

# Shaping The Future:

Unleash Growth in the Home & Design Sector  
through Digital and AI

Google

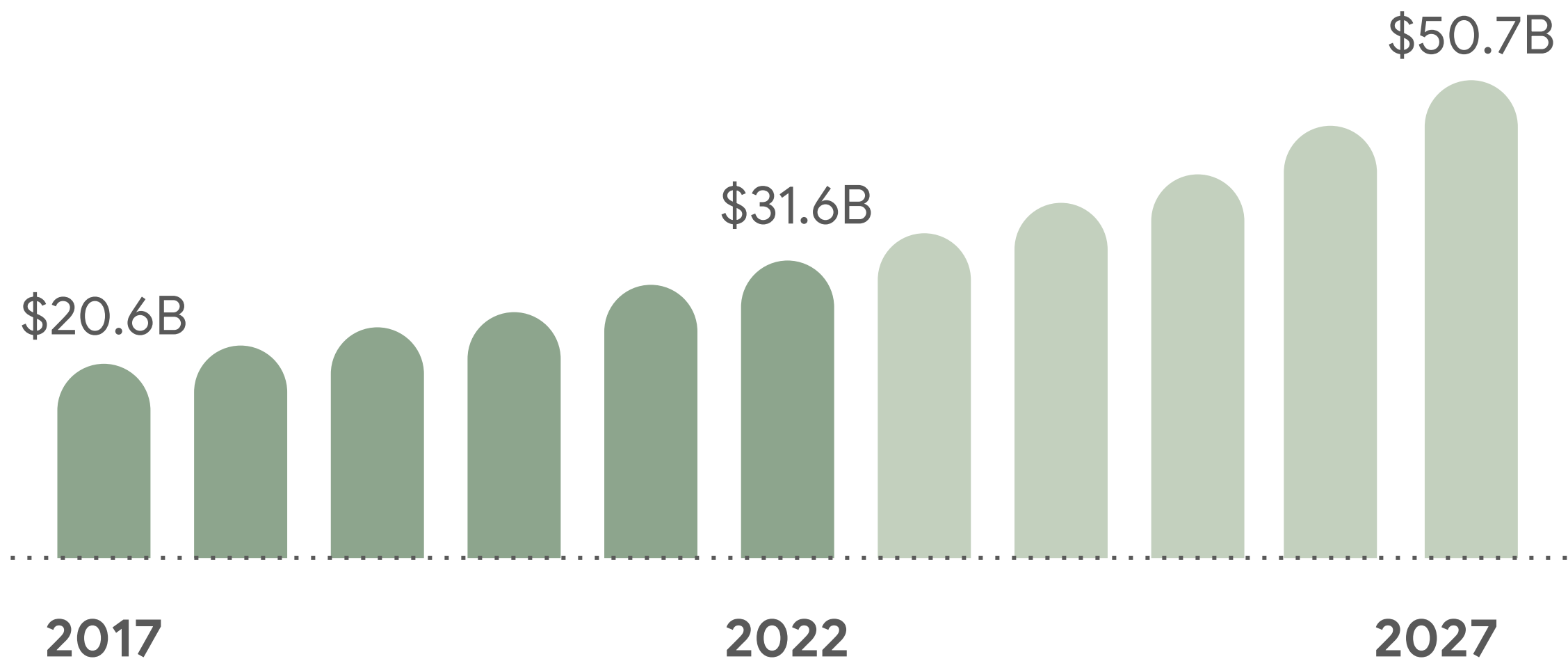
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# The Now and the Next in Home & Design:

## Global Home & Design E-commerce Market Size



10.5%  
CAGR '22-'27

The Now:

**Furniture is  
the third  
most purchased  
category online  
in the world**

**31%**

revenue of the sector  
coming from online

\*Source: Statista, Sales Channels for Furniture category, Global, Jun. 22

\*\*Source: eMarketer, Value of eCommerce sales, Furniture category, UK, US, Jun. 22



# Clients are already online

01

Looking for

Inspiration



02

Looking for

Discover



03

Looking for

Purchase



## Inspiration

Online shoppers  
spend most  
of their time  
to get  
inspiration

Source: Google / Trinity McQueen, August 2022, UK, Filter: Home & Furniture, Unweighted,  
Wave 2: n = 510, Wave 1: n = 508  
Question: "Thinking about the new retailers/brand/marketplace that you weren't previously  
shopping with 6 months ago, did you make your first purchase with them online or in-store?"

