Wunderkind

HOME DÉCOR

2025 Consumer Insights Report

CONSUMER BEHAVIORS AND PURCHASE INTENT IN HOME IMPROVEMENT, FURNITURE, APPLIANCES, OUTDOOR & GARDEN AND HOUSEHOLD GOODS

🌸 Introduction

The U.S. home and décor market is set for steady growth in 2025, with revenue expected to surpass the $37 million generated in 2024. With a projected annual growth rate of 4.93% through 2029 and per capita spending climbing to $108.06, consumer appetite for home transformation remains strong—though increasingly deliberate and thoughtful.

Shoppers are taking a meticulous approach to decorating, blending style with substance. Minimalist design continues to dominate, with clean lines, natural textures, and neutral palettes defining modern interiors. Yet nostalgia and character are making a comeback—expect a resurgence of vintage, retro silhouettes, and personal touches that balance comfort with individuality.

In this highly visual and emotionally driven category, the path to purchase is no longer linear. Consumers—especially younger generations—rely on digital tools to research, compare, and validate purchases. Reviews, price transparency, and seamless online experiences are table stakes. And increasingly, ethical shopping is reshaping the market. Today's shopper is more conscious, favoring brands that demonstrate commitments to sustainability, employee welfare, and diversity and inclusion. To keep pace, brands must deliver digitally integrated, ethically aligned, and emotionally resonant experiences that not only meet aesthetic needs— but also reflect the values and decision-making habits of the modern home décor consumer.

One defining characteristic of modern consumers is how they typically switch between devices and research on multiple sites before purchasing. This fragmented purchasing journey makes re-engagement crucial— delivering the right message, on the right channel, at the right time can mean the difference between securing a sale and losing a potential customer. Yet, up to 95% of website traffic remains anonymous, making it difficult for home and décor brands to deliver personalized offers via email, text, and ads. Additionally, only 3% of visitors complete a purchase in a single session. Brands that fail to identify and re-engage these potential customers risk missing out on significant revenue opportunities.

This is where identity resolution transforms the game. Traditional providers match an unknown device to an email or mobile number, but Wunderkind goes further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually, Wunderkind has deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows home and décor brands to match anonymous visitors to their first-party databases, triggering highly personalized messaging at scale. Unlike traditional marketing technologies, Wunderkind guarantees a measurable lift in revenue for its clients.

Wunderkind also solves a critical challenge for home and décor brands: recognizing shoppers across multiple devices. Without the ability to connect these touchpoints to a single individual, brands struggle to deliver a seamless, personalized experience. Wunderkind's advanced identity resolution technology ensures that Jane Doe browsing furniture on her tablet is recognized as the same Jane Doe who saved a sofa on her desktop—enabling consistent messaging and a frictionless customer journey.

Beyond identifying existing customers, Wunderkind helps home and décor brands capture first-party data from anonymous visitors who aren't yet in their database. By collecting consented first-party data at scale, Wunderkind converts unknown website traffic into engaged subscribers, giving brands a larger, more qualified audience to nurture and convert.

Today's shoppers expect hyper-personalization in exchange for their loyalty. With partners like Wunderkind, home and décor brands can bridge the gap between anonymous traffic and known customers—unlocking the ability to deliver meaningful, behavior-driven offers across owned channels like email and text.

However, if your home and décor brand isn't leveraging an identity resolution partner, this research will help refine your strategy. By understanding what shoppers expect at every touchpoint—broken down by age and demographics—you can craft a smarter, more effective approach to engaging and converting your audience and driving growth in the competitive home and décor industry.

Methodology

In partnership with MX8 Labs, Wunderkind conducted the Home and Décor Consumer Insights Report 2025.

This research explores consumers shopping plans for 2025, key drivers influencing purchase decisions, browsing behavior, what leads to cart abandonment and how they can be won back. The report offers detailed insights paired with strategic takeaways designed to empower digital strategists, marketers, and decision-makers to identify emerging shopper trends and develop performance marketing strategies that strengthen brand-consumer relationships.

While this report focuses on home and décor, additional insights into other consumer verticals are available in our Consumer Insights content hub, which includes multiple reports categorized by country and industry.

