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5 Key Findings from The State of Product Visualization in Furniture Retail

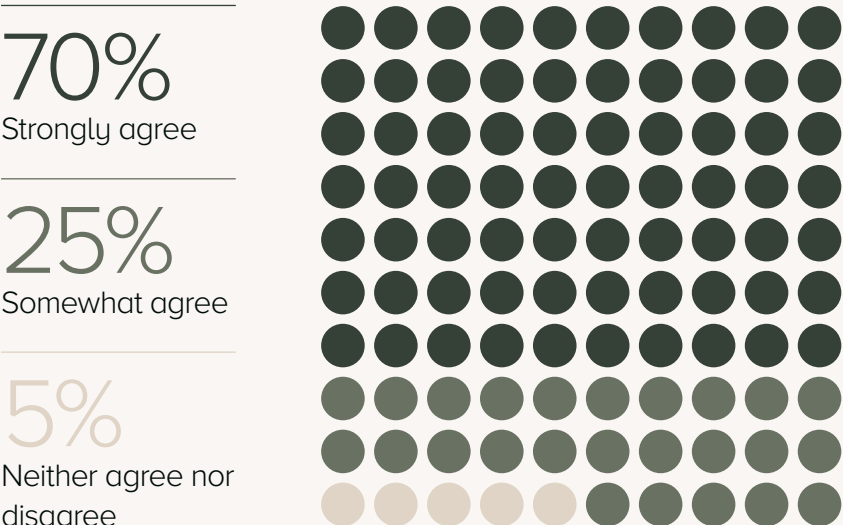
Research by London Research and Fixtuur explores how furniture retailers are utilizing 3D visualization and augmented reality technologies to meet growing consumer expectations for more immersive experiences, and to drive sales*.

1

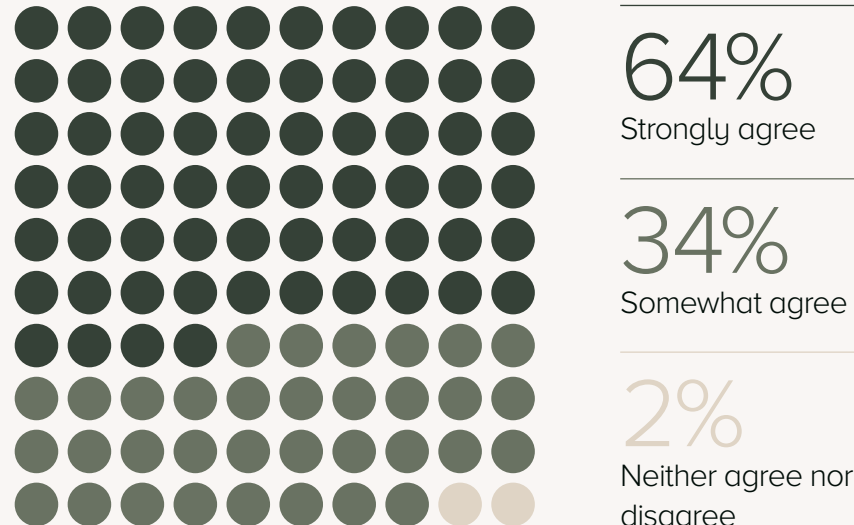
Almost three-quarters of furniture retailers strongly agree that the ability to customize furniture online is increasingly important to consumers.

And around two-thirds strongly agree that 3D visualization is becoming a ‘must-have’ for furniture ecommerce.

The ability to customize furniture online (e.g., colors, fabrics, configurations) is becoming increasingly important to consumers