**Actively browsing**  
for a product to buy at the time

**44%**

**Engage with interactive experiences**  
not looking for anything particular

**28%**

**Browsing to get inspiration**  
for a product to buy at a later date

**28%**



Discover

# Online is the starting point to discover

Source: Google / Trinity McQueen, August 2022, UK, Filter: Home & Furniture, Unweighted, Wave 2: n = 510, Wave 1: n = 508  
Question: "Thinking about the new retailers/brand/marketplace that you weren't previously shopping with 6 months ago, did you make your first purchase with them online or in-store?"

Have a brand in mind  
while looking for inspiration

37%



No brand in mind  
while looking for inspiration

63%



% of users that discover and shop...

New retailers

54%

New brands

46%

New marketplaces

71%

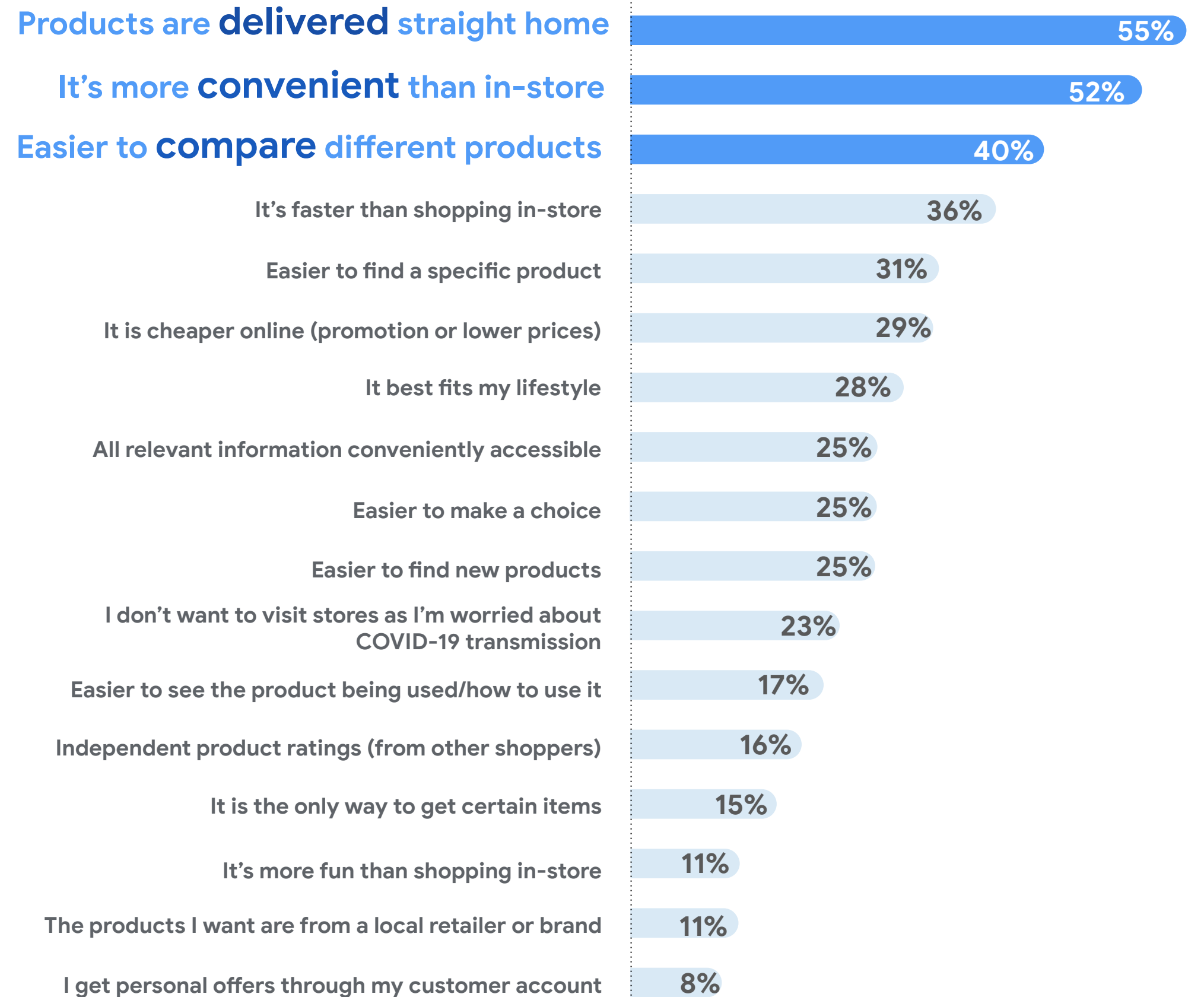
...online

Purchase

# Convenience, delivery speed and comparison are the drivers for online purchase

Source: Google / Trinity McQueen, August 2022, UK, Filter: Home & Furniture, Unweighted, Wave 2: n = 510, Wave 1: n = 508

Question: "Thinking about the new retailers/brand/marketplace that you weren't previously shopping with 6 months ago, did you make your first purchase with them online or in-store?"



