

Furniture, Fast!

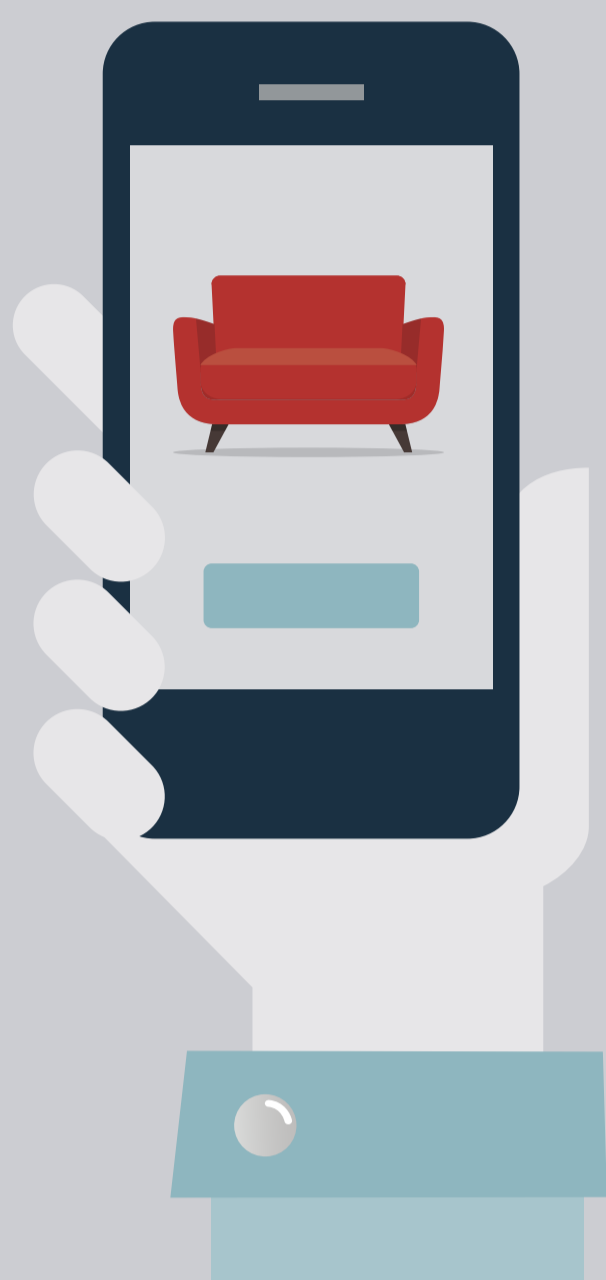
