

United States Outdoor Furniture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The United States Outdoor Furniture Market size is estimated at USD 10.63 billion in 2025, and is expected to reach USD 13.70 billion by 2030, at a CAGR of 5.21% during the forecast period (2025-2030).

The US outdoor furniture market is witnessing a surge, propelled by the rising demand for patio heating products in residential and commercial settings. Additionally, there is a notable shift toward eco-friendly outdoor furniture. However, the market's long replacement cycle is a significant challenge, which is expected to hamper its growth. The outdoor furniture market is primarily driven by the escalating demand from hotels, resorts, public gardens, and open spaces. These trends are particularly prominent in coastal regions, hill stations, scenic locales, and historical sites. With the growing number of hotels and restaurants, the market is poised for further growth in the coming years. Moreover, consumers are increasingly focusing on enhancing their outdoor spaces, such as balconies, gardens, and porches, with aesthetically pleasing and comfortable designs, further fueling the market's growth.

The US outdoor furniture market has experienced significant growth in recent years. Factors like increased consumer spending, a surge in global tourism, a thriving residential and commercial construction sector, product design innovations, and portfolio expansions have been key drivers. Notably, the demand for patio heating products in commercial and residential spaces is increasing, further fueling market growth. The demand for eco-friendly outdoor furniture is on the rise, bolstered by the availability of versatile options and a notable uptick in online sales. The hospitality sector, encompassing hotels and restaurants, is set to be a key driver in shaping the outdoor furniture market.

Consumers are increasingly investing in outdoor furniture for their homes as they have more financial capacity for leisure spending. Homeowners are focused on creating visually appealing sitting areas in their gardens or balconies. Lounge chairs, seating sets, and tables are the top revenue generators in the outdoor furniture market. While the residential sector remains a

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significant market, the commercial sector is witnessing faster adoption of outdoor furniture. This stems from multiple factors, such as an uptick in travel, a heightened desire for unique experiences, and evolving lifestyles. Manufacturers are proactively capitalizing on this trend in the commercial sector to enhance their sales.

United States Outdoor Furniture Market Trends

Rising Demand for Outdoor Living Spaces is Driving the Growth of the Market

The United States is witnessing rising demand for outdoor furniture, fueled by the growing trend of people seeking to create inviting and comfortable outdoor spaces. This surge can be attributed to the desire to extend living areas beyond homes, a heightened interest in outdoor entertainment, and a greater emphasis on wellness and nature. Consumers prioritize outdoor furniture that is stylish, durable, and capable of withstanding the elements. Consequently, there are several options available in the market, ranging from traditional patio sets to cutting-edge designs. Manufacturers and retailers are diversifying their offerings and investing in new technologies and materials. The increasing popularity of outdoor living trends, such as outdoor kitchens, fire pits, and lounges, further propels this market's expansion. Homeowners are increasingly seeking a seamless blend between their indoor and outdoor spaces, maximizing their outdoor living areas.

Patio heaters are witnessing a surge in demand, primarily in commercial settings like pubs, lounges, cafes, and restaurants. This uptick can be attributed to the rising number of establishments, especially those with outdoor dining areas. Commercial customers show a strong preference for natural gas and propane patio heaters. Several players in the US outdoor furniture market offer patio heaters with distinct designs to stand out in the market. Notably, patio heaters are also gaining traction among residential users. As awareness about these products grows, more homeowners are incorporating patio heaters into their outdoor spaces. Consequently, there has been a notable uptick in patio heater sales in the residential sector. Given this trend, the demand for patio heaters in commercial and residential spaces is poised to fuel market growth in the coming years.

Increase in the Disposable Income is Expected to Drive the Growth of the Market

The US outdoor furniture market is witnessing robust growth, primarily driven by the surge in consumer disposable income. With more financial resources, consumers are increasingly investing in outdoor furniture to elevate their living spaces. The rising trends of outdoor entertainment and dining further fuel the demand for outdoor furniture. Consumers are keen on creating inviting and comfortable outdoor spaces, leading to a surge in sales of outdoor dining sets, loungers, and other furniture pieces. Buoyed by their rising disposable income, homeowners are increasingly focusing on enhancing their gardens and balconies with attractive seating arrangements. Moreover, the choice of outdoor furniture is significantly influenced by external climatic conditions, with factors like weather and insect resistance playing a pivotal role in the selection process. This trend is not confined to residential spaces; restaurants and cafes are also embracing outdoor dining options in the United States.

This shift toward outdoor dining is expected to notably impact the market, increasing the demand for furniture from hotels and cafes. Online distribution channels are pivotal in shaping the market landscape. These channels offer a wide range of brands at competitive prices and attract a more extensive customer base, fueling market growth. As digitization gains momentum, with a surge in mobile usage and improved internet connectivity, companies are increasingly transitioning from traditional brick-and-mortar transactions to e-commerce portals. Manufacturers leverage online platforms, including portals and third-party retailers, to enhance product visibility, especially in emerging markets. Success in the market hinges on factors such as competitive pricing, a robust distribution network, and brand recognition. Customers prioritize luxury, elegance, and versatility when shopping for outdoor furniture. They are drawn to items that balance trendiness and durability while being easy to maintain. Notably, outdoor fire pit sets and conversation sets are gaining traction among millennials.

United States Outdoor Furniture Industry Overview

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The outdoor furniture market in the United States is consolidated, with larger companies actively acquiring smaller ones to expand their market share. This consolidation is primarily driven by the pursuit of economies of scale, bolstered distribution networks, and the ability to diversify product offerings. Some major players in the market include Ashley Furniture Industries Inc., Berkshire Hathaway Inc., Brown Jordan Inc., Home Depot Product Authority LLC, and Inter IKEA Systems BV.

Additional Benefits:

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

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