How can  
**the online**  
unleash your potential?



1 Internet

# AI is the third big shift

2 Mobile

3 AI

The Next:



## Integrate experiences

**Online drives offline sales both for you or for your partners.**

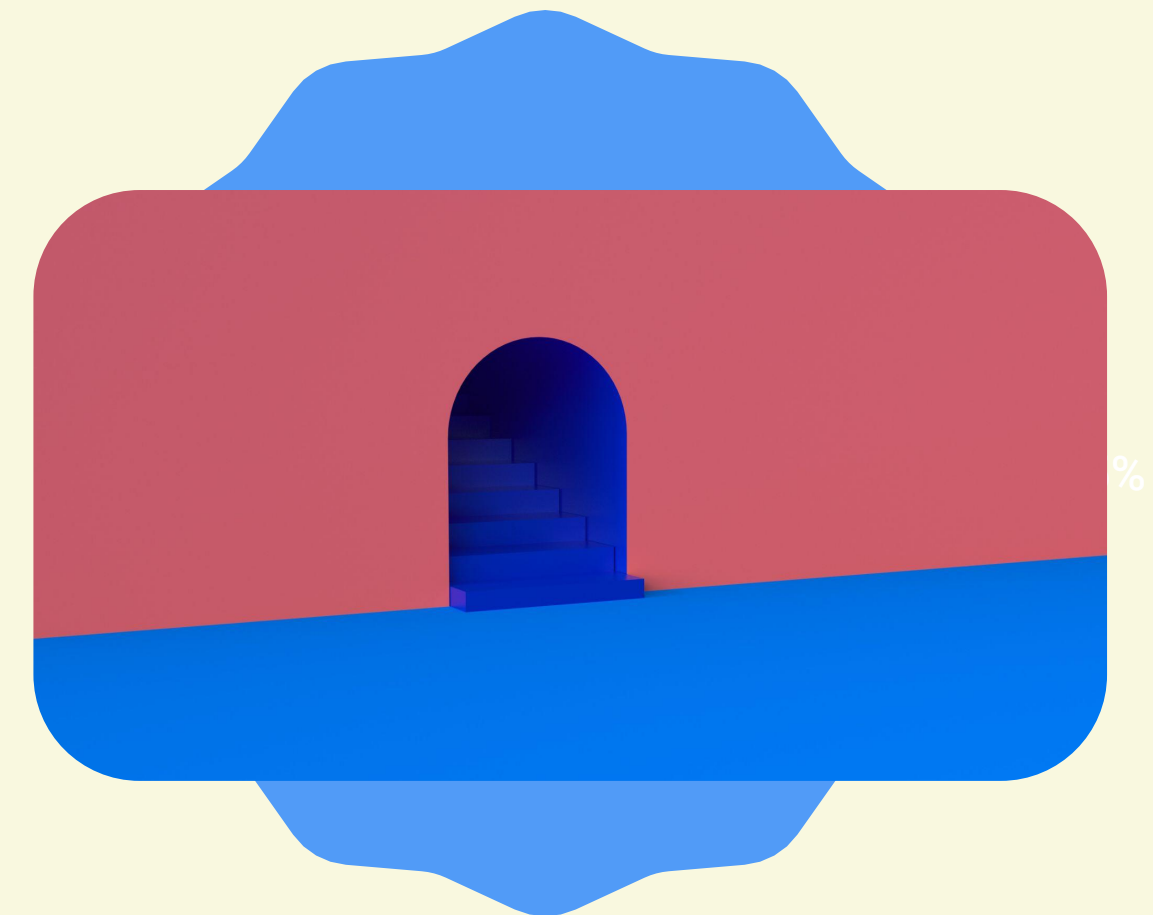
AI can help you seamlessly integrate your online and offline strategy by multiplying your results



## Find high-value leads

**Customers are already online looking for inspiration and new brands to discover.**

AI can multiply your ROAS



## Increase Lifetime value

**First-party data can help you build meaningful messages and experiences**

AI can increase your customers lifetime value



**Thank You**

Google