Wunderkind X MX8 LABS

300

This report delves into the latest trends shaping online consumer behavior, drawn from a representative sample of 300 shoppers in the U.S., reflecting diversity across gender, ethnicity, age, and household income.
*Data collection was completed in March 2025.*

From Clicks to Carts: How Often Do Shoppers Buy from Home & Décor Brand Websites?

Digital purchase behavior reveals significant generational and gender contrasts in how frequently consumers engage directly with home and décor brand websites. For younger generations, especially Gen Z and Millennials, online shopping is not just a task—it's a routine. Over a quarter of Gen Z and M Millennial shoppers buy from home and décor sites weekly, showing a comfort and trust in digital brand ecosystems. Meanwhile, Boomers approach these purchases more conservatively, with nearly half shopping only once or twice a year.

Gender gaps are equally telling: men are far more likely than women to make frequent purchases, hinting at opportunities to boost engagement with female shoppers through curated offers, convenience, and education.

Key Insights

**Gen Z and Millennials Lead Weekly Purchases**

BOOMER	1%
GEN X	8%
MILLENNIAL	25%
GEN Z	28%
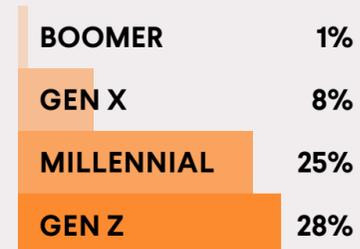
28x

Weekly purchases are highest among Gen Z (28%) and Millennials (25%), compared to just 1% of Boomers.

Monthly Purchases Peak with Gen X

BOOMER	10%
GEN X	32%
MILLENNIAL	18%
GEN Z	28%

Almost a third (32%) of Gen X shop once per month, more than any other age group.

Boomers Shop Infrequently

BOOMER	49%
GEN X	25%
MILLENNIAL	14%
GEN Z	9%
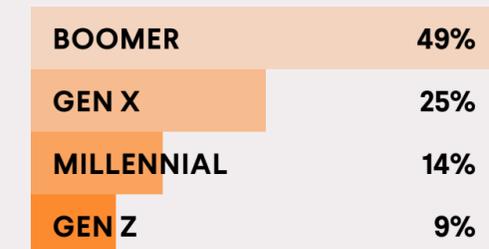
5x

Nearly half of Boomers (49%) only shop once or twice a year, compared to just 14% of Millennials and 9% of Gen Z emphasizing more deliberate purchase cycles.

Gender Gaps

Males are more likely to purchase weekly (21% vs. 8% for women) and monthly (22% vs. 20% for women). Women make more planned purchases, opting for several times per year (22% vs. 15% for men) or once or twice per year (29% vs. 22% for men).

Strategic Takeaways

1. Deliver Seamless Cross-Device Messaging
Given the extended purchasing process, often involving research across multiple sessions and devices—partner with an identity resolution provider to recognize customers seamlessly. Implement a unified cross-channel messaging strategy to deliver personalized, consistent communication at every touchpoint, fostering trust and strengthening brand/consumer relationships.

2. Double Down on Young Shoppers
Gen Z and Millennials are primed for repeat visits. Use targeted email and text triggered by browse and click data to generate higher sales, promoting campaigns featuring new arrivals, curated collections and early access incentives.

3. Nurture Occasional Boomers
Boomers respond to long-lead content such as seasonal guides and quality-focused campaigns. Segment messaging to highlight durability, trust, and ethical sourcing.

4. Monthly Campaign Triggers for Gen X
With a strong monthly shopping cadence, create predictable promotions (e.g., "Monthly Must-Haves") for Gen X cohorts.

5. Personalize by Gender
Consider gender-based segmentation—e.g., exclusive bundles, workspace or tech-forward product features for male consumers.

HOW FREQUENTLY DO YOU PURCHASE DIRECTLY FROM HOME AND DÉCOR BRAND WEBSITES?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Weekly	1%	8%	25%	28%	8%	21%	15%
Once per month	10%	32%	18%	28%	20%	22%	21%
Once every two months	18%	11%	32%	22%	21%	20%	20%
At least three times per year	23%	24%	12%	13%	22%	15%	18%
Once or twice per year	49%	25%	14%	9%	29%	22%	25%

Found & Furnished: How Shoppers Discover Home & Décor Websites for the First Time

Before carts are filled, shoppers have to find you. Home and décor brands are discovered through a mix of digital paths—but traditional search engines still dominate, driving 39% of first-time visits. This channel appeals across generations but skews older, with Boomers and Gen X leading the search-savvy crowd.

