



DREAM DÉCOR REPORT 2019





KRIS LAMB

CEO, uShip

Home décor is having a bit of a renaissance thanks to social media trends geared to the home design. One in six (18%) Americans who've purchased an oversized item in the past year feel pressure to have "Instagram-worthy" décor.

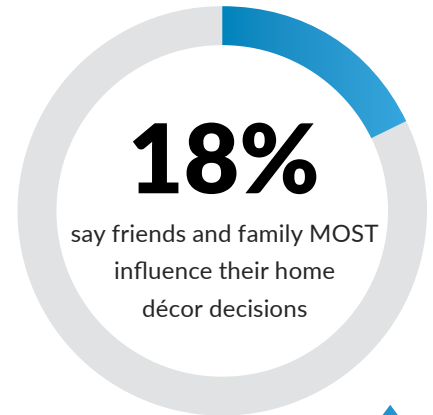
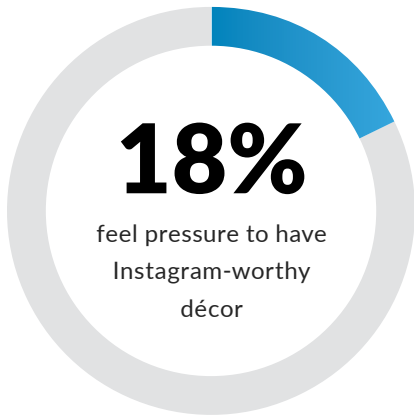
For boutique and small to mid-size furniture and home décor retailers, the resulting effect represents a significant opportunity. They can step in and compete with big box stores to offer unique and interesting pieces consumers want but haven't always been able to find. In fact, the Dream Décor Report shows one in seven (14%) of these Americans feel big retailers have too many furniture options, while one in eight (13%) can't find the furniture they like from a major retailer like Wayfair or Amazon.

It was our goal with the Dream Décor Report to uncover the challenges faced by consumers who feel the need to have a picture-perfect home. And at the same time, provide competitive insights to boutique furniture retailers who find themselves constantly under the big box shadow. One of the biggest challenges these boutique retailers need to focus on is improved shipping, namely high costs and long delivery time frames associated with getting large and bulky items from Point A to Point B. In fact, of these consumers, 56 percent said they would avoid a boutique furniture retailer if they encountered high shipping costs, while 36 percent would avoid a boutique retailer if it had slow delivery or a long delivery window.

*All stats representative of those who have purchased an oversized item in the past 12 months.

CONSUMERS ARE FEELING THE PRESSURE

These consumers are feeling the pressure to have the right home décor. The demand is there, they want to replace or upgrade their home décor and not necessarily with mass-produced pieces found at a big box store.



Friends and family barely edged online marketplaces and retailers such as Etsy, eBay, and Wayfair (15%) as top sources for home décor recommendations.

BIG BOX V. BOUTIQUE

The big-box selection might be wide, but it's shallow. These consumers want to find one-of-a-kind piece yet convenience drives them to staples like Wayfair and Amazon.



1 in 7 (14%) feel that big retailers have too many furniture options



1 in 8 (13%) can't find furniture they like from a major retailer like Wayfair or Amazon



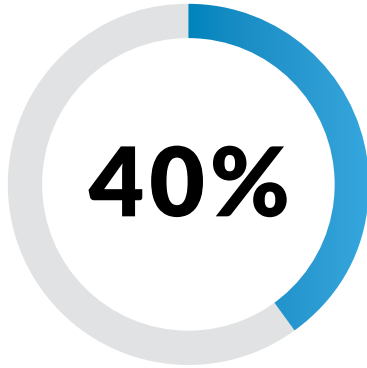
1 in 10 (11%) have regretted buying mass-produced furniture from a major retailer like Amazon or Wayfair

*All stats representative of those who have purchased an oversized item in the past 12 months.



COMPETING WITH BIG BOX RETAILERS

It's never been more important for retailers, big and small, to focus on the customer's entire journey. For many boutique retailers, fast, free shipping remains a struggle.



of these consumers would turn to a major retailer like Amazon or Wayfair if a boutique retailer didn't offer free shipping.



Oversized item consumers want interesting, unique pieces, yet expect the same delivery experience they would have with a big box retailer.

SHIPPING COSTS

56% said they would avoid a boutique furniture retailer if they encountered high shipping costs

DELIVERY WINDOWS

36% would avoid a boutique retailer if it had slow delivery or a long delivery window

CART ABANDONMENT

27% have decided not to purchase a piece of furniture after it was in their cart due to high shipping costs

BUDGET BUSTER

26% feel it's too expensive or difficult to replace their current furniture

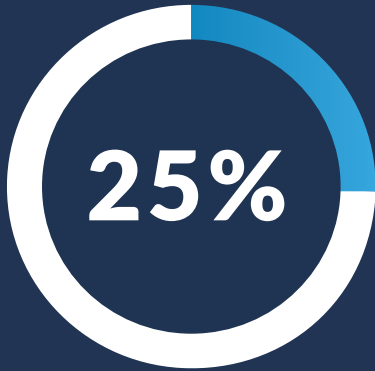
Boutique retailers who focus on shipping innovations, such as instant rates at checkout, first-to-final mile delivery, and tracking, can take advantage of one of the fastest growing categories in e-commerce.

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TASTEMAKER'S CHOICE

The data shows independent retailers have the opportunity to capture sales from those customers with a particular taste for unique items. Of these Americans who have purchased an oversized item in the last year:



agree that they prefer unique furniture that's not mass-produced



agree that big box stores like Amazon and Wayfair have too many options

31%

of these Americans are willing to spend more than their intended budget if they found the perfect item when shopping for a new piece of furniture.

IMPORTANT LIFE STAGES INFLUENCE HOME DÉCOR UPGRADES

Homeownership used to be the measure of success. But data shows people are renting longer, making décor buying the new marker of success.

Of these Americans, they feel it's appropriate to upgrade home décor at these life stages:

MOVING OUT OF THEIR PARENTS' HOME (16%)

Time to replace that sofa from the basement your folks said you could take

LIVING ALONE FOR THE FIRST TIME (17%)

Time to say adios to that cinderblock-and-plywood shelving system

RENTING OR BUYING YOUR FIRST HOME OR APARTMENT (30%)

"Eclectic" is nice, but it's time to find your new look

MOVING IN WITH A SIGNIFICANT OTHER (28%)

Yosemite Sam just called - it wants its wagon wheel coffee table back



*All stats representative of those who have purchased an oversized item in the past 12 months.



ABOUT THE DREAM DÉCOR REPORT

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1227 adults, 330 of which had purchased an oversized item online in the past year. Fieldwork was undertaken between 3rd - 4th June 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).



ABOUT USHIP

uShip makes it quick, easy, and affordable to ship large or bulky items. From cars to cranes and furniture to freight, our straightforward and transparent platform helps people, businesses, e-commerce sellers, and multinational logistics companies ship with greater speed and efficiency. Launched in 2004, uShip is based in Austin, Texas.

Find out more at uship.com, facebook.com/uship or on Twitter at [@uship](https://twitter.com/uship).

