand, COVID left almost 9 Million Americans jobless and numerous others throughout the world. Unemployed consumers restrained their spending on essential-only products, so the Artificial Plants Market experienced a sharp decline.

Benchmarking

According to the data published by Trend Economy, the U.S., Germany and the UK were the largest importers of Artificial flowers, foliage and fruit and parts thereof; articles made of artificial flowers, foliage or fruit. The data shows that in 2019, the world imports "Artificial flowers, foliage and fruit and parts thereof; articles made of artificial flowers, foliage or fruit." exceeded $2.77 Billion.



The US imported a total of $1.04 Billion worth of Artificial Flowers, thereby accounting for 37% of the global market share. The UK's 2019 total Artificial Flower imports equated to $130.2 Million, or 4.68% of the worldwide market share. By the same metrics, Australia's net Artificial Flowers imports equated to $61.7 Million, or 2.2%.

Revenue in million GBP	
2018	4,279
2017	4,339
2016	4,437
2015	4,895
2014	3,523
2013	3,772
2012	3,501

Future Market Insights' report emphasizes that North America is the largest consumer of Artificial Plants. Establishments such as airports, theme parks, and hotels add up to the market's growth. The US alone accounts for more than 51,243,000 amusement parks which increase the demand for artificial plants in North America Statista's data indicates that in the UK, the sales of organic and faux plants have been fluctuating. Sales in some years have been on the rise, whilst sales declines have been recorded in others.

Artificial Flowers & Plants Trends

Springfair's article and Nearly Natural's blog are two sources that offer some insights into home décor with faux plants. According to the sources:

- Olive Trees –airy, thin, and delicate.
- Artificial boxwood used as vertical accents.
- Pots that are already arranged and are ready to go are incredibly convenient.
- Indoor gardens – incorporating larger trees and bringing the garden indoor

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- Greenery - natural elements in all areas of the interior is very on-trend, so it's only natural that greenery is popular
- Classic white – they well really well because they go along with almost any room.
- Traditional bloom – pastel colored roses and peonies, for example.
- Lavender – an affordable staple classic

Key Competitors

Albi

Albi located in Preston, Victoria and incorporated in 1985. The Company is a leading supplier of homewares and kitchenware in Australia and New Zealand, whilst also exporting to countries in Asia, Europe and North America. The acquisition of Albi by Marlin Brands in 2016 was a testament to its growth, standing and success. Albi's Faux Flower product range includes brunches, display, floral arrangements, floral stems, loose plants, potted trees and rotted plants. Some of the Company's brands include André Verdier, AnySharp, CrushGrind, EKO, Euroscrubby, Garcima, NoStik, and Royal Leerdam, to name a few. The Company employs 363 workers and earns annual revenues of $170.95 Million.

HE Koch & Co

HE Koch & Co is a Company that was founded in 1931 in Auburn, New South Wales. HE Koch & Co has been a manufacturer & florist supplier for over 80 years, importing and distributing florist supplies and floral accessories nationally. The Company's product range includes silk flowers, event decorations, soy candles, scented candles, party supplies, hamper baskets, and florist supplies to name a few. HE Koch & Co has 65 employees and annual revenue of $13.08 Million.

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14. Candles & Home Fragrance Products

Home fragrances are home care products that emit aroma to mask unpleasant odor. Moreover, these fragrances help in relieving stress and reducing fatigue. Some of the products that belong in this range include candles, incense sticks, sprays, and diffusers, to name a few.

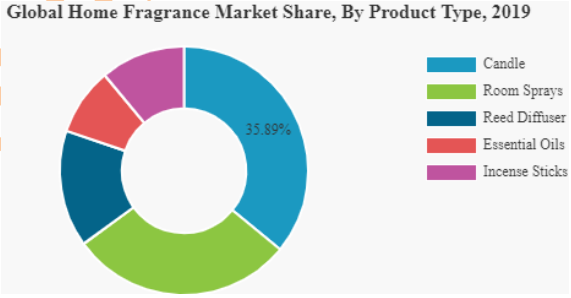
According to the data published by Observatory of Economic Complexity out of all Chemical products Australia imported in 2018, 0.14% were accounted for by Candle imports. Their net trade-value was $26.7 Million.

According to an article published by Financial Review, until 2005 a Scented Candle market in Australia did not exist. The trend began once fashionable magazine editors brought candles from France, followed by a handful of boutiques that followed suit. The article explains that the Australian Scented Candle sector in 2015 had an estimated worth of $200 Million, per annum.

Benchmarking

Home Fragrance

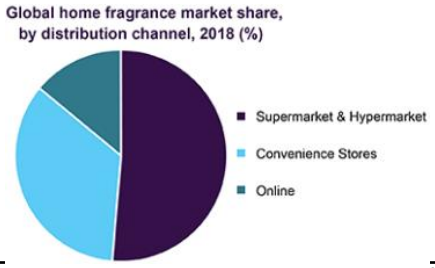
In a report by Grand View Research, the global Home Fragrance market value in 2019 was estimated to be $6.7 Billion. Between 2019 and 2025, the market is expected to increase at a CAGR of %4.4, reaching $6.7 Billion in 2025. Fortune Business Insights' report showcases that the Scented Candles Accounted for the market's largest share in 2019 (almost 36%). Spray products were the second largest product in demand. In 2018 Sprays generated a revenue of $2.2 Billion.



Technavio's market report, in addition to Grand View Research's report and Fortune Business Insight's report notes some of the drivers fueling the market's growth:

- Increasing the presence of a young population in employment means that more and more people are becoming financially independent, and can purchase décor for their homes.
- The residential construction sector's growth – with new dwellings constructed, their residents are bound to buy decorative items.
- Increased number of Home Fragrance retail outlets and online portals offering diversified product ranges.
- The emergence of customized home fragrance candles.

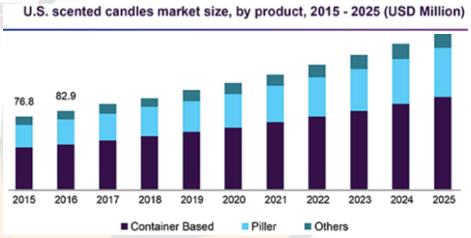
On the other hand, Allergic reactions and consumer lung-related health complications are recognized as a significant threat to the market's growth. Also, the awareness of the Home Fragrances' harmful toxins such as ethanol, formaldehyde, phenol, and alcohol hampers the market's growth.



Grand View Research's report unearths that the Supermarkets and Hypermarkets were accounted for as the largest distribution channel in 2018. They occupied 51.8% of the global market share, followed by Convenience Stores (somewhere around 30%). The Online distribution channel is expected to expand at a CAGR of

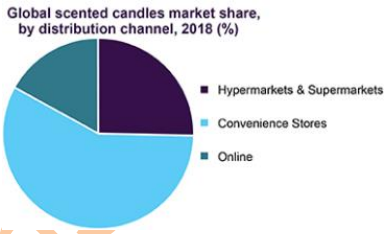
5.1% from 2019 to 2025.

Scented Candles



As per Grand View Research's report, the global Scented Candle market size was valued at $310.7 Million in 2018 and is anticipated to grow at a CAGR of 8.4% from 2019 to 2025. North America was the largest region, accounting for more than 35% of the global market revenue in 2018.

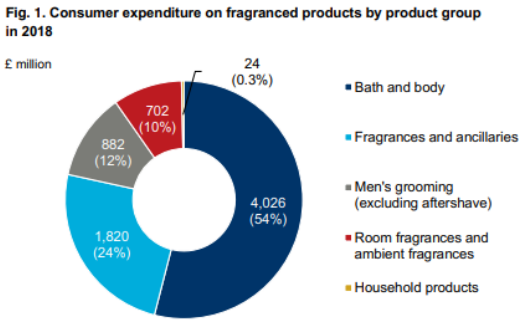
The dominating sales channel for Scented Candles globally are Convenience Stores. They account for more than 55% of the worldwide market share, followed by Supermarkets. In the US the most popular type of Candles were the Container ones. They accounted for more than 55% of the Scented Candle market in 2018.



Globe Newswire's article states that the Candle sales in the U.S. are expected to be around $2.5 Billion annually. This figure is expected to grow further in the future, at a CAGR of about 6.1% between 2019 and 2026.

According to an article by the National Candle Association, Candle sales in the US are estimated at roughly $3.14 Billion a year, not including candlestick holders. Approximately 33% of all Candle sales in the US occur during the holiday season. The majority of US consumers use their candles within a week of purchase.

A Fragrance report from the Fragrance Foundation, reports that in 2018 UK consumers spent £7.5 billion on fragrance products. Out of which, £702 Million ($954 Million) or 10%, were accounted for by the Room fragrances and ambient fragrances segment. This segment consists of Scented candles, room fragrances, oil burners, plug-in air, fresheners, air fresheners, reed diffusers, and car fresheners.



