Household Furniture Manufacturing in the United States

February 2026

Source: IBISWorld
Industry Report: Household Furniture Manufacturing in the US (NAICS 33712) – Feb 2026

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1. Executive Summary

The **Household Furniture Manufacturing industry (NAICS 33712)** generated approximately **$27.1 billion in revenue (inflation-adjusted to 2026 dollars)** according to IBISWorld's February 2026 report

Following pandemic-era demand volatility, the industry is now in a normalization phase marked by:

- Moderating housing activity
- Reduced consumer discretionary spending
- Import competition pressures
- Margin compression across mid-tier manufacturers

The industry remains mature, moderately competitive and highly sensitive to housing starts and consumer confidence trends.

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2. Industry Overview

This industry manufactures furniture for:

- Residential households
- Institutional and public facilities (schools, hospitals, theaters)

Product categories include:

- Upholstered furniture
- Non-upholstered wood furniture
- Metal household furniture
- Institutional furniture

3. Industry Size & Structure

IBISWorld

Manufacturing • NAICS-US 33712

Household Furniture Manufacturing in the US

At a Glance

Revenue	$27.1bn	'21-'26	↓ 0.5 %	'26-'31	↑ 0.2 %
Employees	113k	'21-'26	↓ 0.6 %	'26-'31	↓ 0.2 %
Businesses	3,656	'21-'26	↓ 0.9 %	'26-'31	↓ 0.4 %
Profit	$2.0bn	'21-'26	↓ 1.1 %		
Profit Margin	7.3%	'21-'26	↓ 0.2 pp		
Wages	$5.7bn	'21-'26	↓ 1.3 %	'26-'31	↓ 0.1 %

Five-year growth rates display historic and forecast CAGRs

Source: IBISWorld Industry Report 33712 (Feb 2026)

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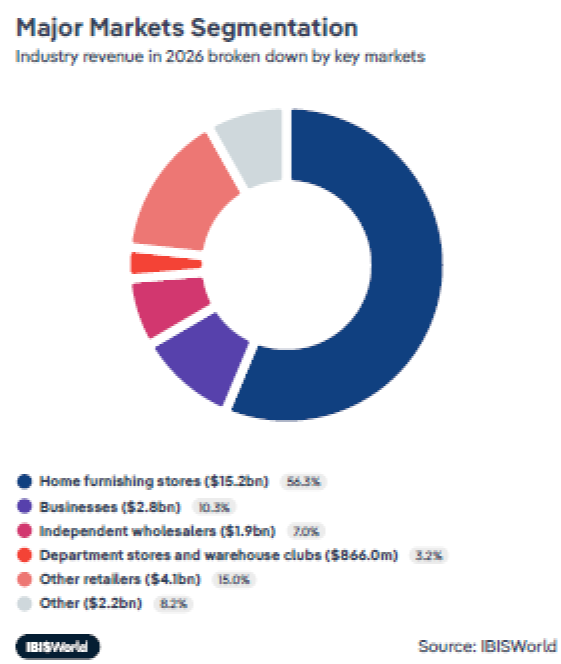
4. Market Drivers

Key external drivers identified by IBISWorld include:

- Housing starts
- Existing home sales
- Consumer confidence index
- Per capita disposable income
- Import penetration

Furniture purchases are closely tied to:

- New home purchases
- Residential renovations
- Household formation trends



5. Performance Trends

Pandemic Demand Surge (2020–2021)

- Remote work drove home upgrades.
- Stimulus spending boosted discretionary purchases.
- Elevated furniture replacement cycles.

Post-Pandemic Correction (2022–2024)

- Demand normalization.
- Rising interest rates reduced housing turnover.
- Consumer spending shifted toward services and travel.

2025–2026 Stabilization

- Moderate replacement demand returning.
- Housing affordability remains a limiting factor.
- Margins stabilizing but under competitive pressure.