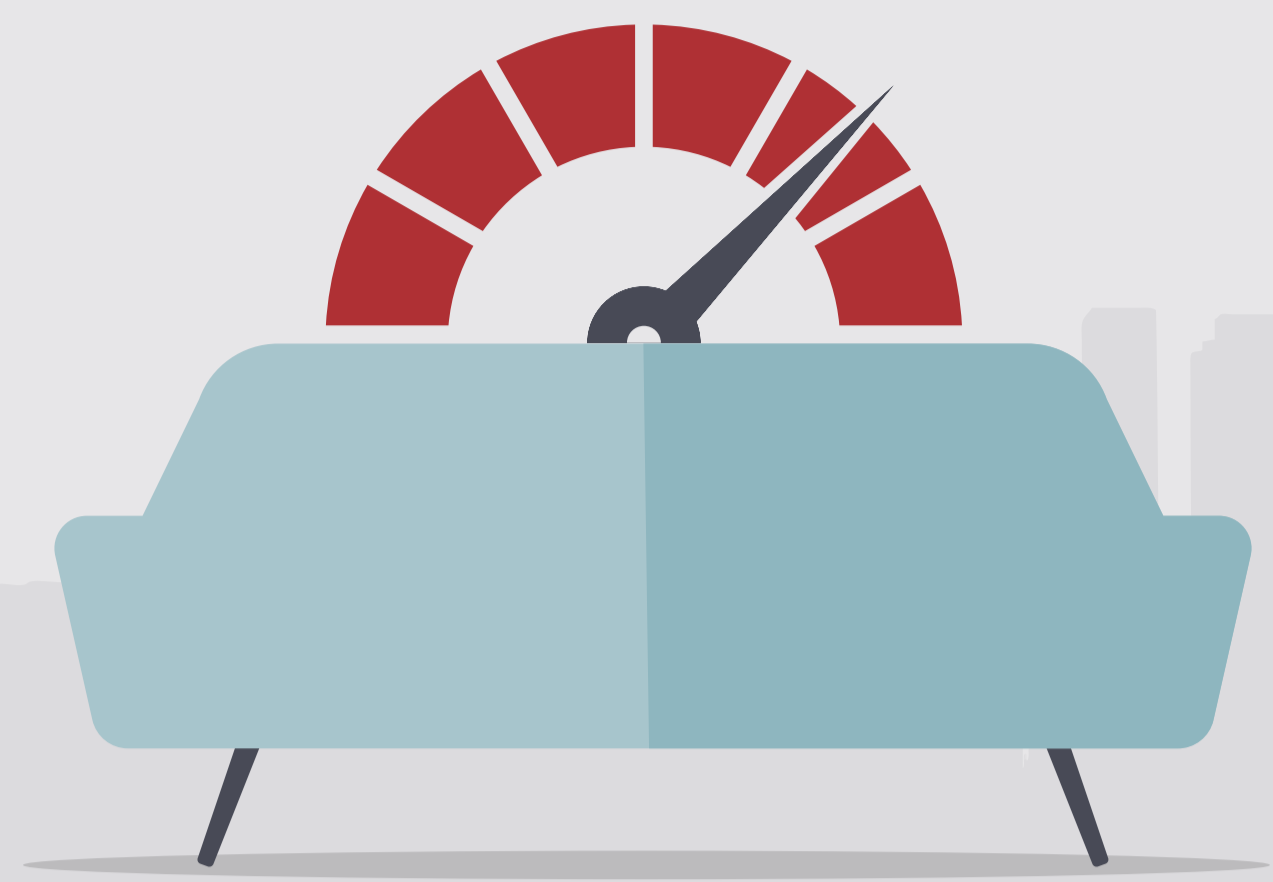
Four Forces Driving Fast Furniture Delivery Expectations