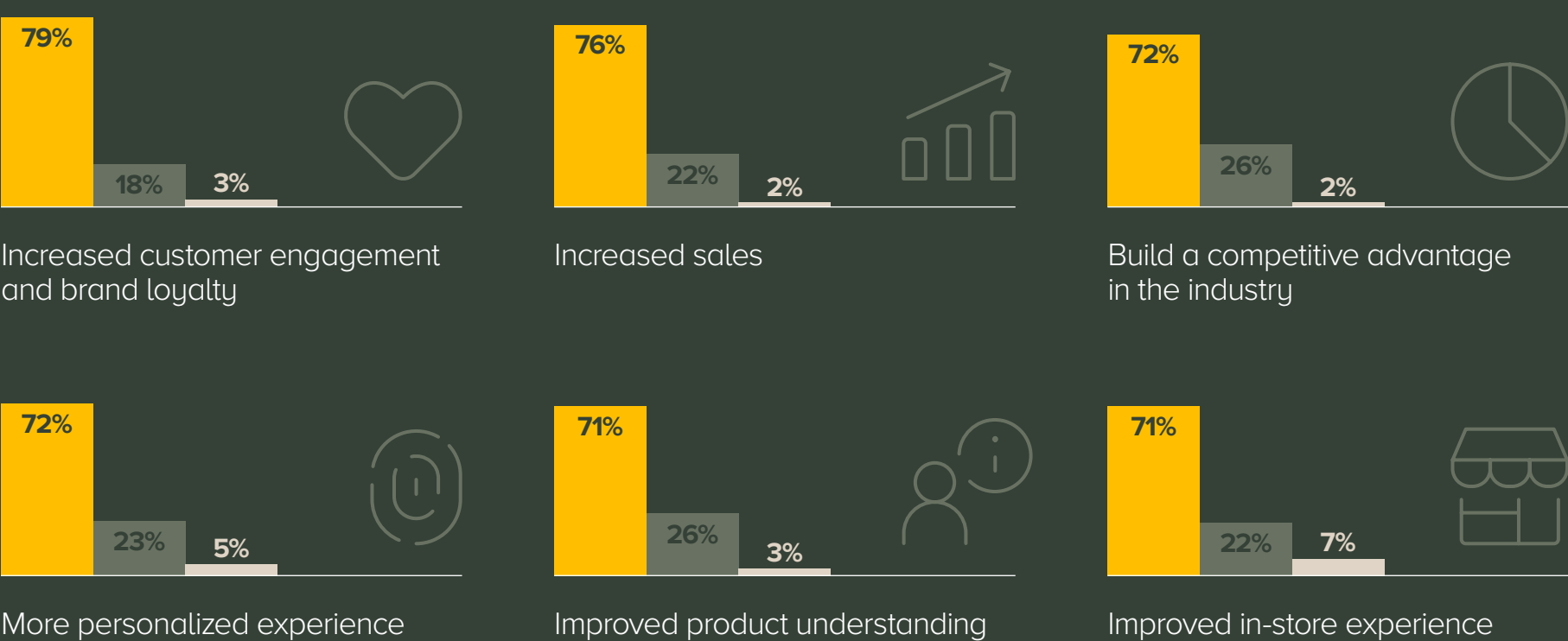
3D visualization tools are becoming a ‘must-have’ for furniture ecommerce



2

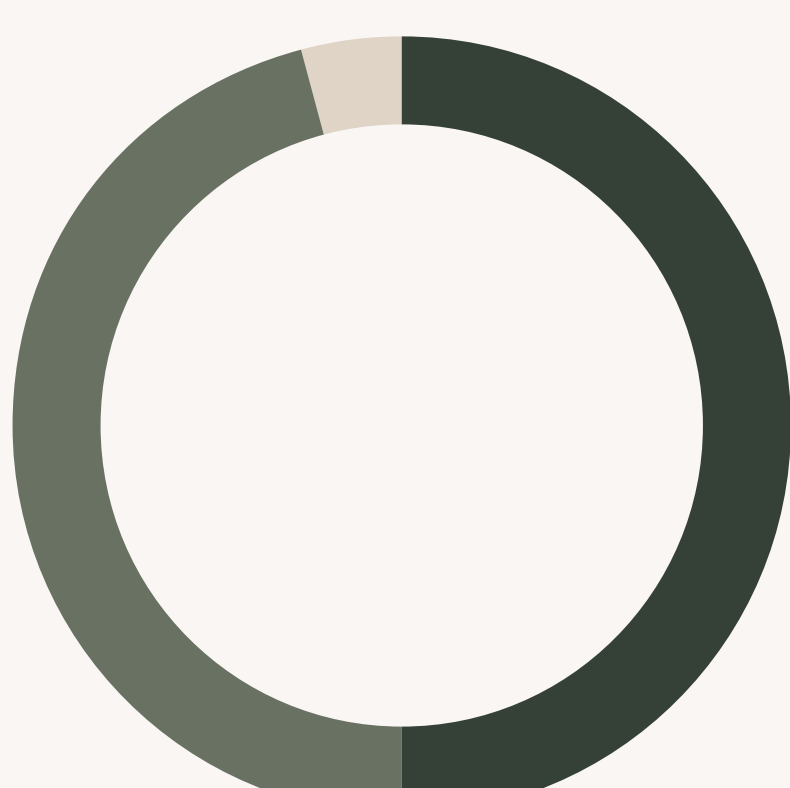
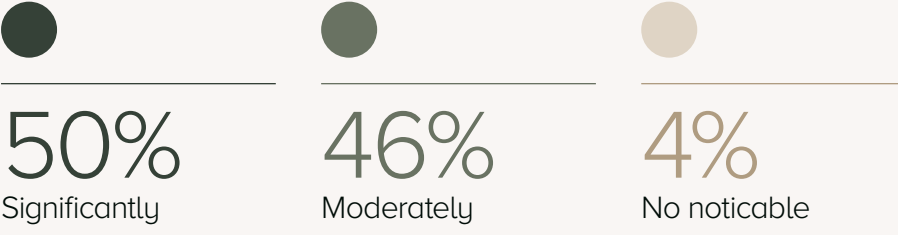
Greater customer engagement and brand loyalty, and increased sales, are the most widely recognized benefits of product visualization.

