

# How do 2020 Customers buy?

## Customer Journey in the furniture industry



**24 million Poles** use the Internet on their computers or laptops at home and at work



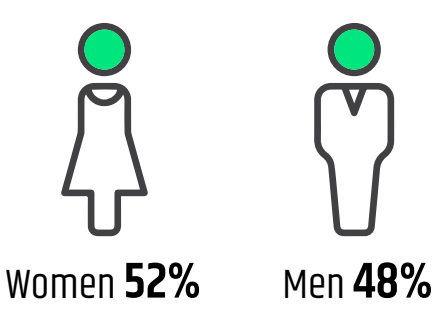
**20.9 million Poles** use the Internet on their mobile devices



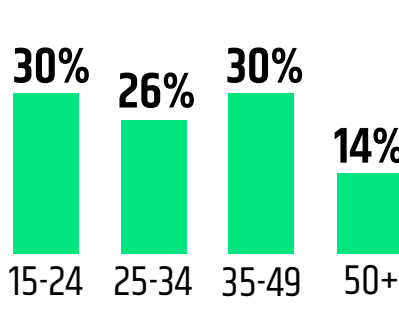
**80% of households** in Poland have access to the Internet

### Profile of a typical digital consumer in Poland

#### Gender



#### Age

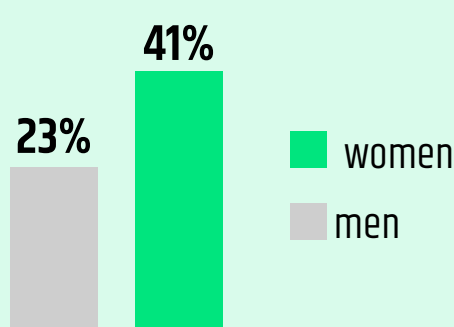


A typical Polish e-customer is a woman up to 34 years of age, with secondary or higher education, living in a city and declaring good financial situation.

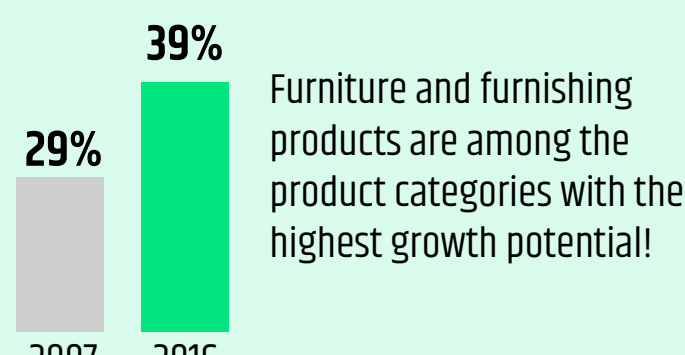


**28% of Poles** declare that they buy furniture on the Internet

Percentage of digital customers who purchased home furnishing products, including furniture, compared to earlier years