Meanwhile, third-party platforms are quietly stealing share: online retailers like Home Depot drive 26% of discovery, and marketplaces such as Wayfair capture 23%, making them both a critical ally—and a competitive threat.

Men trend toward high-intent discovery (search, marketplace), while women lean into visual and social cues. This segmentation reveals the media mix that matters—and the content and format that wins attention.

✳ Key Insights

Search is Still King—Especially for Older Shoppers

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BOOMER	50%
GEN X	45%
MILLENNIAL	37%
GEN Z	21%
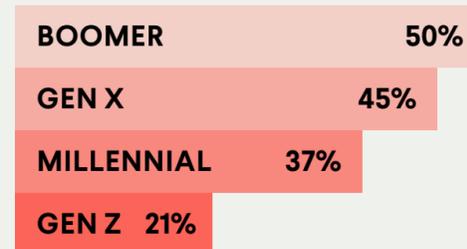
Search engines lead overall discovery, with half (50%) of Boomers and 45% of Gen X heavily relying on this traditional route.

Online Retailers and Marketplaces Click

A sizable 26% of consumers find brands through retailers like IKEA and 23% through marketplaces like Wayfair. Gen X leads the way in both categories.

Social Discovery Soars for Gen Z

BOOMER	6%
GEN X	12%
MILLENNIAL	19%
GEN Z	29%

5x
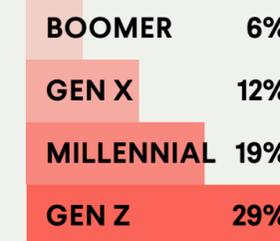
Nearly a third (29%) of Gen Z discover home and décor brands through social posts or influencer content—5x the rate of Boomers (6%).

Email and Text Has a Foothold

Inboxes aren't the traditional way to navigate directly to products, but it's still the norm preferred route for 7% of consumers, peaking at 12% of Boomers.

Gender Gaps in Discovery Style

Women rely on digital ads (26% vs. 22% for men) and marketplaces (27% vs. 19% for men). Men lean to search engines (42% vs. 36% for women) and reviews (14% vs. 10% for women).

Strategic Takeaways

1. SEO v GEO? Both!

With Boomers and Gen X dominating search behavior, brands need to strengthen search engine visibility to maintain relevance for older shoppers. Consider a robust GEO (Generative Engine Optimization) strategy which differs from SEO by enabling AI search tools to provide your site in contextualized searches (e.g., "minimalist bookshelf seller near me"). Early adopters of AI will discover your brand's products and services in those personalized search results.

2. Go Social or Go Silent with Gen Z

Want Gen Z's attention? Think Instagram Reels, TikTok hacks, influencer room tours, and shareable interior trends. Social is their primary discovery path—use it to pull them into your site's experience loop.

3. Retailers as Referrals

Third-party sellers are unfortunately part of the furniture. Leverage your presence on Amazon, Wayfair, and IKEA as your new storefront window. Optimize listings, visuals, and copy—especially for Gen X and Gen Z, who often start there.

4. Save Email/SMS for Reengagement

Since these channels barely move the needle on first-time discovery, reserve them for post-visit engagement, cart recovery, and VIP offers.

HOW DO YOU TYPICALLY FIND AND VISIT A HOME AND DÉCOR WEBSITE FOR THE FIRST TIME?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Clicking on an advertisement (e.g., Google Ads, social media ads)	8%	32%	34%	22%	26%	22%	24%
Finding the website through a search engine	50%	45%	37%	21%	36%	42%	39%
Discovering it via social media posts or influencer recommendations	6%	12%	19%	29%	15%	17%	16%
Opening an email or text message from the brand	12%	4%	5%	4%	6%	8%	7%
Seeing a physical ad (e.g., billboard, magazine, in-store signage)	11%	9%	14%	16%	10%	14%	12%
Reading about the brand in an article, blog, or review	12%	8%	14%	16%	10%	14%	12%
Clicking a link from an online marketplace (e.g., Amazon, Wayfair)	15%	33%	15%	28%	27%	19%	23%
Clicking a link from an online retail store (e.g., IKEA, Home Depot)	27%	31%	23%	21%	25%	26%	26%
Typing the brand name or URL directly into the browser	25%	15%	14%	19%	18%	19%	18%

Browsers or Buyers? How Often Do Shoppers Browse Home and Décor Websites Without Buying?

