

HOME FURNISHINGS

Momentum remains as there is no stigma with secondhand: Chairish

October 5, 2022



Ninety-seven percent of shoppers say there is no stigma associated in buying resale furniture. Image credit: Chairish

By KATIE TAMOLA

As 2021 saw mammoth gains for the home furnishing markets, the momentum is not expected to wane according to a new [report](#) from Chairish.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Spending grew at rampant speeds in 2021, and the total U.S. home furnishings spend is estimated to reach a whopping \$477 billion by 2027. As 82 percent of consumers have purchased home furnishings in the past year, and the desire for secondhand items is clearer than ever.

"Vintage has emerged as a compelling and increasingly mainstream alternative," said Gregg Brockway, CEO and cofounder of Chairish, in a statement.

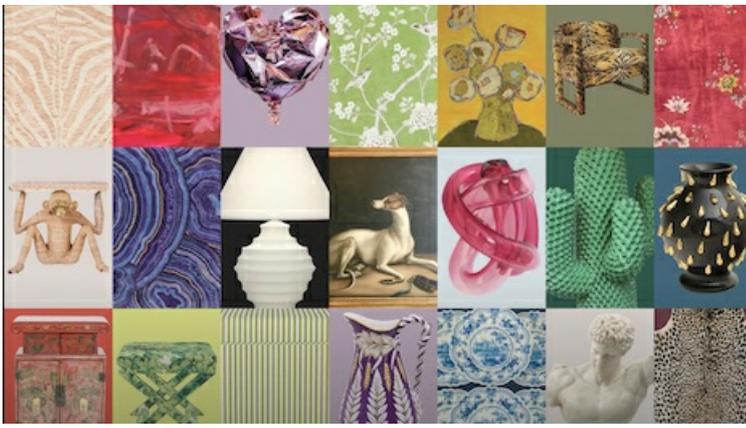
"Vintage items are not subject to rising prices or material and production delays; they already exist, so they are ready to be shipped or are available for quick local pickup," he said. "The environmental benefits of recommerce are undeniable."

The annual Chairish Resale Report utilizes research and data conducted by analytics firm Global Data. The firm also conducted a study in April May 2022 of 2,500 adults over the age of 18 in the United States.

Massive spend, no stigma

At the onset of the COVID-19 pandemic, affluents flexed their spending muscles in furnishing their homes, as they were slated to spend more time there than ever before.

As COVID-19 restrictions are lifted and global conditions ostensibly improve, spending has not slowed down.



Affluents are increasingly flocking to secondhand home furnishings due to the possibilities of finding one-of-a-kind, unique items. Image credit: Chairish

Home furnishing sales in the U.S. saw massive acceleration in 2021, with spending growing twice as fast than the year prior with a final number of \$415 billion.

Furthermore, vintage and secondhand items dominate wish lists.

Inclusive of all categories, the U.S. resale market is expected to reach \$289 billion by 2027. Consumers especially love to see secondhand in their homes.

Thirty-six percent of consumers have bought secondhand furniture and homewares in the last year.

When posed the question of whether or not there is a stigma in buying secondhand, the numbers reveal a comforting reality: shopping vintage and secondhand is a welcome new normal.

Ninety-seven percent of shoppers say there is no stigma associated in buying resale furniture.

Affluents are increasingly flocking to secondhand home furnishings due to the possibilities of finding one-of-a-kind, unique items.

Popular items that consumers are seeking include dining tables, which saw a 43 percent y-o-y sales growth, bed frames which saw a 42 percent y-o-y bump and nightstands which recorded a 32 percent increase y-o-y.

Top trending materials include antique pine, burlwood, raffia and bamboo.

Helping preserve the environment

Vintage and secondhand providers like Chairish help preserve the environment through reuse, refurbishing, repairing and reselling of products.

Since 2013, Chairish has rehomed more than 661,660 vintage, antique and pre-owned items.



Chairish is an online vintage furniture, art and home accessories sales service. Chairish accepts furniture and decor with listings a minimum listing price of \$25. Image courtesy of Chairish

Affluents are actively seeking out environmentally beneficial buying practices.

Fifty-four percent of consumers strongly support buying secondhand as it is better for the environment.

Sustainability and secondhand have permeated the luxury landscape, permeating every sector.

Sustainability has become a pillar of fashion over the last several years, lending to a rapid acceleration of the resale and consignment market.

While younger generations have spearheaded the thrifting movement as a way to recycle apparel and save money, they are beginning to invest in higher-value vintage items. In its 2021 Luxury Resale Report, resale platform The RealReal charted the current state of luxury resale and how the pandemic is propelling consumers towards environmentally-conscious shopping practices ([see story](#)).

Architects and interior designers believe that the desire for comfort and security will drive luxury home trends such as multifunctional rooms, entertainment space, and warm colors and fixtures. Greater appreciation of sustainability and the outdoors will also be part of the luxury home of the future ([see story](#)).

"In today's uncertain economy, the benefits of vintage are strikingly clear," said Anna Brockway, cofounder and president of Chairish, in a statement.

"Not only are vintage goods the more stylish and eco-conscious choice, but they are the antidote to the inflationary price increases and supply chain delays frustrating shoppers," she said. "Vintage isn't just a novel choice anymore; it's the new and smart standard."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.