

Home Furnishing Overview

Home Furnishing Products

35 percent of retailers surveyed said they carry home furnishings in their store(s). They reported these items to be their top five sellers:

Picture Frames	48.1%
Art—Sculptures/Statuary	29.8%
Candles.....	24.7%
Art—Prints/Canvas.....	23.4%
Rugs	9.5%

Switcharoos

This category is exactly the same compared to the previous year except that the number five spot, which was furniture, was taken over by rugs.

Customer Profile

Who is the typical core home furnishings customer according to those surveyed? She is female (99%), under fifty years of age (68%) and is a little more concerned with quality (45%) than price (36%).



What's Hot% stocking more in the next 12 months

Picture Frames	37.7%
Candles.....	24.4%
Cookie Jars	21.5%
Bed & Bath Sets	21.3%
Art—Sculptures/Statuary	21.3%

While both categories of art remain strong in the top five sellers, prints/canvas dropped out of the "will buy more of" top five completely, and sculptures/statuary dropped from second to fifth place.

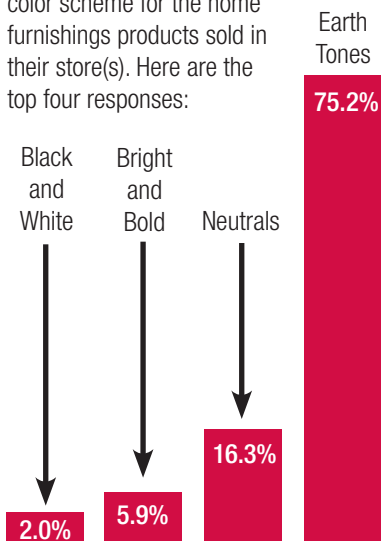
And What's Not % stocking less in the next 12 months

Candles.....	9.6%
Posters.....	8.1%
Knives, Silverware	7.4%
China, Dinnerware	7.3%
Art—Prints/Canvas.....	6.6%

Pillows dropped out of the "will buy less" top five completely from the number one spot last year at 14 percent. Other products remained about the same.

Horse of a Different Color

Respondents were asked to identify the most popular color scheme for the home furnishings products sold in their store(s). Here are the top four responses:



Top Home Furnishings Suppliers

These six companies/manufacturers of home furnishings were given the highest ratings by surveyed readers who buy their products.

- 1. Montana Silversmiths**
- 2. G.T. Reid**
- 3. M&F Western**
- 4. J.T. International**
- 5. River Mountain and Accent Wholesale (tied)**

Home Furnishings Retailers Say

"Montana Silversmiths is by far our greatest volume and offers quality products at affordable prices."

"M&F Western provides the best customer service of anyone I deal with. They are always friendly and most helpful."