Not every site visit leads to a purchase—and in the world of home and décor, just browsing is practically a pastime. Home and décor shoppers often browse brand websites without intending to buy, but their habits vary sharply by age. Gen Z and Millennials are the most frequent browsers, with many visiting sites weekly—or even daily—for inspiration, trends, and product discovery. In contrast, Boomers and Gen X tend to browse less often and with more purpose, often engaging in more deliberate, research-driven sessions. Gender patterns are relatively balanced, though men are slightly more likely to browse daily. By understanding these passive-yet-promising behaviors, home and décor brands can design content and experiences that turn idle scrolling into future sales.
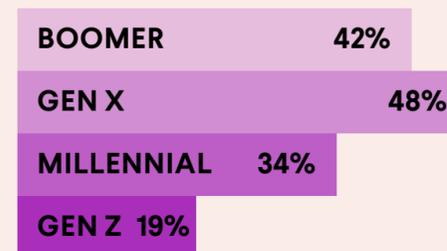
✿ Key Insights

Gen Z and Millennials Are Daily Scroll-Stoppers

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BOOMER	1%
GEN X	11%
MILLENNIAL	26%
GEN Z	28%

Over half of Gen Z (28%) and Millennials (26%) browse home and décor sites daily without purchase intent, compared to just 1% of Boomers.

Older Generations Take It Slow

BOOMER	42%
GEN X	48%
MILLENNIAL	34%
GEN Z	19%

Boomers (42%) and Gen X (48%) are far more likely to browse monthly showing a more intentional and less frequent pattern of engagement.

Weekly Browsers Are the Norm

BOOMER	18%
GEN X	25%
MILLENNIAL	32%
GEN Z	38%
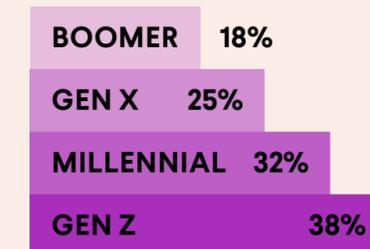
The most common cadence is weekly browsing, led by Gen Z (38%), Millennials (32%), and Gen X (25%)—highlighting ongoing interest and digital engagement.

Gender Parity

Women and men browse at similar weekly rates (28%), though men outpace women in daily browsing (19% vs. 12%) and women lead in monthly (40% vs. 33% for men).

HOW OFTEN DO YOU BROWSE HOME AND DÉCOR WEBSITES
WITHOUT INTENDING TO MAKE A PURCHASE?

Strategic Takeaways

1. Leverage AI and Identity Resolution for Undecided Buyers
Use AI-powered insights and identity resolution to identify patterns in undecided consumer behaviors. Deliver personalized, timely promotions, such as exclusive discounts or free shipping, to nudge these future buyers toward greater engagement.

2. Build for the Scroll, Not the Sale
Onsite content—like "Get the Look" guides, trending rooms, "Save for Later" or seasonal design hubs—can keep passive shoppers coming back. Think of this as your Pinterest board with a checkout button.

3. Target Older Shoppers at Key Buying Moments
Given their lower browsing frequency, personalized email campaigns with strong CTAs during peak buying seasons (e.g., holidays weekends) can drive sales. For this group, focus on monthly newsletters, seasonal campaigns, and trust-building content (quality, sourcing, durability).

4. Fuel the Habitual Browsers with Freshness
With nearly 1 in 3 Gen Z and Millennials browsing weekly or daily, keep your homepage, new arrivals, and collections regularly updated. Consider "What's New This Week" campaigns.

5. Segment Follow-Up Timing by Frequency
Avoid sending cart reminders or back-in-stock emails to someone who only browses monthly. Align re-engagement cadence with behavior—daily visitors get fast follow-ups, Boomers get a slower drip.