● Major benefit ● Minor benefit ● Not a benefit



3

An overwhelming 96% of furniture retailers who have deployed product visualization technology say it has positively impacted their company’s online sales.



4

Furniture retail ‘leaders’ – those companies that significantly outperformed their competitors over the last 12 months – are more likely to be offering a fully integrated AR experience.

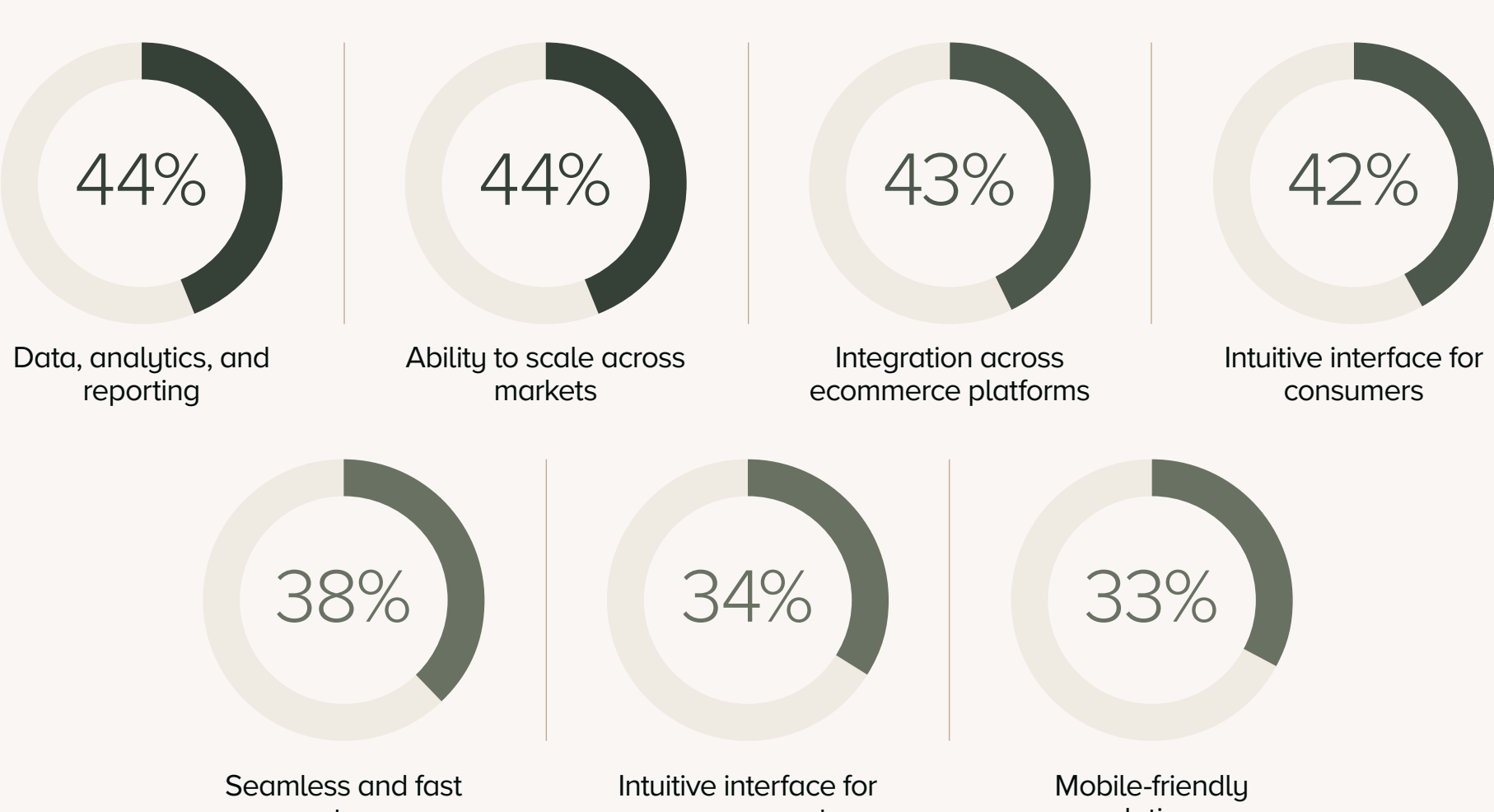


Leaders are also more likely to have used artificial intelligence, computer-generated imagery and virtual reality as part of their product visualization activities.



5

Data, analytics, and reporting, along with the ability to scale across markets, are seen as the most important capabilities for suppliers specializing in visualization technology.



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*This research is based on a global survey of furniture retailers carried out online by London Research in February and March 2025. For more details about the research download the full report.