An article by Gifts and Home emphasizes the main findings from a recent Scented Candle market research. They explain that the number of candle retailers has doubled between 2016 and 2018. The Britons are reportedly buying an average of six candles per year at £7.40 ($10.6) a time, resulting in a collective annual spend of £1.9 Billion ($2.6 Billion).

Statistics available on Trend Economy's website indicate that the UKs 2019 spend on import of Candles, tapers and the like, amounted to $300 Million.

Candles & Home Fragrance Products Trends

Combining the insights from Beauty Directory's article, Vogue's article, and Décor Design Show's article, below are some of Australia's most recent Candle and Home Fragrance trends.

- Natural ingredients – Home Fragrances made with extracts of plants, shrubs or flowers have been known to send messages to the area of the brain that controls mood
- Eco-friendly and sustainable packaging - as the consumers' environmental awareness increases
- Fresh fragrances - Fresh scents with a particular focus on green notes
- Sculptural candles – Decorative candles that have taken on artful new shapes of late, fluted, playfully twisted and in an array of colors
- Flameless candles – highly aesthetic, they also significantly reduce fire risk, always a crucial consideration in Australian interior design

Key Competitors

Eroma

Eroma was founded in 2005 and is headquartered in Mortdale, New South Wales. Known for creating one of the most well-known candle brands in Australia "Ecoya", the Company is widely known for introducing soy wax candles to Australia and New Zealand. Eroma has nine stores across the country and employs more than 100 workers. Their product range includes candle making supplies, soap body & bath supplies, and home fragrance supplies. They are earning annual revenues of $2.66 Million.

Dusk

Dusk is the country's premium retailer of Candles, Home Decor, Home Fragrance and Gift solutions. Founded in 2000 in Sydney, New South Wales, the Company has 117 stores throughout Australia. Dusk's product range encompasses candles, home fragrances, homewares and accessories & gifts. The Company has a workforce of 811 employees and has annual revenues of $66.05 Million.

Glass House Fragrances

Founded in 2006 in Rydalmere, New South Wales, Glass House Fragrances is a leading Australian manufacturer of fragrance products. The Company is a subsidiary of Sapphire Group, alongside Circa Home. The corporate family consists of 8 stores. Glass House Fragrances has a product range that includes personal and home fragrance items. They offer various candles, diffusers, and accessories. They have more than 60 employees and have annual earnings of $1.41 Million.

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15. Bedroom Furniture

Bedroom Furniture refers to a group of furniture in a bedroom or sleeping quarters setting. Pieces of furniture referred to as bedroom furniture usually include: beds, wardrobes, dressers, chests, nightstands, armoires, vanities, trunks, and mirrors to list a few.

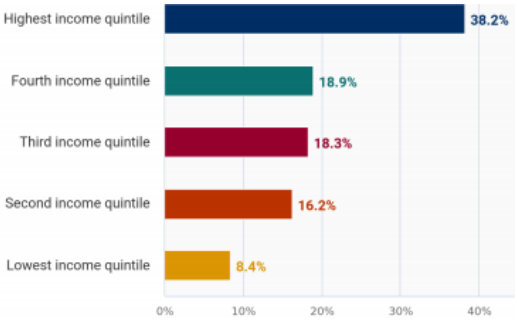
IBIS*World*'s Furniture Retailing in Australia report, claims that the estimated market worth is $7.5 Billion. Its main products fall under the categories of Bedroom furniture, Lounge and dining room furniture, Outdoor and Garden Furniture, Blinds and awnings, and Other Furniture (page 9, top image).

Bedroom Furniture accounted for the second-largest market share of the lot. Namely, 33.1% or $2.48 Billion. This segment has fallen as a share of industry revenue over the past five years, largely due to competition from bed-in-a-box mattress manufacturers that bypass retailers and sell their products directly to consumers.

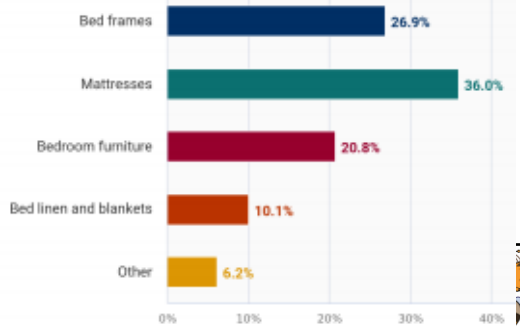
Some of the main drivers that propel the industry's growth highlight the increase of the consumers' disposable income, their willingness to spend, and the increase of residential construction work in the country. Due to COVID's negative implications, consumers' willingness to spend and disposable income has declined. This led to a declining industry revenue projection over the next five years, to $7.5 Billion. This decline is expected to occur with an annualized rate of 2.7%.

The competition within the Furniture retailing industry in Australia is fierce from by internal and external sources. Externally, industry operators face competition from department stores and pure-online players. Internally, players are competing with each other via different pricing, product range and quality.

Based on the Households' income, general customer segmentation by quintiles can be performed. Understandably, the highest income quintile is the prime customer target, as they are more likely to have more disposable income to spend on bedroom furniture. In Australia, they represent 38.2%. The share of industry revenue generated from this income quintile has risen over the past five years due to the increasing number of high-income earners in Australia (page 22. top image).



Another IBIS*World* report - Mattress and Bedroom Furniture Retailing in Australia, claims that the market's value in 2021 will equate to $1.6 Billion. Out of which the largest share will be accounted for by the Mattress segment – 36%. The other two largest segments are Bed frames and Bedroom Furniture. Bedroom Furniture's

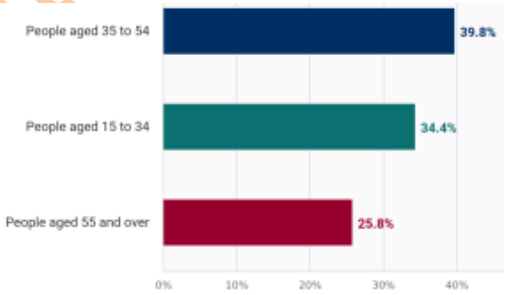


market share is 20.8%, or about $332.8 Million (page 20, top image).

Due to Bedroom Furniture's longevity, some of the demand for this segment has been satisfied by second-hand goods for sale on online marketplaces. Declines in consumers' disposable income, most notably in the current year due to the effects of COVID, have also restrained the total expenditure on Bedroom Furniture sets for new housing. Therefore, this product segment has declined as a share of revenue over the past five years.

A third IBIS*World* report detailing the Online Household Furniture Sales in Australia, claims that the market's valuation in 2021 will reach 790.3 Million. This represents a CAGR of 12.3% between 2014 and 2021. Furthermore,.the market's largest share is occupied by the Lounge and dining room furniture category - 56.2%. The second-largest market share is accounted for by Bedroom Furniture online sales. They are responsible for 33.5% of the overall online sales, or about $264.7 Million (page 8, top image).

Upholstered bed heads, along with rattan furniture, have become popular across this segment over the past five years. Demand for furniture that provides a minimalist appeal with straight lines, natural materials and a muted color palette has also been strong. Despite growth areas, this segment has declined as a share of industry revenue over the past five years due to faster growth in other segments. The Australian consumers that are Internet-literate and have sizeable disposable incomes are considered as the primary customer target. Therefore, the largest target market represents Australians aged between 25 and 54. They account for almost 40% of the target market (page 18, bottom image).