HOW OFTEN DO YOU BROWSE HOME AND DÉCOR WEBSITES WITHOUT INTENDING TO MAKE A PURCHASE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Daily	1%	11%	26%	28%	12%	19%	16%
Weekly	18%	25%	32%	38%	28%	28%	28%
Monthly	42%	48%	34%	19%	40%	33%	36%
Rarely	39%	16%	8%	15%	21%	20%	20%

# Purpose Over Purchase: Why Shoppers Browse Without Buying

Everyone knows the meaning of "window shopping" for a reason—it's as habitual as payday splurges and impulse buys. When shoppers browse home and décor websites without intending to buy, their motivations are as varied as their design tastes. Some are there to research and compare, while others are simply seeking inspiration or enjoying the experience. Younger consumers, especially Gen Z and Millennials, are more likely to browse for design ideas or bookmark items for later. Boomers and Gen X, on the other hand, are more focused on product comparison and deal hunting.

Gender dynamics reveal that women lean more toward inspiration and saving items, while men are more likely to browse for pricing or product research. Understanding these browsing intentions can help brands serve the right content at the right moment—and move shoppers one step closer to conversion.

Key Insights

Inspiration Leads Browsing Behavior

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BOOMER	26%
GEN X	35%
MILLENNIAL	29%
GEN Z	35%
WOMEN	38%
MEN	24%
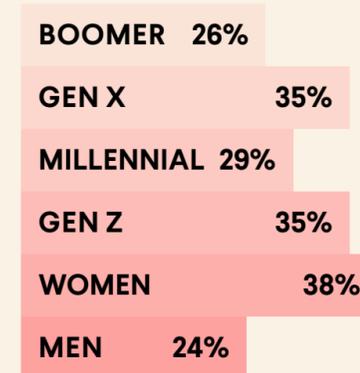
Almost a third (31%) of consumers browse for future consideration, with relative consistency across generations, but an uptick of 38% women vs. 24% men.

Boomers Browse with Purpose

Older shoppers are more likely to browse product comparisons (36% vs. 23% average) and discount hunting (32% vs. 27% average).

Entertainment as a Browsing Motive

BOOMER	10%
GEN X	17%
MILLENNIAL	18%
GEN Z	29%
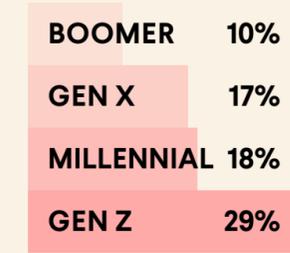
Nearly 1 in 3 Gen Z (29%) browse purely for entertainment or relaxation, turning shopping into screen time.

Strategic Takeaways

1. Maximizing Customer Identification and Re-Engagement
Implement advanced identity solutions to recognize browsing anonymous visitors and link them across devices and sessions. This allows for personalized follow-ups through email, SMS, and targeted ads.

2. Build Browsing Journeys, Not Just Buy Paths
Recognize that many visitors are in "research" or "inspiration" mode. Create browsable content like "Style It Like This" guides, shoppable lookbooks, and how-to articles that support exploratory intent without requiring a purchase push.

3. Highlight Comparison Features for Older Audiences
Since Boomers and Gen X browse to compare, invest in product comparison tools, side-by-side visuals, and transparent pricing displays. Make it easy for them to analyze, not just admire.

4. Use Personalization and Encourage Bookmarking & Wishlist Features
Implement "Save for Later" tools, back-in-stock alerts, and personalized reminders to re-engage undecided shoppers. Deploy retargeting strategies, such as email reminders, push notifications, or in-app saved-product prompts, to bring them back when they're ready to buy.

5. Inspire the Scrollers with Visual Content
Younger shoppers (and especially Gen Z) are browsing for fun or inspiration. Use rich lifestyle imagery, video content, and trend-forward banners to keep them engaged and returning.

6. Segment Follow-Up by Intent Signals
Trigger cart or browse abandonment messages based on purpose, not just behavior. For example, a user who viewed five sofas but added nothing to cart may get a "Top-Rated Sofas Compared" email instead of a discount push.

