

# Consumers crank up winter coziness with home furnishings, new survey finds

A recent survey reveals consumers are focusing on creating winter coziness ("hygge") at home, using furnishings like soft textiles, comfortable seating (sofas/beds), and creating warm atmospheres to combat cold weather and the cost-of-living crisis, with many spending significant time and money on these upgrades for indoor comfort.

## Key Survey Findings:

- Embracing "Hygge": A large majority of consumers are adopting the Danish concept of hygge, emphasising coziness, comfort, and well-being at home.
- Furnishings as Focus: Home furnishings play a crucial role, with

people investing in items to make their spaces snug and inviting for winter.

- Time & Money Spent: Consumers are dedicating substantial time and resources to cozying up their homes for the season.
- Economic Influence: Shifts in online spending and reevaluating purchases are happening due to rising living costs, yet coziness remains a priority.

## What This Means for Home Decor:

Expect increased demand for plush throws, soft cushions, warm lighting, comfortable bedding, and overall inviting decor that fosters a sense of indoor sanctuary. ■ *Source: HomeTextiles Today*

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## How Americans shop for furniture is changing: Insights from the 2025 Retail Index

The way Americans shop for furniture and kitchens has entered a new phase. Consumers get inspired online, personalise purchases, but still value stores for guidance. Expectations are evolving as fast as digital habits and retailers must keep pace.

This Furniture & Kitchen retail index is based on a survey of 9,000 American consumers, conducted in Summer 2025 by HomeByMe with IPEA, Prodege, and Catalyse Research. It explores how people shop for furniture and kitchens today, and their expectations for personalization and omnichannel experiences.

American consumers have fundamentally changed how they shop for home furnishings. They get inspired online, and they expect control over every detail of their projects. At the same time the need for in-store validation and the reassurance of a sales expert continues to be crucial: 43% U.S. consumers now make more than half of their furniture purchases online. 63% say they find their design inspiration primarily on the web. 64% expect their shopping habits to change further in the next few years.



Half toward more online, half toward more store visits. 50% of consumers say they would buy a sofa from a brand offering an online configurator.

Furniture purchases are increasingly project based. This is especially the case with kitchens, where budgets are high and decisions are complex: 76% of U.S. consumers want to use a 3D configurator for their next kitchen project. 93% use these tools to create layouts; 74% to visualize style. 27% say personalization via 3D solutions directly triggered their purchase decision. While digital spans generations, the way consumers combine channels differs by age. Furniture is no longer purchased in isolation. Consumers increasingly plan projects that span multiple rooms, using digital tools to test ideas before stepping into a store.

Consumers across all ages use digital channels, but their preferences vary: those aged 18–29 are active online and first-time buyers who want more store options, value guidance and tactile experiences, and balance discovery with reassurance. The 30–39 group also shops actively online, favors specialist websites, and is brand-oriented. Consumers aged 50+ show moderate digital adoption, prefer generalist websites, value in-store interaction above all, and are willing to travel over 30 miles to their preferred stores.

The kitchen is the highest-stakes category in US furniture retail: deeply considered, financially intensive, and central to daily life. It's also where consumer expectations for digital experiences are the highest, and where retailers must prove that they can deliver.

American brands are relying on direct-to-consumer platforms, 3D visualization tools, and ultra-fast delivery to meet this demand. The transformation is mainly being driven by younger generations. ■ *Source: HomeByMe Research*

## EU Parliament backs one-year postponement of EUDR, Extends compliance timeline to December 2026 - EPCH welcomes relief and seeks Handicraft sector friendly rollout

**New Delhi - 3rd December, 2025:** EPCH welcomed the European Parliament's approval of a one-year postponement of the EU Deforestation Regulation (EUDR), along with targeted simplification measures that provide significant relief to Indian wooden handicraft exporters. As approved, EUDR obligations will apply from 30th December 2026 for large operators and traders, and from 30th June 2027 for micro and small enterprises.

Dr. Neeraj Khanna, Chairman, EPCH, described the postponement as a timely step linked to IT readiness and simplified compliance. He noted that the extension offers exporters valuable time to prepare, benefiting a large number of artisans and exporters engaged in wood-based handicrafts such as furniture, carvings and decorative items. With clear guidance and a stable EU compliance framework, Indian exporters can meet EUDR requirements while ensuring continuity in sourcing for European buyers.

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, emphasised that the additional window should be used to establish practical compliance pathways. He

highlighted that simplified due diligence places primary responsibility on first-market introducers, easing the compliance burden on micro and small enterprises and allowing greater focus on sustainable sourcing.

Mr. R K Verma, Executive Director, EPCH informed that as the European Union has postponed this anti-deforestation law for a year in response to growing concerns from trading partners, the delay in the implementation of the EUDR for the Indian wooden handicrafts sector is a positive step towards balancing environmental objectives with the need to protect livelihoods. He further said, "EPCH is actively working with the concerned Ministries and relevant departments to develop a practical solution that will equip exporters with effective tools to address the geolocation traceability challenges arising from compliance with the EU Deforestation Regulation (EUDR)."

"We are expanding VRIKSH - Timber Legality Assessment & Verification Scheme scope aligned to EUDR compliances, and we'll coordinate with exporters and EU counterparts to rehearse submissions against the upgraded system". ■