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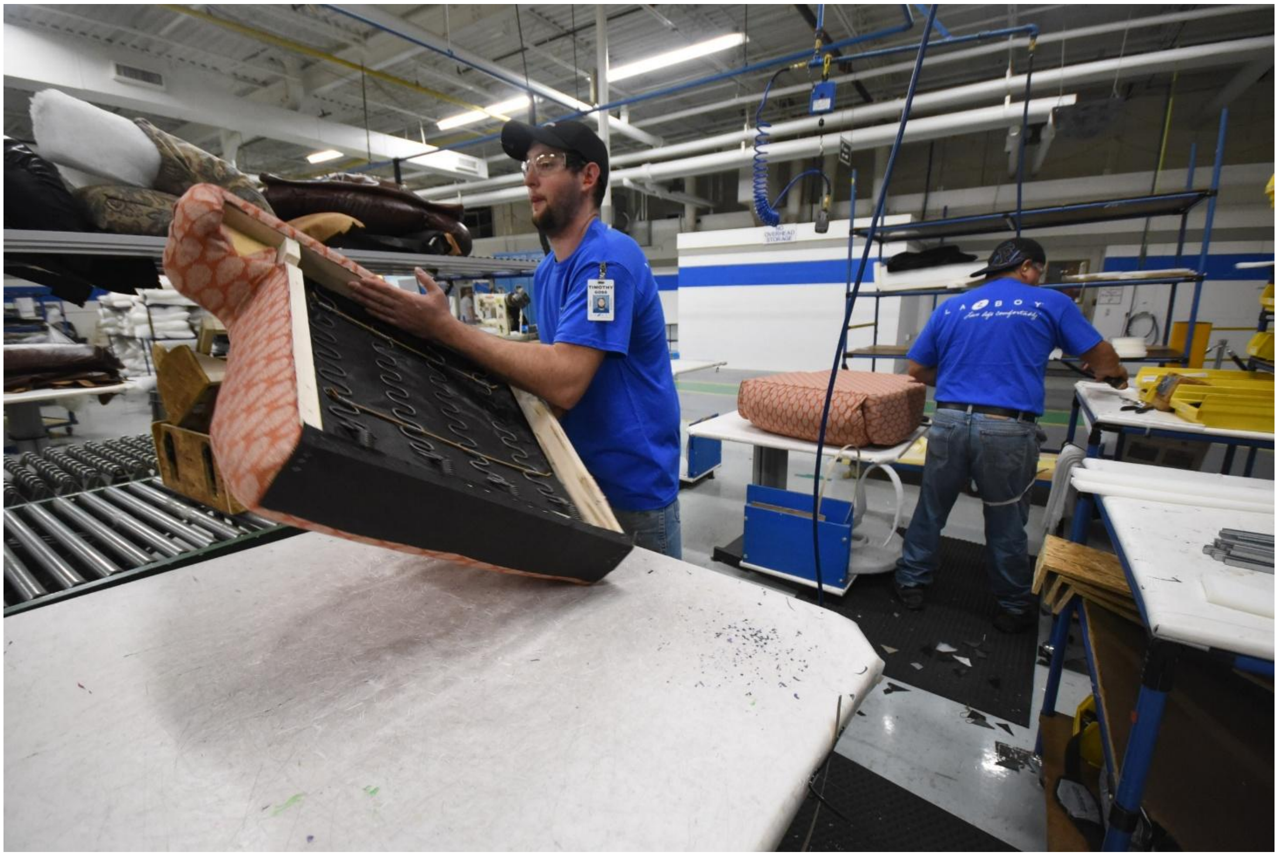
6. Competitive Landscape



Major Market Participants

Ashley Furniture Industries, Inc.

- Industry revenue (2026): $5.1B
- Market Share: ~19%
- Vertically integrated production model
- Recent logistics expansion investments

La-Z-Boy Incorporated

- Industry revenue (2026): $1.8B
- Market Share: ~6–7%
- Strong brand recognition in upholstered furniture
- Expanding data-driven operations

The top two firms account for approximately one-quarter of total industry revenue, reflecting low-to-moderate concentration.

7. Import Competition

Import penetration remains significant, particularly from:

- Vietnam
- China
- Malaysia

Offshore production continues to pressure domestic pricing structures. While some reshoring has occurred, imports remain a structural competitive force.

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8. Cost Structure Overview

Major cost components include:

- Raw materials (wood, foam, metal)
- Labor (manufacturing-intensive processes)
- Transportation and logistics
- Rent and utilities

Commodity price volatility, especially lumber and foam, has materially affected margins over the past five years.

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9. Innovation & Industry Trends

Product Innovation

- Modular and customizable designs
- Smart furniture integration (charging ports, adjustable systems)
- Sustainable materials and eco-certifications

Distribution Shift

- Growth in direct-to-consumer online brands
- Expansion of e-commerce channels
- Omnichannel showroom strategies

Operational Efficiency

- Automation and cellular manufacturing techniques
- Lean production methods
- Vertical integration strategies

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10. Industry Life Cycle

The industry is classified as **mature**, characterized by:

- Growth aligned with broader housing cycles
- Stable but competitive margins
- Low concentration
- Ongoing consolidation among larger manufacturers

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11. Five-Year Outlook (2026–2031)

IBISWorld projects modest stabilization with incremental growth tied to:

- Gradual improvement in housing starts
- Interest rate normalization
- Replacement demand cycles
- Demographic-driven household formation

Risks include:

- Continued import competition
- Consumer discretionary spending sensitivity
- Labor cost pressures
- Raw material volatility

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12. Strategic Implications

1. Housing exposure remains the dominant revenue driver.
2. Pricing discipline is critical in a low-margin environment.

3. Vertical integration improves cost control.
4. Brand positioning supports margin stability.
5. Digital channel development is essential for competitiveness.
6. Automation investments improve long-term resilience.

Conclusion

The US Household Furniture Manufacturing industry, currently valued at **$27.1 billion**, is transitioning from post-pandemic volatility into a period of moderated, housing-driven growth.

While competition and import pressures remain structural challenges, manufacturers that emphasize operational efficiency, brand differentiation and omnichannel distribution are positioned for sustained stability.

Data Source: IBISWorld Industry Report 33712 – Household Furniture Manufacturing in the US (February 2026)