WHEN YOU BROWSE HOME AND DÉCOR WEBSITES WITHOUT INTENT TO MAKE A PURCHASE, WHAT IS THE PURPOSE OF YOUR VISIT?

| RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Research and discover new products	33%	39%	25%	22%	28%	32%	30%
Learn about trending home improvement styles	10%	16%	11%	16%	15%	12%	13%
Compare products	36%	19%	26%	10%	22%	24%	23%
Price comparisons or upcoming discounts	32%	27%	27%	19%	23%	30%	27%
Looking for design inspiration	26%	35%	29%	35%	38%	24%	31%
Browsing for entertainment or relaxation	10%	17%	18%	29%	19%	17%	18%
Bookmarking or saving items for later consideration	19%	19%	26%	29%	26%	21%	23%
Reading customer reviews or learning more about the brand	6%	21%	25%	22%	14%	22%	18%

Designs Worth a Double Take: What Brings Shoppers Back to Home & Décor Websites?

In home and décor, first impressions matter—but second visits are where loyalty is built. Whether it's easy navigation, quality product visuals, or a sense of ongoing inspiration, returning visitors are drawn by a mix of utility and delight. Boomers and Gen X favor clear product info and trusted experiences, while Gen Z and Millennials are pulled in by personalized recommendations, editorial content, and exclusive rewards. Gender preferences add another layer—women value inspiration and perks, while men respond to function and familiarity. The path to repeat traffic is paved with content, convenience, and customer-first design.

Key Insights

Everyone Loves a Good Deal

BOOMER	32%
GEN X	33%
MILLENNIAL	33%
GEN Z	35%
WOMEN	39%
MEN	28%
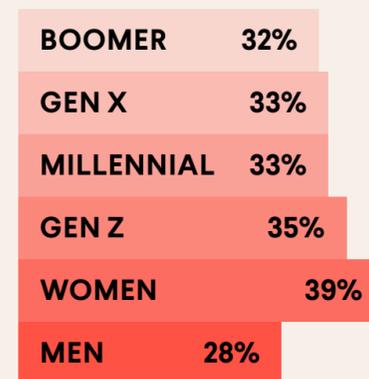
Exclusive discounts and rewards are the #1 driver of return visits across almost age groups, especially younger generations and women.

### Gen Z Craves Personalization and Inspiration

3x

Gen Z are around 3 times as drawn to personalized product recommendations, improvement guides and ethical brand values as older generations.

### Men and Women Click for Different Reasons

Women like personalization (12% vs. 9% for men) and exclusive deals (39% vs. 28% for men). Men are wooed by quality technical features (34% vs. 28% for women) and positive past experiences (28% vs. 24% for women).

Quality Imagery is the Hero for Boomers

BOOMER	40%
GEN X	28%
MILLENNIAL	30%
GEN Z	25%
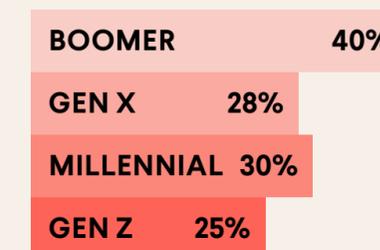
40% of Boomers cite high-quality images and detailed product descriptions as the top reason they return to a site.

Positive Buying Experience Drives Loyalty with Older Shoppers

BOOMER	32%
GEN X	35%
MILLENNIAL	21%
GEN Z	15%
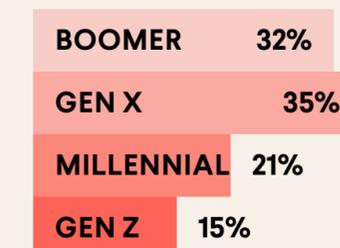
Over a quarter (26%) of consumers stick with brands they've had good experiences with, with Boomers (32%) and Gen X (35%) valuing this the most.

Strategic Takeaways

1. Deliver Rewards That Keep Customers Coming Back
Wunderkind's advanced identity resolution technology ensures that Jane Doe on her laptop is recognized as the same Jane Doe who browsed storage solutions on her phone—enabling you to deliver the offers that compel that customer to convert.

2. Product-First Content
For older shoppers, especially Boomers and Gen X, high-resolution photos, 360° views, and detailed specs build confidence and repeat visits.

3. Reward Loyalty with More Than Just Points
Discounts are sticky—but go beyond generic offers. Promote members-only pricing, early access, and stackable rewards to drive habitual browsing and buying, especially among Millennials and Gen Z.