1 SQUEEZING DELIVERY TIMES

Today's consumer just won't wait.

In this industry estimated to be worth **\$472.30 billion** by 2024 the winners are working at a new speed.

And those not-up-to-speed are finding themselves out of the race.



2 THE ULTRA-CONNECTED CONSUMER

The internet satisfies and reinforces a see-now, buy-now mentality.

- More **nomadic lifestyles, less home-ownership**
- More **remote working conditions**
- More **trend-based buying decisions**

And the most important question is:

How soon will I have it?

3 INCREASING E-COMMERCE

The fastest growing retail channel, e-commerce

Amazon got serious about selling furniture in 2017 offering **2-day delivery** making traditional 6-to-8 week waits seem like a joke.

Augmented reality applications mean consumers can try before they buy.

Easy-return policies take away risk avoidance.

Furniture companies' only option to stay competitive? **Online and fast.**



4 FAST FURNITURE

Fast food, fast fashion... and now, **fast furniture!**

Ultra-connected consumers buy trends over quality, to look Instagrammable until the next move or next trend.

The response? Fast and direct-to-consumer furniture NOT meant to last.

"No showrooms. No salespeople. No unnecessary layers."

Just furniture though e-commerce... *fast.*



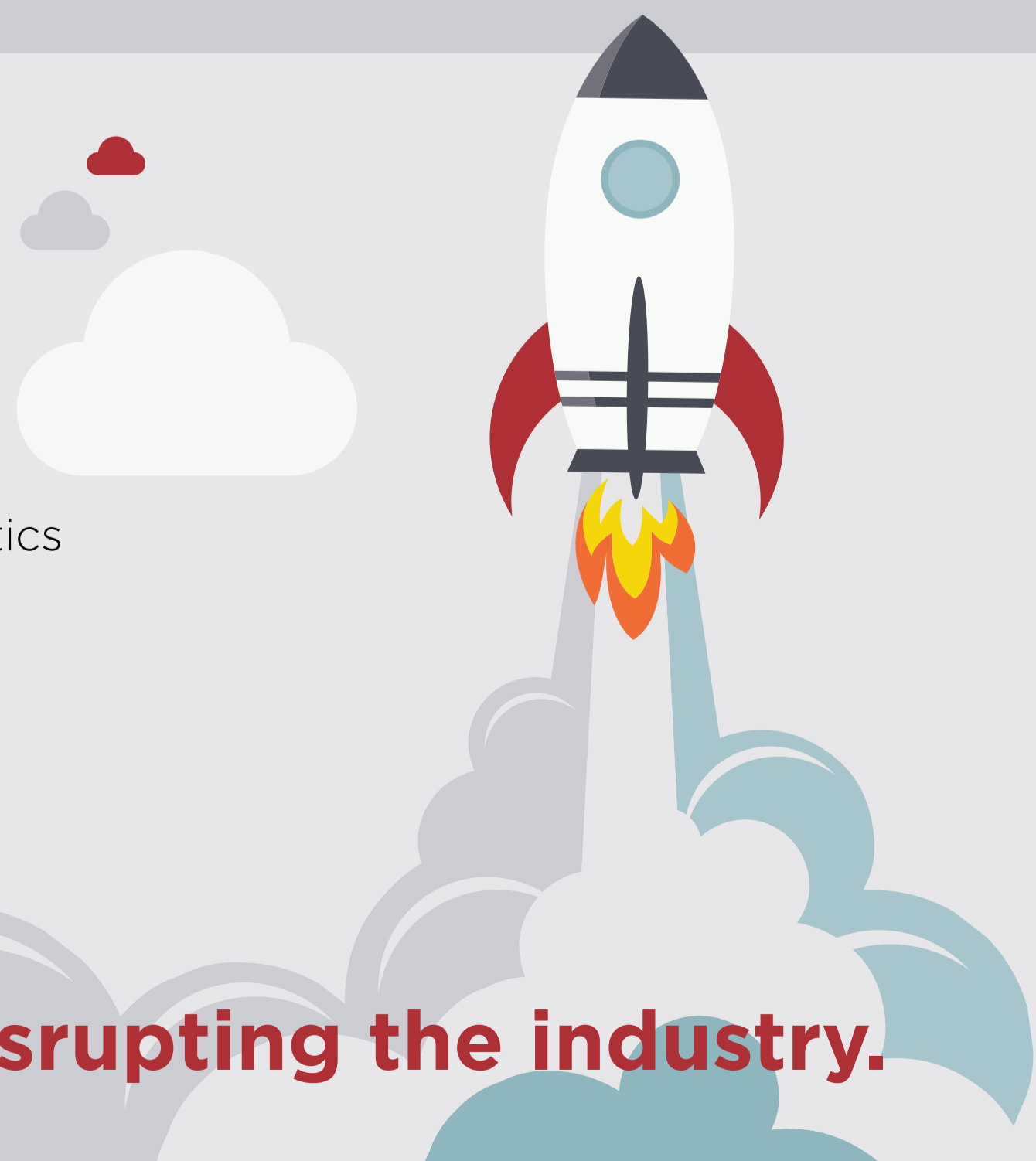
5 NEXT-LEVEL COMPETITION

Furniture start-ups:

- **Not weighed down by traditional processes** and logistics
- Created by and for **digital natives**
- **Inspired by Amazon**, rather than long-established furniture companies
- Are offering **delivery in under a week & often within 24 hours**

Why would consumers choose to wait?

They won't. These innovators are disrupting the industry.



INTERESTING STUFF, RIGHT?

For more insight, **download** our latest e-guide to get the full picture.