

## **France Furniture Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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### **Report description:**

The France Furniture Market is expected to record a CAGR of greater than 2.5% during the forecast period (2022-2027).

France is one of the largest furniture markets in Europe. Due to COVID-19, lockdowns and social distancing measures affected retailers with physical stores more than online retailers and ultimately accelerated the ongoing shift from brick-and-mortar to online retailing. For example, in France, the market share of e-commerce rapidly increased to almost 11% of total consumer goods sales during the confinement period, compared to less than 6% in 2019.

The home furnishings market in France has been growing year after year until 2020. The decline in the housing, real estate, and construction markets, combined with actions by the social movement, led to a decline in home furnishings. These factors affected the French furniture industry. However, a return to growth was seen as consumers took advantage of bargain prices. Despite all these issues, the future of the furniture market in France is expected to remain positive. Companies like IKEA, Conforama, Nobilia, and Roche Bobois are some of the most prominent names in the home furnishings industry, controlling chains of stores that offer a complete range of home furnishings under one roof. Rising smartphone numbers, 4G penetration, millennials preferring online viewing compared to store visits, and virtual reality showcases of furniture products are some factors driving the French online furniture market. It is observed that online sales of furniture in France from 2018 to 2021 registered a CAGR of 11.8%.

### France Furniture Market Trends

#### Increasing Demand for Office Furniture is Driving the Market

Office furniture includes desks, chairs, storage cabinets, and other items typically found in a workplace environment. Shrinking

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office spaces and the high cost of commercial leases have increased the demand for multi-functional office furniture. Also, the adoption of customized office furniture is rising as some organizations prefer interiors that match their theme and work culture. With the rising number of start-ups, the demand for such furniture is expected to increase significantly during the forecast period. Increased mergers and acquisitions and the rising popularity of online furniture stores will further boost market growth during the forecast period.

#### Online Sales is Growing in the Market

Online furniture sales in France are growing as customers prefer to shop online instead of going to stores. With smartphones and increasing internet penetration, consumers can now check and buy products online while on the move. This feature has led many vendors to conduct their business operations online. Vendors in the online home decor market also provide hassle-free home delivery options to customers. Factors such as the availability of detailed catalogs with defined product categories on most e-commerce platforms' catalogs, as well as the ease and convenience of online shopping, will propel this market's growth prospects over the forecast period.

#### France Furniture Market Competitor Analysis

The report covers major international players operating in the France Furniture Market. Regarding market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, midsize to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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