4. Personalize the Shopping Journey at Every Opportunity
Since shoppers prefer tailored suggestions, brands should harness browsing history and past purchasing data to deliver hyper-relevant product recommendations via triggered messages post visit. AI decisioning will allow you to deliver this at scale, with no need for complicated journey orchestration.

5. Inspire with Editorial & Visual Stories
Build a "Looks We Love" section, DIY guides, and seasonal inspiration hubs to keep younger shoppers coming back for content, not just products.

6. Highlight Trust Signals for the Practical Shopper
Boomers and men in particular respond well to reliability cues: fast shipping, fair return policies, extended warranties, and consistent quality. Feature these trust-builders prominently in navigation and product pages.

WHAT WOULD MAKE A HOME AND DÉCOR BRAND'S WEBSITE ONE OF YOUR FAVORITES TO VISIT REPEATEDLY?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Easy-to-navigate design and user experience	24%	24%	12%	12%	18%	19%	18%
Personalized product recommendations based on browsing or purchase history	7%	7%	12%	18%	12%	9%	11%
Exclusive discounts, sales, or rewards for frequent customers	32%	33%	33%	35%	39%	28%	33%
High-quality product images and detailed product descriptions	40%	28%	30%	25%	28%	34%	31%
Inspiration through home improvement guides	8%	9%	16%	21%	15%	12%	13%
Transparent and ethical brand values (e.g. eco-friendly, sustainably sourced materials)	6%	8%	11%	19%	8%	13%	11%
Reliable and fast shipping	12%	20%	14%	15%	14%	16%	15%
Clear and fair returns policies	10%	8%	14%	16%	10%	13%	12%
A loyalty program or perks for members	13%	16%	19%	9%	15%	14%	14%
Positive previous shopping experiences with the brand	32%	35%	21%	15%	24%	28%	26%
Extended warranties	2%	4%	5%	3%	4%	3%	4%

Inbox or Out? Who's Subscribing to Home and Décor Brand's Lists

Home and décor brands are always looking to grow their email and text lists. 28% of consumers have signed up for lists, with Gen X (33%) and Millennials (40%) leading the way. However, 12% of consumers aren't interested in receiving marketing messages at all, making it essential for home and décor brands to offer compelling incentives. Almost a third (29%) of consumers only opt in to their favorite home and décor brands and 31% state they're not currently signed up, but would consider it, meaning there is a great opportunity to swell your database with the right value exchange.
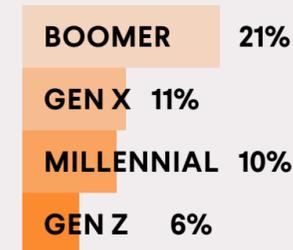
Key Insights

Loyal Fans - Many Consumers Are Already Subscribed

BOOMER	10%
GEN X	33%
MILLENNIAL	40%
GEN Z	31%
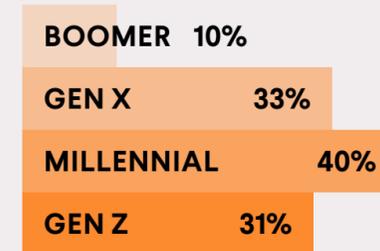
4x

Almost a third (28%) of consumers are subscribed to multiple home and décor lists, with Gen X (33%) and Millennials (40%) leading the way and 4x that of Boomers.

Who's Opting Out?

BOOMER	21%
GEN X	11%
MILLENNIAL	10%
GEN Z	6%

2x

While many consumers sign up, 12% aren't interested in receiving marketing messages, meaning home and décor brands should focus on clear value propositions and preference-based messaging. Stereotypically, Boomers are twice as reticent as any other generation.

We All Have Favorites

BOOMER	31%
GEN X	23%
MILLENNIAL	27%
GEN Z	34%
WOMEN	33%
MEN	24%
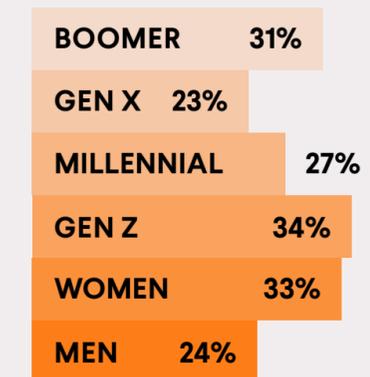
Another third (29%) of consumers only opt in to their favorite home and décor lists with parity across generations and women much higher than men.

