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With reduced spending on travel, dining and leisure, consumer purchasing is shifting to home décor and design. The immediacy of the need increased during the pandemic, as retailers saw the emergence of compulsive buying behavior, both on the high street and online.

A trend that is benefiting the upholstered furniture market, which had already been growing steadily over the past decade. This trend that existed before the pandemic should strengthen.

In the office furniture market, manufacturers must now meet the expectations of new customers who work from home. They must adapt their B2B model to a B2C approach and totally rethink their offer, pricing strategy and distribution network accordingly.