The Home Furnishing in Australia report by Euromonitor International showcases that the Bedroom Furniture sales in Australia between 2014 and 2019 have been continually growing.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Beds (AUD Million)	476.2	499.6	521.7	543.1	565.2	583.3
CAGR (%)	Base Year	4.9	4.4	4.1	4.07	3.2
Chests of Drawers (AUD Million)	464.3	468.2	472.7	478.7	488.7	493.6
CAGR (%)	Base Year	0.84	0.96	1.27	2.09	1.0
Wardrobes (AUD Million)	454.2	461.7	468.7	474.5	485.6	492.9
CAGR (%)	Base Year	1.65	1.5	1.23	2.3	1.5

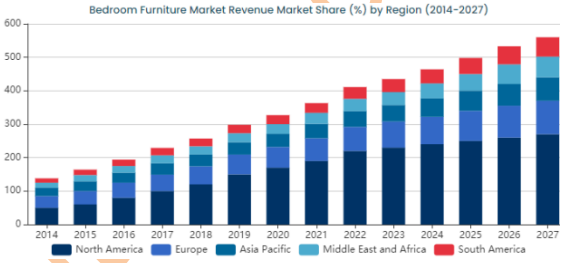
The forecast for Bedroom Furniture in Australia projects positive industry growth. From the observed BedroomFurniture categories, Beds are projected to record growing annual sales between 2019 and 2024. However, Chests of Drawers and Wardrobes sales are expected to decline.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**

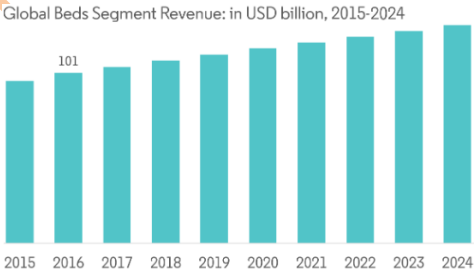
Beds (AUD Million)	583.3	595.8	611.3	625.4	637.1	648.2
CAGR (%)	Base Year	2.14	2.6	2.3	1.87	1.74
Chests of Drawers (AUD Million)	493.6	487.8	486.5	486.0	485.2	484.8
CAGR (%)	Base Year	-1.17	-0.26	-0.10	-0.16	-0.08
Wardrobes (AUD Million)	492.9	476.8	472.0	465.2	457.6	449.2
CAGR (%)	Base Year	-3.26	-1.0	-1.44	-1.63	-1.83

Benchmarking

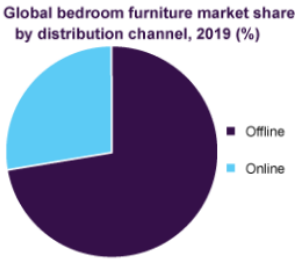
According to Grand View Research's report, the worldwide Bedroom Furniture market size in 2019 equated to $220.6 Billion. The market is expected to grow at a CAGR of 4.5 between 2020 and 2027. Data from Statista projects that the Bedroom Furniture market will amass $349 Billion by 2025. Available data in Cognitive Market Research's report alludes that the largest revenue shares in the Bedroom Furniture market are accounted for by North America. The region is expected to continue being the largest Market for Bedroom Furniture products. North America's Market is expected to expand at a CAGR of 4.6% from 2020 to 2027.

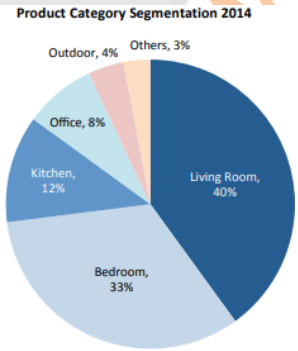


Revenue-wise, Beds dominated the market with a share of 37.1% in 2019. This is attributed to the rising construction of residential households, along with rapid urbanization in developing nations. Mordor Intelligence's report showcases that the worldwide Beds segment revenue is poised to continue growing during the observed period.



The fastest CAGR of 5.1% is expected to be recorded in the Wardrobe and Storage Products' segment. Offline sales accounted for 72.5% of all Bedroom Furniture sales. However, the Online sales channel is anticipated to grow at a faster CAGR than Offline. The Online channel is expected to grow at a CAGR of 4.7% between 2020 and 2027. This can be attributed to the increasing number of companies catering to consumers via their respective websites and third-party online retailers.





An older report by Fung Business Intelligence Centre captured the Bedroom Furniture segment in the US in 2014. According to their data, Bedroom Furniture accounted for 33% of the market share, which equated to %31.8 Billion. Information provided by Statista notes that US' Bedroom Furniture market in 2021 will equate to $57.64 Million. The market's growth is also expected to grow at a CAGR of 2.2% between 2021 and 2025.

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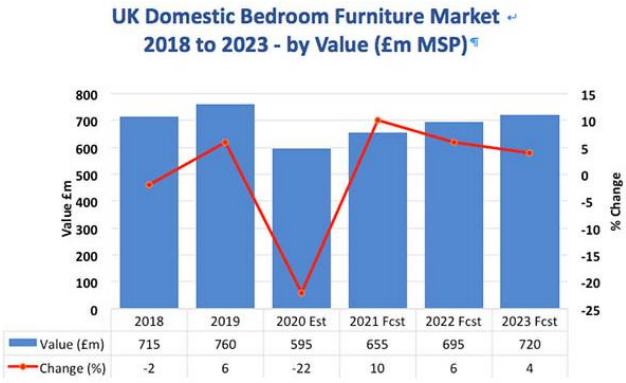
According to KB Review's article, the UK Bedroom Furniture market had been on an upward trend with sales up 6% in 2019 (£760 Million or $1.04 Billion) from £715 Million ($980 Million) in 2018. There were also increases in freestanding and fitted bedroom furniture, which accounted for 27% of the market by value. Modular furniture also showed a rise in popularity, which can be attributed to the consumers' preference towards smaller homes. UK's Bedroom Furniture sales between 2020 and 2024 are expected to decrease to £595 Million ($815 Million) in 2020. This represents a decline by nearly a quarter (22%) from £760m Million ($1.04 Billion) in 2019. A primary culprit for this decline is COVID itself, as consumers opted to transform their spare rooms into home offices instead of furnishing them as guest bedrooms. After the initial decline, the forecast shows that Bedroom Furniture sales would rise by 10% to around £655 Million ($897 Million) in 2021, £695 Million ($951 Million) in 2022, reaching £720 Million ($986 Million) in 2023.



Breaking the sales down by channel, the report showed that 28% of Bedroom Furniture sales was through retail specialists, 21% through furniture multiples, 18% online and by mail order, 12% through department stores, 7% through furniture independents and only 6% through DIY multiples.

Bedroom Furniture Trends

The sources that were used to gather insights on the Bedroom Furniture trends in Australia consisted of B2C Furniture's blog, and Bead Threads' blog.

- Handcrafted furniture pieces with kiln-dried wood - The timber's natural features are accentuated with each piece having its own distinctive and unique grain patterns
- Bedroom furniture which is manufactured from hardwood timber with a rustic walnut finish – the appearance of the grains through the wood adds texture and contributes towards the warm organic tones
- Accent chairs - a great way to tie in a style without going overboard
- Bringing the office to the Bedroom (multi-functional furniture) – wardrobes that have a desk pop out once opened, or a desk that doubles as a bedside
- Headboards

Key Competitors

Beds n Dreams

Beds n Dreams is a one-stop designer bedding, decor and Bedroom furniture shop, with over 30 years' experience. Founded in 1987 in Dandenong South, Victoria, the Company currently operates 33 stores throughout the country. Bed n Dreams' product range has Mattresses, Bed Frames and Bedroom Furniture. In the Bedroom Furniture department, they offer bedside tables, tallboys and dressing tables. Some of the Brands they retail in their Bedroom Furniture range include Amani, Barcelona, Bowen, and Brunswick, to name a few. The Company employs more than 110 workers in its locations and has annual earnings of $231 Million.

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Snooze

Snooze is a company operating for more than 40 years on the Australian market and was founded in 1984 in Canterbury, Victoria. The Company's product offering spreads from Mattresses, Beds, Bedroom Furniture to Bedding products. In particular, snooze's Bedroom Furniture range involves bedside tables, storage products, blanket boxes, bookcases, chest of drawers, and desks. They are stocking some of the more well-known brands, such as Madison, Slumberland, Sealy Posturepedic and Tempur. Snooze has a workforce of nearly 9,000 workers and manages an impressive 1,721 stores in their franchise. Annually the Company brings in revenues of $1.65 Billion.

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16. Dining Furniture

Modern home designs usually incorporate dining rooms, as they are the central place where people gather to dine. However, for some, dining rooms are considered as spaces used for formal occasions or celebrations. Some of the items that make up for the dining room furniture include tables, chairs and stools to list a couple.

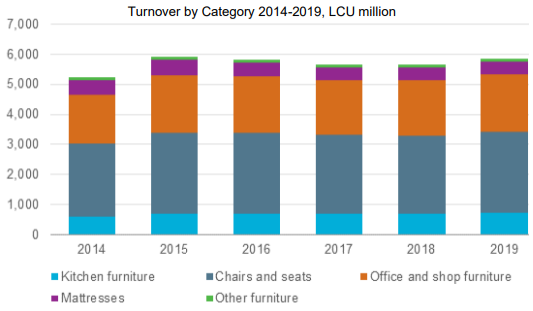
IBIS*World*'s report states that Australian furniture retail revenues will reach $7.5 Billion in 2021. Analysis for the period between 2016 and 2021, indicates an industry CAGR of -2.7%. Future projections (between 2021 and 2026) showcase an anticipated industry CAGR of -1.0%.

The market's largest share is accounted for by the Lounge and Dining Room Furniture product segment, representing 54.1% of the market sales (page 8, top image). This translates to $4.05 Billion of the entire industry's revenue. This segment has risen as a share of industry revenue over the past five years, mainly due to declines in other segments.