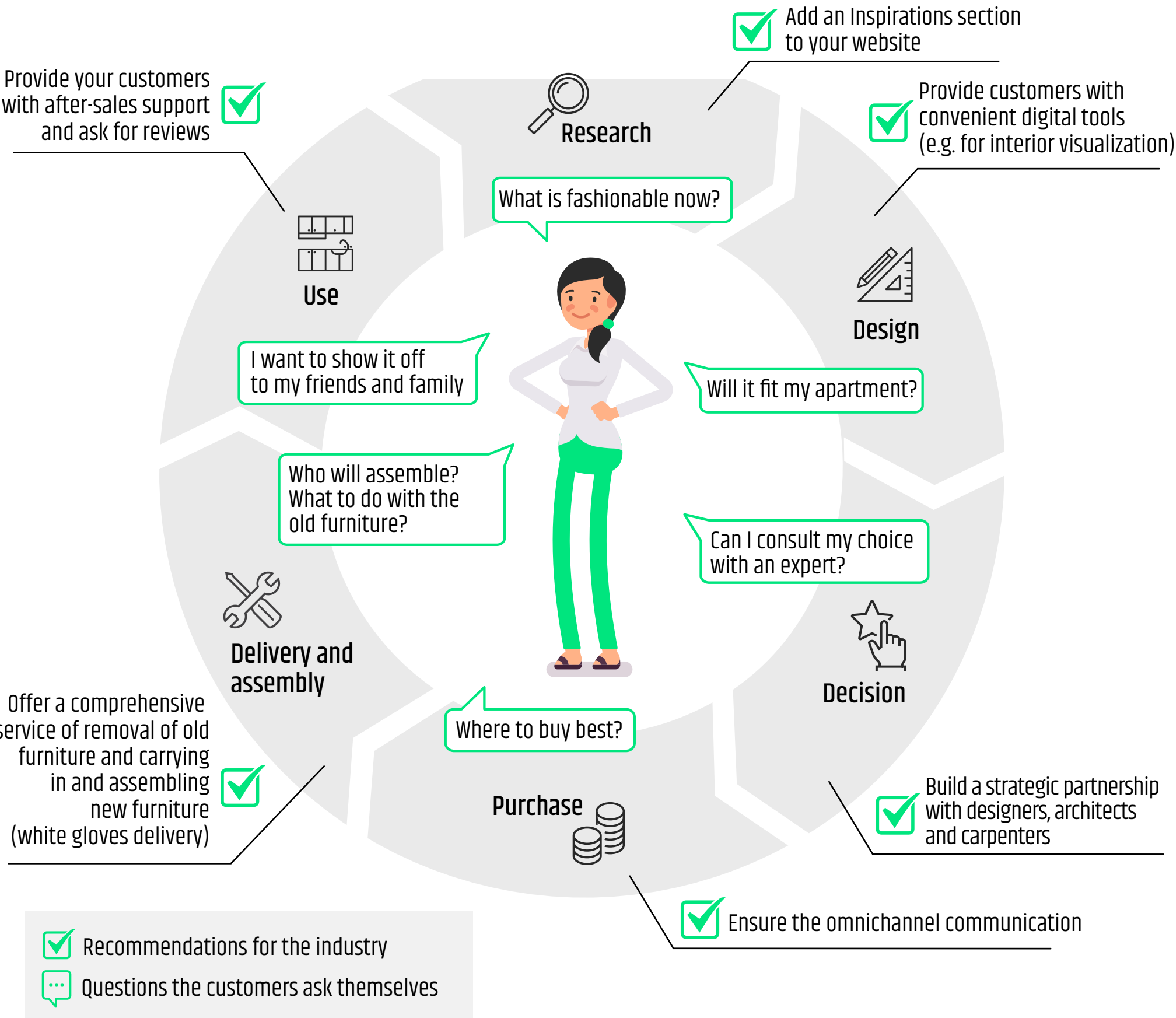
Percentage of Polish Internet users who bought furniture or home furnishing products in an online shop



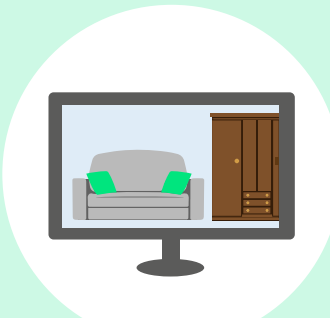
The industry needs to start preparing for the future customer today!

## Customer Journey

What does the customer journey look like?



Trends that will define the industry in the near future. They are crucial for shaping the digital customer's journey.



### Lifestyle communication

Popularity of interior design TV programmes. The interior design and apartment furnishing have become an important element of the lifestyle and a tool for expressing one's individuality.

### Role of the community in the purchase process

Social media drive sales. They are not only about building and maintaining relationships with customers.



### Omnichannel and the delivery method

Delivery as a comprehensive service including carrying in and assembly of new furniture and removal of old furniture.

### Personalization

Matching the message to a specific recipient and his/her needs. This increases the likelihood of purchase, but also helps to build long-term customer relationships.



### New technologies

Augmented reality, virtual reality and artificial intelligence are innovations that will change the way people do their shopping. They will allow people to have a detailed look at the furniture in the virtual world.

**ROPO effect, reversed ROPO and ROTOPO** exploiting the synergy between online and offline channels, building a coherent customer journey where a visit to a website or an offline showroom are elements of a unified process, and not separate phenomena.



## Want to know more?



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Based on e-point "Customer Journey in the furniture industry" report

[www.e-point.pl/raport-meble](http://www.e-point.pl/raport-meble)  
(available in Polish only)



Sources:  
 • Report "E-commerce w Polsce 2016" (E-commerce in Poland 2016), Gemius for e-Commerce Polska, Eurostat data  
 • „Population. Size and structure of population and vital statistics in Poland by territorial division in 2016 as of Dec 31”, central statistical Office of Poland  
 • Report "Rynek meblarski w Polsce" (Furniture market in Poland), kpmg Polska, June 2017  
 • Report "Customer journey w branży meblarskiej w Polsce" (Customer Journey in the furniture industry in Poland), e-point, October 2017