The industry's main growth drivers are the consumer's disposable income, the consumers' willingness to spend and make purchases, and the residential construction sector's construction trends. For the analyzed period between 2020 and 2021, the Australian consumers' disposable income is expected to fall, but their willingness to make purchases will rise. Due to COVID's implications in the construction sector, it's anticipated that residential construction in Australia will stagnate during 2020 and 2021.

The industry's competition is fierce, both offline and online. Brick-and-mortar competitors try to offer a better product, pricing and quality. There's a significant threat from department stores and pure-online retailers. Larger volumes of imported goods present on the Australian market further catalyze the industry's competition. The focus on imported products enabled industry players to reduce retail prices and sell more products in a weaker retail market.

A Euromonitor International report has furniture Chair and Seats sales insights for Australia between 2014 and 2019. Data indicates that the Chairs and Seats segment has brought in revenues of around $3.3 Billion, without any major fluctuations over the years.



Another Euromonitor International's report provides a detailed overview of the Sales of Dining Furniture in Australia over the past five years. Their data showcases that Dining Furniture sales have been substantially rising over the observed time.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Dining Furniture (AUD Million)	504.4	521.6	537.8	553.6	571.0	580.6
CAGR (%)	Base Year	3.41	3.1	-0.78	7.01	1.68

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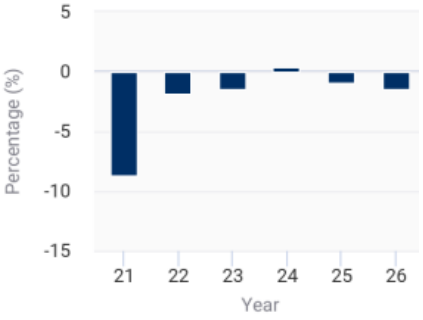
Euromonitor International's Dining Furniture forecast showcases a gradual decline over the coming years. This forecast aligns with IBIS*World*'s forecast overviewed below.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Dining Furniture (AUD Million)	580.6	577.2	575.2	571.8	567.8	562.8
CAGR (%)	Base Year	-0.58	-.034	-0.59	-0.7	-0.8

Despite the Global pandemic, IBIS*World*'s projections are optimistic. While still recovering from COVID, Australia's Furniture Retail industry revenue is forecast to fall at an annualized 1.0% between 2021 and 2025. This will result in a net industry valuation of $7.1 Billion (page 13, top-right image). Despite the standstill in residential construction, the continued popularity of home renovations and home improvements, are expected to boost the demand for new furniture and furniture replacement.



Innovation remains at the forefront of the industry's success. Store layouts and furniture designs are two of the most important aspects that have the power to influence the consumers' purchasing decision. Furthermore, immersive shopping experiences (such as virtual reality headsets) can enhance shopping experiences and affect the purchasing decision. Lastly, Australian-made furniture is expected to be in the highest demand in the five-year forecast. Its high-quality workmanship and quality designs make the furniture products highly sought after.

One general segmentation IBIS*World*'s report provides is via the customer's income. According to this segmentation, the highest income quintile makes up for the most extensive customer share. They have a sizeable amount of disposable income and are more likely to make purchases than the customers in the other income quintiles. These higher income quintile consumers also tend to live in larger homes and own more property which further solidifies them as a primary customer target.

Another IBIS*World* report overviews the online sales of furniture in Australia. COVID-19 pandemic has supported online demand for household furniture. Lockdown measures and trading restrictions and social distancing requirements have helped shift consumer shopping habits towards online purchases. According to the report, online furniture sales are expected to reach $790.3 Million in 2021. This would result in a CAGR of 12.3% over the observed period between 2016 and 2021. The market's largest share is occupied by Lounge and Dining Room furniture, which account for more than half of all online furniture sales in the country. Lounge and Dining Room furniture are responsible for 56.2% of the market share or $444.15 Million (page 8, top image).

Some of the crucial aspects that are responsible for the high demand of Lounge and Dining Room furniture are:

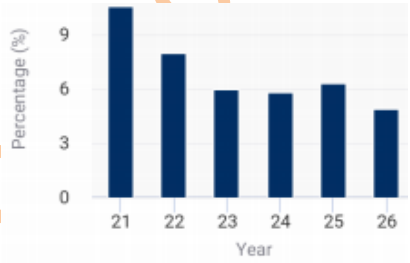
- Need for mid-century modern furniture pieces - these products offer a combination of sleek

designs and bold retro colors
- Reclaimed or sustainably grown wood, rattan and bamboo, or other recycled material, as they provide an earth-friendly option

The report highlights these five drivers as being the most important for driving the industry's growth:

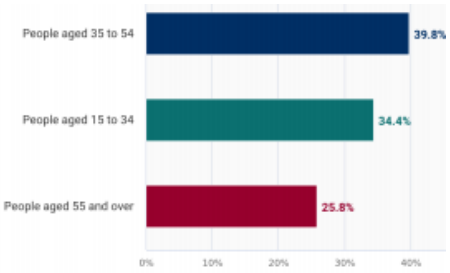
- Consumer willingness to spend and make purchases - it's expected to increase but remain negative in 2020-21
- Residential construction – expected to decline, threatening revenues
- Demand from online shopping – expected to rice in 2020-21
- Internet subscribers/users – expected to continue growing in 2020-21
- Consumer's disposable income – expected to decrease in the current year

The online Household Furniture sales industry is expected to expand at a CAGR of 6.2% during the next five years, reaching $1.1 Billion in 2025-26 (page 14, top-right image).



As the country gradually recovers from COVID's implications, all of the drivers mentioned above are expected to reinvigorate and fuel up online furniture shopping in the following five years.

Two of the determining factors detailing the primary online furniture customer target are the consumers' Internet-literacy and their disposable income. Consumers in this range can use the Internet and engage in online shopping competently. Furthermore, these consumers are likely to have sizable disposable incomes, in addition to owning a home. Using these two parameters IBIS*World*' points out that Australians between 35 and 54 make up the best and largest consumer target market (page 29, bottom image).



Benchmarking

Data, statistics, and information published by Statista explain that the worldwide revenue in the Living-Room & Dining-Room Furniture segment is projected to reach $437.7 Billion in 2021. The market is expected to grow at a CAGR of 4.0% between 2021 and 2025, reaching $512 Billion.

Revenue in million U.S. dollars	
United States	32,399.1
India	29,448
China	35,741.2
Japan	8,923.1
United Kingdom	3,976.9
Brazil	13,155.7
Germany	6,523.4

The largest contributor to the industry's revenue will be the United States, with an anticipated sales worth of 76.85 Billion in 2021.

In 2020, the U.S. was the second-largest Dining Room Furniture market after China. The U.S. market's revenue in 2020 reached $32.4 Billion. According to their findings, the UK Living-room & Dining-room furniture market made almost $4 Billion in revenues.

According to Research and Market's report, some of the crucial drivers for the market's growth are the rising purchasing power of customers, the demand for premium furniture products, and

Globalization by offering more comprehensive product selection and delivery.

Another bit of data gathered from Statista, informs that the annual sales value of wooden furniture for the living and dining room made by manufacturers in the UK between 2008 and 2019, totaled £116.2 Million or $160 Million.

Dining Room Furniture Trends

Houzz's article Lushome's article, My Décor Trends' writing, and Architecture's Ideas' article were the sources used to discern the most impactful Dining Room Furniture trends for 2021:

- Multi-functional furniture - Benches as chair alternatives (statement furniture), or modern chairs in vintage style
- Traditional dining chairs with unique details - upholstery fabrics with stylish prints, wooden details or handmade crafts that decorate chairs
- Round tables – ideal for smaller spaces, they create a more informal and intimate atmosphere.
- Mix and match of various eclectic chairs to make a different, but a complimentary harmonized set
- Informality & Less Traditional – larger focus on relaxation, comfort, and versatility.

Key Competitors

Amart Furniture

Amart Furniture is one of Australia's leading furniture, bedding & outdoor retailers. Headquartered in Rochedale, Queensland they have been on the market for 50 years (founded in 1970). The Company product range spreads from lounges & sofas to living & dining, and homeware products. Amart's Living & Dining furniture range offers stools, tables, buffets, cabinets, etc. Some of the Dining range brands are Kota, Settler, Martigny, Acosta, and Alvarado to list a couple. Furthermore, Amart Furniture is represented by more than seventy stores nationwide and has a workforce of 1,780 employees. The Company brings in annual earnings of $800.25 Million.

Eureka Street

Founded in 1986 in Brisbane, Queensland, Eureka Street owns twenty-four showrooms across Australia and has fifty employees. They design, manufacture, procure, and retail hardwood furniture of the highest quality and an extensive range of home goods in the consumer retail marketplace. The Company's Dining Furniture range includes tables, chairs and benches, buffets, wine racks, cabinets & dressers. They pride themselves as being conservation-minded, and much of the material they source for their manufacturing processes come from the hardwood of recycled origin. Eureka Street's annual earnings equate to $11.73 Million.

Eclipse Furniture

Eclipse Furniture is a self-manufacturing furniture retailer located in Beaconsfield, New South Wales. The Company has been operating for more than thirty years and has been specializing in using unique indigenous hardwood timbers to handcraft their unique pieces of furniture. The timber they use is sourced from naturally felled trees on private properties, recycled timbers from old buildings and timber mills that supply sustainably harvested timber. Their product offering includes dining

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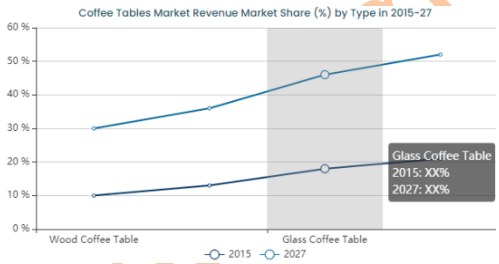
tables, chairs, stools, and buffets to name a few. Eclipse Furniture owns one showroom and has twelve workers in employment. Their annual revenues amass #3.52 Million.

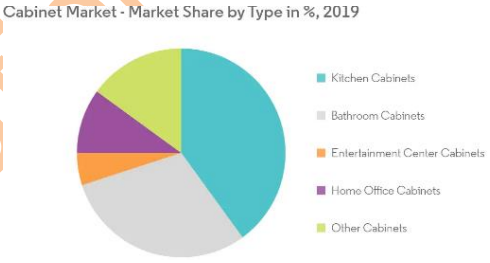
17. Casegoods

Casegoods generally refers to furniture made of hard materials, such as wood, metal, glass or plastic. Examples of casegoods include chests, dressers, bookshelves, and cabinets that provide interior storage space.

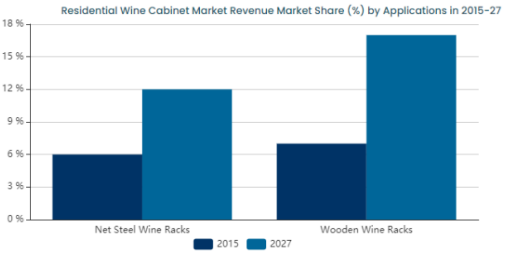
17.1 Bar Cabinets



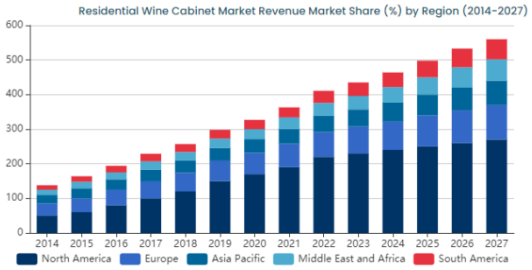
A Bar Cabinet is a closet or cabinet in which alcoholic materials and beverages are kept for storage. These cabinets are made of wood or steel and are portable as they have casters installed to it. Due to their functional similarities, whenever possible, data on wine cabinets will be provided.



Mordor Intelligence's report showcases that Kitchen Cabinets occupied the largest share of the Cabinet market in 2019. They accounted for around 40% of the market, followed by Bathroom cabinets. Entertainment cabinets represent the smallest share of the market. Information in Data Intelo's report suggests that the global Residential Wine Cabinets market was valued at $1.5013 Billion in 2018 and is expected to reach $1.5017 Billion by the end of 2025. This growth between 2018 and 2025 is anticipated to occur at a CAGR of 0.1%.



Cognitive Market Research's report projects that by 2027, the most demanded wine cabinets will be the walking cabinets. However, the second-largest type of cabinets would be Built-in. Based on the beverage storage's manufacture material, wooden (wine) racks are expected to account for the largest share of the market by 2027 – nearly 18%. Another bit of data the report mentions is that the North America region will represent the largest market for the observed period. This projection is also supported by Research Allied's report. They state that North America is the region with the largest production volume of wine cabinets, making up 39.61% of the worldwide market in 2015.



Bar Cabinet Trends

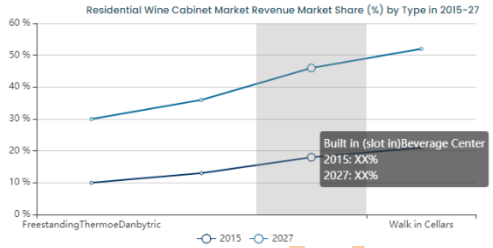
Houzz's article offers some ideas on contemporary home bar designs that can be applied in most households.

- Open Shelving - existing benchtop, sideboard or built-ins can be transformed into a home bar by leaving glassware, bottles and an ice bucket on display
- Chunky timber accents - reclaimed wood continues its streak as a popular material to add

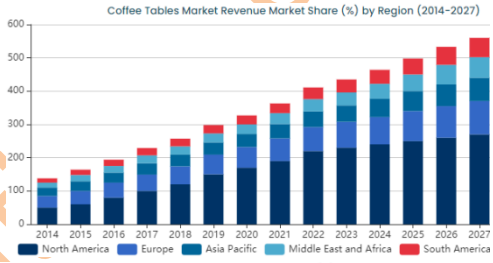
rustic texture to a room

- Wine bottles are out of the crates and serve as décor - wine racks that display the bottles in a way that looks like an art installation

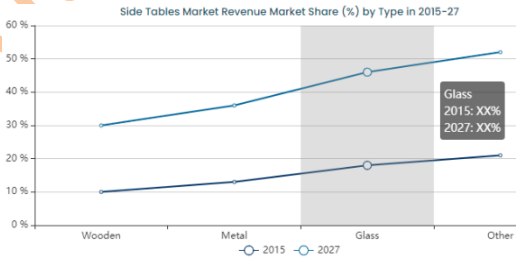
17.2 Coffee & Side Tables



Cognitive Market Research's report shows that the Global Coffee Table market revenue is mainly accounted for by the Glass Coffee Tables. According to their projection until 2027, they will meet nearly 50% of the worldwide Coffee Table demand. They allude that the Sitting Room is the most probable location where coffee tables would be placed.



Region-wise, North America is expected to be the largest market for Coffee Tables, followed by Europe. Regal Intelligence's report highlights two market afflictions from COVID: 1) Stock market declines by 30% to 40%, and 2) Growth may drop to 1.1% in FY21.



Another report from Cognitive Market Research contains some information on Side Tables. The data indicates that the Side Tables' revenue is expected to grow by 2027. From all types of Side Tables, the Glass ones would occupy the largest market share. Although Residential use of Side Tables is projected to increase, for the most part, Side Tables will be used in the Commercial sector.

Coffee Table Trends

Houzz's article, TLC Interiors's article, and Kackrea's article were analyzed to gather some of the coffee table trends. They include:

- Other materials such as steel, glass, brass etc. Marble in coffee tables – exaggerations of scale, and chunkiness of form
- Eccentric forms – hexagonal, pentagonal, and models with an abstract polygonal outline
- Triangular coffee table with rounded corners and minimalist aesthetic
- Modular tables – a set of two or more tables made in the same style but a different size

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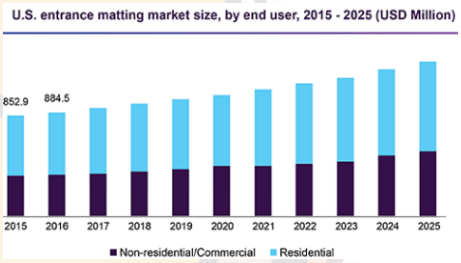
18. Outdoor Décor

Outdoor Décor includes product types that enhance and ornament the home's garden, patio, or outdoor spaces. The product range is broad and includes various rugs, cushions, statues, planter accessories, doormats and faux plants to list a few.

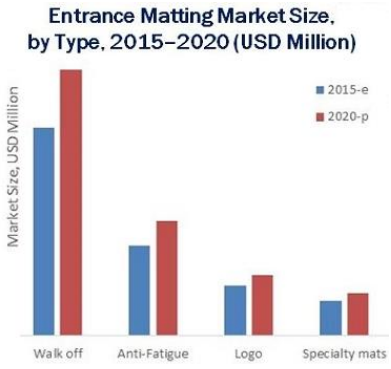
18.1 Doormats

The Doormats market is growing due to consumers' inclination to modify their homes and provide a comfortable atmosphere. Also, consumers increasingly prefer environment-friendly Doormats for their infants and kids as they are free of chemical irritants and allergens.

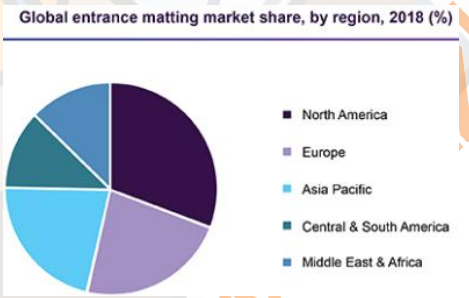


Grand View Research's report claims that in 2018, the worldwide entrance matting market was valued at $5.1 Billion. This market is projected to grow at a CAGR of 5.1% between 2019 and 2025. The Residential segment is and is expected to be the primary target for Door Mats. Their market share thought the observed period is always close to 60%.

A couple of drivers stimulating the market's growth are the growing popularity of new innovative solutions such as marble, wooden, laminate, and parquet flooring. They have boosted the usage of Door Mats to protect them from scratches and damages.



Markets and Markets' report shows that the largest shares of the market's revenue were attributed to the Walk off Door Mats. In 2015 they were responsible for the largest market share. They are projected to account for the largest share as well as in 2020.



Region-wise, North America represented the largest market for Door Mats in 2018, accounting for more than 30% of the market share. The two other largest markets were Europe and Asia-Pacific.

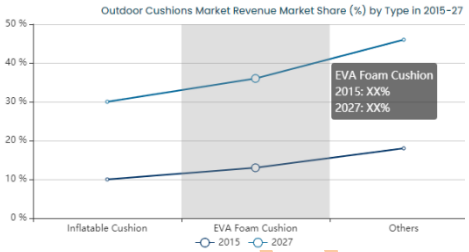
Doormats Trends

Inspiration for Moms' article and Willow Crest Lane's article, expand upon layered Doormats with rugs, how to mix and match them. Furthermore, Hunker' article piece points out a couple of trends within the layered Doormats landscape. These include:

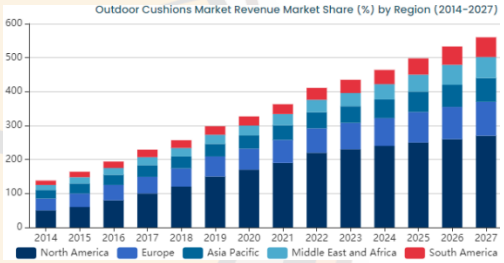
- Mixing floral motifs and stripes
- Using bold stripes or bold geometric patterns
- Introducing diamond motifs

18.2 Outdoor Cushions

360 Research Report's research informs that the worldwide market for Outdoor Cushions was valued at $1.76 Billion in 2020 is expected to reach 3.2 Billion by the end of 2026. This market growth is likely to occur at a CAGR of 8.8% between 2021 and 2026.



Cognitive Market Research's report highlights the type of Outdoor Cushions that are in highest demand, based on their material. They suggest that the EVA Foam Cushions occupied around 15% of the market in 2015. They are projected to account for more than 40% of the market share by 2027.



North America is expected to remain the largest market for Outdoor Cushions approaching 2027. The second-largest market is projected to be Europe.

Technavio's report claims that the U.S. Outdoor Cushions market is expected to grow in the future. The 2020 year-over-year growth rate was more than 5%, and the CAGR between 2020 and 2024 will equate to 6%. This development is a result of the market's growth by $135.13 Million during the observed period. Most of the Outdoor Cushion sales are expected to occur via Offline channels - 78%. Two significant market growth drivers the report emphasizes are the demand from newly constructed luxury hotels and the need for water-resistant Outdoor Cushions.

Outdoor Cushion Trends

Insights from Cushion Factory's article and Insight Library's text note some of the contemporary Outdoor Cushion trends, which include:

- Cushions with pops of color – bright with warm shades of red, orange, yellow or calm and peaceful with blues and greens
- Cushions with a nautical theme – blue, navy and classic sailor stripes
- Moroccan theme – lounging cushions with an exotic edge, containing a mix of nature elements and vibrant colors

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18.3 Pots & Planters

A survey-based report published by My Plant Life Balance, informs With 3 in 4 Australians tend to backyard plants. It is estimated that plant sales from retail nurseries in Australia totaled over $1.3 Billion. This translates to roughly 330 Million plants. The report also highlights that 30% of Australians own more than five house plants, and 18% have bought a trailing plant in 2020.

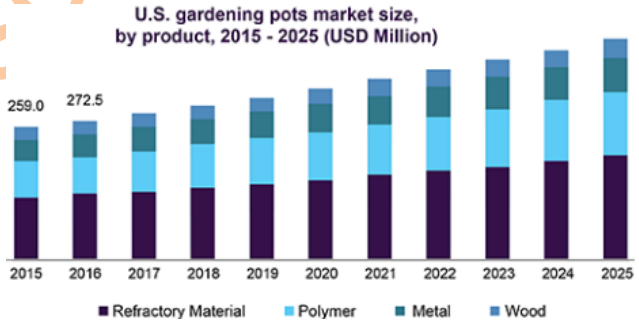
One prediction mentioned in the report is the resurgence of the 70's 'burb backyard and balcony with wild native gardens a-buzz with pollinators and wildlife. Sustainability has been a crucial driver for this resurgence, and at the center are native Australian plants. Google searches of "native plant nursery" have increased by 44 % in Australia over the last five years.

Driven by social-media, Australians between 18 and 35 have been identified as the segment with the largest increase in spending in 2020. Almost half of Australians (49%) use social media as a source for seeking gardening advice, with social communities offering care tips, style advice and tutorials.

Benchmarking

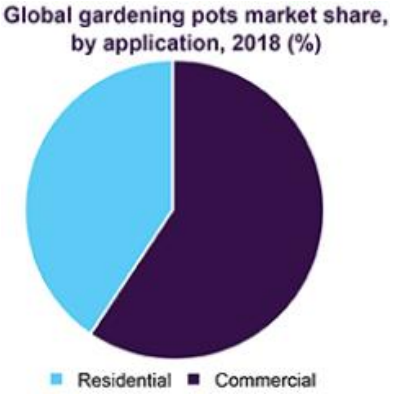
According to Fast.MR's report, the worldwide flower pots and planters market is expected to reach $2.2 Billion by the end of 2024. This represents an increase from the market's 2018 valuation at $1.8 Billion. Research and Market's research forecasts a market expansion at a CAGR of 3.21% between 2018 and 2022. The market's growth is supported by the increasing Millennials' interest in gardening and the increased spending on decorative outdoor features.

Information in Grand View Research's report states that refractory-material pots accounted for the most sizeable Gardening Pots market share of more than 40% in 2018. These materials include earthen, ceramic, terracotta, hypertufa, stone, and concrete gardening pots.



However, the polymer is expected to expand at the fastest CAGR of 6.4% from 2019 to 2025. They form an inexpensive and durable imitation of other counterparts including stoneware and terracotta. Furthermore, they are lighter and can easily be moved around for changing the setup.

Distribution-wise, the Offline channel accounted for the largest market share of more than 80% in 2018. Customers prefer purchasing products after consulting with a local gardener or a gardening enthusiast for which the nearby local stores fit correctly.



On the other hand, the Online sales channel is projected to expand at the fastest CAGR of 6.2%. The convenience of online shopping and product transportation (refunds if anything brakes during transit) are set to boost the market's growth.

Pots were mostly used in Commercial settings in 2018, such as gardens of hospitals, libraries, hotels, malls, and public parks. Even though the Residential segment accounted for 45% of the market share,

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it is expected to witness the fastest growth due to the common mass's shifting interest to grow garden in their residences.

Region-wise, Europe was the largest market, accounting for more than 35% of the global revenue share in 2018. However, according to Fast.MR's report, North America is also expected to capture a significant portion of the market. The North American Flower Pots and Planters market is expected to reach $835 Million by the end of 2024 – a decent increase from the market's 2018 valuation of $728 Million.

Pots & Planters Trends

Insights from Divine Landscapes' article, New Décor Trends' write up, and Garden Design's article point towards a few popular Pot and Planters trends. They include:

- Container gardening – large containers for outdoor decoration and arrangements of groups of pots, both small and large, on stairways, terraces, or anywhere in the garden.
- Raised beds – not only in the classic rectangular shape but also in many other shapes and colors (especially snail shape)
- Hanging Pots and Planters - sleek and stylish bowl-like options, unique shapes and forms
- Traditional Italian terracotta pots
- Tube-like cylindrical planters

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19. Sofas

The Sofa is a piece of furniture for seating two or three people. It can be commonly found as a bench, with upholstered armrests, and often fitted with springs and tailored cushions. Sofas are available in various functionalities and types which are majorly used in commercial places including spa, clubs, real estate, etc.

According to Statista's data, due to the high production costs and the availability of low-cost imports, wooden furniture manufacturing in Australia has declined. This is why the revenues of wooden furniture and Upholstered Seat manufacturing industry are expected to decrease by 13% between 2018 and 2023.

Brandon Gaille's article highlights that 46% of all Australian-made furniture products are categorized as Upholstered wooden furniture.

Similar conclusion Statista's is drawn in IBIS*World*'s report. There is projected that the revenue in the wooden furniture and Upholstered Seat Manufacturing sector will decline at an annualized 1.6% between 2015 and 2020.

Euromonitor International's report "Home Furnishings in Australia" provides statistics on the Sitting Furniture sales in the country between 2014 and 2019. It can be seen that historically, the earnings in each Sitting Furniture category is rising each year.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Sofa Beds (AUD Million)	207.2	212.9	218.3	224.0	230.6	235.8
CAGR (%)	Base Year	2.75	2.53	2.61	2.94	2.25
Other Sofas (AUD Million)	538.3	563.8	587.2	611.0	638.1	662.5
CAGR (%)	Base Year	4.73	4.15	4.05	4.43	3.82
Other Sitting (AUD Million)	263.6	268.4	272.3	275.9	281.7	284.1
CAGR (%)	Base Year	1.82	1.45	1.32	2.1	0.85

The future projections are optimistic for the Sofa Beds and te Other Sofas product categories. However, Other Sitting products are expected to see slight declines over the period between 2019 and 2024.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Sofa Beds (AUD Million)	235.8	237.5	239.8	242.6	245.6	248.9
CAGR (%)	Base Year	0.72	0.97	1.16	1.23	1.34
Other Sofas (AUD Million)	662.5	676.9	693.5	711.4	730.6	751.5
CAGR (%)	Base Year	2.17	2.45	2.58	5.35	2.86
Other Sitting (AUD Million)	284.1	280.5	278.9	277.9	277.0	276.7
CAGR (%)	Base Year	-1.26	-0.57	-0.36	-0.32	-0.11

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Benchmarking

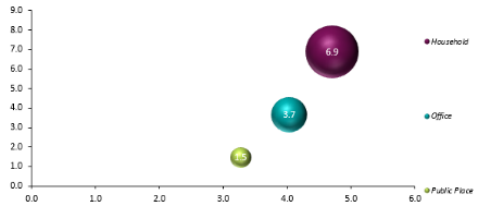
Leather Sofas

Market Research's report alludes to some of the factors responsible for driving up and down the Sofa market's growth. Changing buying patterns of consumers influences manufacturers to introduce new or advanced sofas, which plays an important role in the development of the market. Furthermore, a high standard of living, urbanization, and inclination towards modern lifestyle are a couple of drivers that are expected to boost the market's growth. However, the fluctuating cost of raw materials and the generally high cost of sofas or chairs are some significant factors expected to hamper the target market growth.

Global Leather Sofa Market Revenue (US$ Mn), 2019–2029

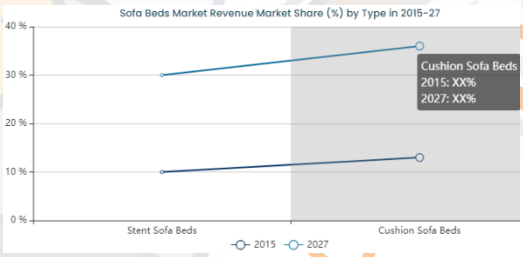
Market.US' report states that the worldwide Leather Sofa market in 2019 was valued at $20.3 Billion. The market is expected to reach a $60 Billion valuation by 2029, growing at a CAGR of 11.4%.

Global Leather Sofa Market by Formulation, 2019



The report also showcases that the residential sector is the segment where most Leather Sofas are used. According to Statista's fidnings revenue in the Seats & Sofas segment is projected to $42,337 Million in the U.S. by 2021. The market is expected to develop at a CAGR of 2.1% 2021 between 2025.

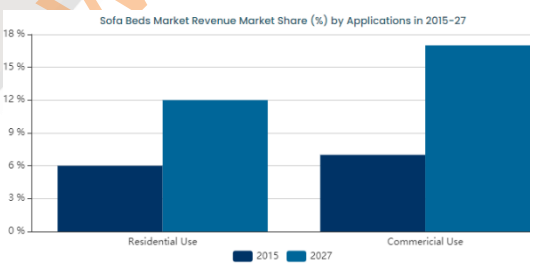
Sofa Beds

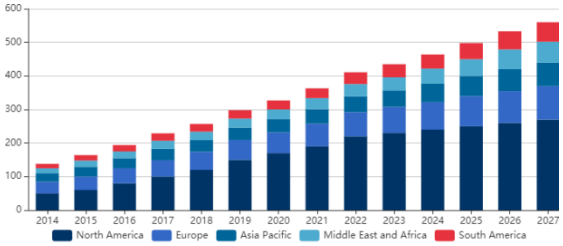


Cognitive Market Research's analysis alludes that the largest share of the worldwide Sofa Bed market will be accounted for by Cushion Sofa beds. By 2027, they will represent about 35% of the market.

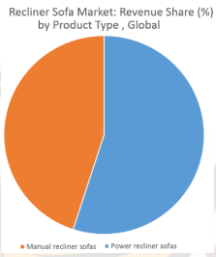
Furniture today's article projects that the U.S. Stationary and Sleeper Sofa sales should exceed $21 Billion by 2024. Stationary chairs are projected to have the most rapid growth between 2019 and 2024, at 25%.

They forecast the most significant demand would occur in the Commercial landscape, towering the Residential need for Sofa Beds. Regionally, North America is expected to be the largest market, followed by Europe.

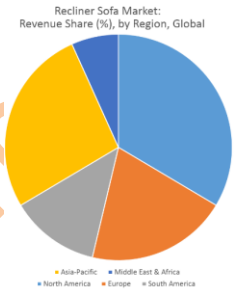




Recliner Sofas



Mordor Intelligence's report informs that the Recliner Sofa market is projected to grow at a rate of 6.4% between 2018 and 2023. Arizton's report estimates that the Recliner Sofa Market size will reach $33 Billion by 2024.



The dominating type of Recliner Sofa is the Power Recliner Sofas, occupying approximately 55% of the market.

North America accounts for the largest share of the worldwide Recliner Sofa market, occupying about 30%. The Compound Annual Growth Rate between 2019 and 2024 is expected to be 6%.

The market's growth will be boosted by the growing consumers' spending confidence and the rise in consumers' disposable income. The increasing demand for casual Recliner Sofas in domestic and commercial segments augment the market's growth. Furthermore, the Casual design Recliner Sofas are expected to grow the fastest, at a CAGR of 7% between 2019 and 2024.

In terms of regions, APAC is one of the fastest-growing areas. The projected CAGR between 2019 and 2024 is around 8%. The growing disposable income, westernization, and the increasing impact of social media are the key factors contributing to the APAC region's growth.

The U.S. Recliner Sofa market is expected to grow at a CAGR of 7% between 2017 and 2021. In 2017, the U.S. Power Recliner Market was valued at $2.7 Billion. Technavio's report also claims that in 2016, Specialty Stores contributed 65.16% of the total revenue. Meaning that traditional offline sales channels were prevalent. Reportedly, the fastest-growing segment was the Multi-Seater Sofas. They are expected to grow at a CAGR of 7.48% between 2017 and 2021.

DFS's annual corporate report alludes that the UK living room furniture market was estimated by to be valued at just less than £4.5 Billion ($6.23 Billion) in 2017, of which around two thirds by value represents sales of upholstered furniture. This sets the UK upholstery market value at £3.3 Billion or $4.57 Billion. Furthermore, the report explains that between 1995 and 2017, the UK upholstery market has increased at a CAGR of 2.3%. The three primary market drivers that are highlighted are 1) Consumer purchasing confidence, 2) Residential market construction, and 3) Consumer credit availability.

In 2017 and 2018 the Upholstery market has been slightly declining, due to weaker consumer purchasing confidence following the UK's referendum vote to leave the EU.

With furniture products largely either made-to-order or dispatched from central storage, brick-and-mortar retail space in the market has always primarily had a role as a showroom. However, based on survey data, over 80% of UK consumers conduct online research before placing an order. With online usage growing, technologies such as color rendering, room planning apps and augmented reality are significantly aiding consumers to visualize products in setting as a crucial element of their research journey

Sofas & Upholstery Trends

Better Homes' text, Interiors Online's blog, and Homes & Gardens' article are the sources analyzed to

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showcase contemporary Sofa trends in Australia. These include:

- Bold color selection - warm, positive colors, and brighter shades
- Return of beige – warm, earthy shades
- Fluting - intricate pleating combined with striking chunky quilting
- Chunky quilting and sumptuous construction
- Raw materials and unrefined finishes
- Eco-friendliness – producing ethical design, durable and timeless by using recycled materials (timber, leather, cotton, wool and linen)
- Rounded curves and geometric patterns, as well as 1920s-inspired occasional chairs with scalloped shell-like backs
- Contemporary modular and L-shaped sofas
- Exceedingly comfortable and oversized couches
- Vintage and classic style sofas

Key Competitors

Chaise Sofas

Chaise Sofas is a discount furniture business specializing in affordable flat-packed self-assembly L-Shape Sofas, Chaise Sofas or Corner Lounge Suites, Adjustable Sofas or Sofa Beds, and Couches. The Company was established in 2012 and is headquartered in Bayswater, Western Australia. Chaise Sofas has six employees and earns yearly incomes of $3.58 Million.

Plush

Plush first opened its doors in Nunawading, Victoria in October 2,000 and it's a sofa retailer, offering products at affordable prices. The Company's product range includes sofas, recliners, sofa beds modulars, and cushions, to name a few. They have a total of 44 showrooms in twelve cities throughout the country. Furthermore, they employ more than 1,700 workers and bring in annual earnings of $1.65 Billion.

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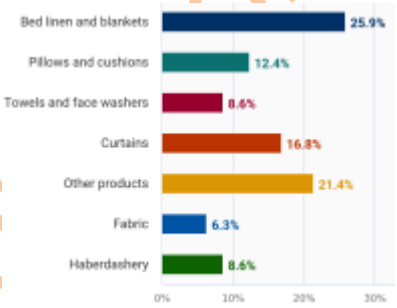
20. Kitchen & Dining Textiles

Table Linen is a tablecloth or napkin, which is specially designed for tables to be used during meals. Table Linens are mainly ornamental coverings, which may also help protect the table from scratches and stains.

According to an IBIS*World* report, the Kitchen Linen and other household textiles have experienced a decline in market share in the Manchester Retailing industry. Reportedly, the segment faltered under the intense competition from supermarkets and department stores.

IBIS*World* report projects that the Australian Manchester Retailing market size will equate to $2.4 Billion in 2021. Based on the main segment contributing to the market's growth, Other Products account for 21.4% of the shares.



The report explains that the industry's Other Products include Table and Kitchen Linen, and other household textiles. This information helps conclude that Table and Kitchen Linen (and other household textiles) are expected to account for $513.6 Million by 2021 (page 18, top-right image).

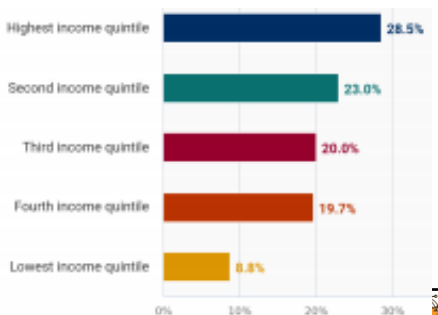
Euromonitor International's report "Home Furnishings in Australia" offers some historical data on the country's Kitchen and Dining Textiles market. Based on their statistics, Kitchen and Dining Textiles in Australia have been growing each year in demand between 2014 and 2019.

Sales of Home Furnishings by Category: Value 2014-2019						
	2014	**2015**	**2016**	**2017**	**2018**	**2019**
Kitchen and Dining (AUD Million)	162.2	166.8	171.1	175.1	179.3	181.7
CAGR (%)	Base Year	2.83	2.58	2.34	2.4	1.34

Given the current COVID implications on the market and the consumer's willingness to make purchases, the projections for Kitchen and Dining Textiles anticipate incremental annual sales declines over the following five years.

Forecast Sales of Home Furnishings by Category: Value 2019-2024						
	2019	**2020**	**2021**	**2022**	**2023**	**2024**
Kitchen and Dining (AUD Million)	181.7	180.5	179.4	178.1	176.5	174.8
CAGR (%)	Base Year	-0.66	-0.61	-0.72	-0.9	-0.96

Based on the available disposable income, the target market is generally segmented by income quintiles. The highest income quintile is expected to account for the largest market share – 28.5% (top image, page 20). This market has declined as a share of industry revenue over the past five years. During the COVID pandemic, higher-income earners reduced their spending by more



than any other income group.

Benchmarking

Data Bridge's report projects that the worldwide Table Linen market will reach $14.02 Billion by 2027, accompanied by a CAGR of 4.3% between 3030 and 2027. Grand View Research's industry report notes that the Global Table Linen market size in 2018 equated to $9.6 Billion.

This report identifies that the growing environmental awareness of consumers is one key market driver. To protect the environment from artificial waste generated from the manufacturing process and scrap materials, Table Linen manufacturers will have to invest in R&D to meet the consumer's demands. The easy availability and cheaper pricing are also considered as marked drivers. The growing demand for decorative tableware products and consumers' changing lifestyle are two major factors driving the market growth in the residential sector.

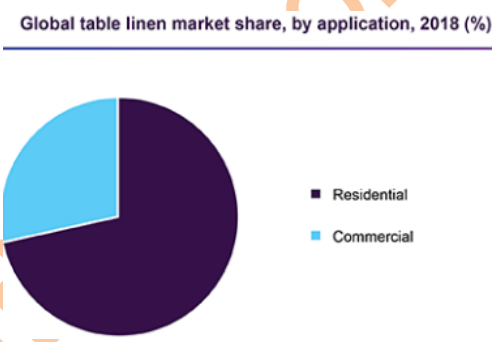
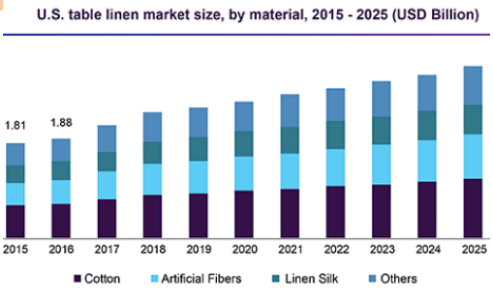


Table Linen's demand is vastly dominated by the residential sector, which occupies approximately 70% of the market share.

Grand View Research deduced that the largest share of the market (more than 30%) is accounted for by the cotton-based Table Linens. They are expected to be the most sought out type of product, only seconded by Artificial-fiber-based products.



The Artificial-fiber, which encompass products such as rubber table mats and spandex, are expected to achieve the fastest growth between 2019 and 2025. Their CAGR projection is 4.8%. The Premium-quality Table Linen market share is projected to decline due to the Linens' high cost and maintenance.

Region-wise, North America had the largest share of the market in 2018 – nearly 35%. The European followed in second, whilst the APAC region is expected to register the fastest CAGR of 4.7% between 2019 and 2025.

Sales value in thousand GBP	
2019*	64,475
2018	48,874
2017	51,026
2016	51,090
2015	49,303
2014	47,106

According to Statista's data in the UK, paper Napkins and Tablecloths sales have been growing steadily from 2014. A sales decline in 2017-18 was recorded, amassing £2.152 Million ($3 Million). However, 2019 Napkins and Tablecloth made up the difference with a sizable growth equating £64.4 Million ($90 Million).

Kitchen & Dining Textiles Trends

Hunter and Bligh's article and Chef's Resource's publication were processed to discern a couple of contemporary Kitchen Linen trends. These trends include:

- Neutral-toned tablecloth in a natural material such as linen
- Layering the table's base (with or without a tablecloth in place) with a vibrant placemat
- Classic linen tablecloth with rounded corners for weddings or anniversaries
- Spill-proof tablecloth, an adequate time and money-saver
- Cotton linen solid embroidery checkered design tablecloth

Key Competitors

Linen House

Linen House operates as a manufacturer and a retailer of non-clothing Linen products. They are located in Heatherton, Victoria and have been working since 1996. The Company offers a wide range of products including bedroom, bathroom, dining and living room linen products. Their Dinner Linen range includes Table Linen, tea towels & aprons, oven gloves & potholders. Linen House has thirty employees and earns annual revenues of $2.16 Million.

Sheets on the Line

Sheets on the Line are an Australian designer and retailer of highly ethical and quality home linen products. Operating since 2012 the Company is headquartered in Brisbane, Queensland. Sheets on the Line's product range encompasses bedroom, dining, beach, laundry and bath products. Within their Dining Linen range, they offer Table Linen and various accessories such as aprons, and tote bags, to name a few. The Company has sixteen workers in their employment, and manage to accumulate yearly revenues of $7.46 Million.

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