Strategic Takeaways

1. Recognize More Anonymous Cart Abandoners
Traditional identity resolution providers match an unknown device to an email or mobile number, but Wunderkind takes this a step further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually across thousands of websites, Wunderkind possesses deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows home and décor brands to match anonymous visitors to their first-party databases if they haven't logged in.

2. Make the Value Clear - Discounts & Rewards Drive Sign-Ups
Since consumers love deals and loyalty perks, home and décor should prominently feature these benefits in their sign-up banners, pop-ups, and forms.

3. Cater Messaging to Opt-Out-Prone Consumers
Since 12% of consumers prefer not to receive marketing, home and décor brands should allow for communication preferences (e.g., weekly vs. monthly emails) and focus on high-value content to prevent unsubscribes.

HAVE YOU EVER SIGNED UP FOR A HOME AND DÉCOR BRAND'S EMAIL OR TEXT MESSAGE LIST?

| RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Yes, for multiple brands	10%	33%	40%	31%	24%	31%	28%
Yes, but only for my favorite brands	31%	23%	27%	34%	33%	24%	29%
No, but I would consider it	38%	33%	23%	29%	30%	33%	31%
No, I'm not interested in receiving messages	21%	11%	10%	6%	13%	12%	12%

Signed, Styled, Delivered: What Gets Shoppers to Opt In to Home & Décor Emails and Texts?

Before you can deliver the perfect product alert or exclusive discount, you need permission to reach your audience. Home and décor brands looking to grow their email and text subscriber lists need to serve up the right incentives. Exclusive deals and promotions (47%) are the top motivator, proving that consumers will always love a good discount. Loyalty and rewards program benefits (40%) are just behind, showing that consumers want to build meaningful relationships and receive ongoing perks, not just a one-time offer.

Younger shoppers respond well to early access and free shipping, while older audiences are especially incentive-driven. Women are more likely to sign up for experiential or value-based reasons, while men are slightly more responsive to loyalty benefits. Understanding these drivers helps brands design opt-in strategies that feel personal, timely, and rewarding—before the first message even lands.
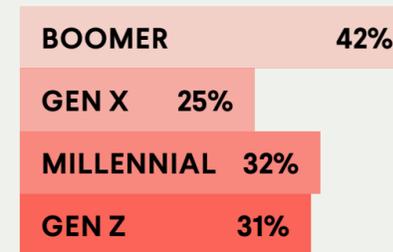
Key Insights

Everyone Loves a Deal

BOOMER	49%
GEN X	51%
MILLENNIAL	40%
GEN Z	47%
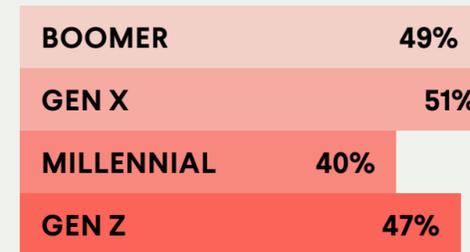
Exclusive deals and promotions (47%) are the most compelling reason to sign up—ranking #1 across almost every age group.
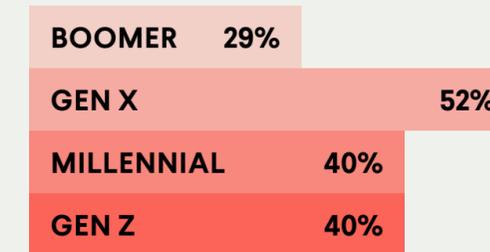
Loyalty Program Perks Hook

BOOMER	29%
GEN X	52%
MILLENNIAL	40%
GEN Z	40%

Over half (52%) of Gen X and a striking 40% of Millennials and Gen Z say rewards and loyalty benefits would make them sign up.

Fast and Free Shipping Always Has Appeal

BOOMER	42%
GEN X	25%
MILLENNIAL	32%
GEN Z	31%

A third (33%) of shoppers are drawn to free shipping offers, with interest peaking at 42% of Boomers.

Gen Z Seeks Early Access

BOOMER	8%
GEN X	20%
MILLENNIAL	22%
GEN Z	29%

4x

Younger shoppers are 4x as influenced as Boomers by early access to new products (29%), a sign that exclusivity and trend-savvy messaging matter.
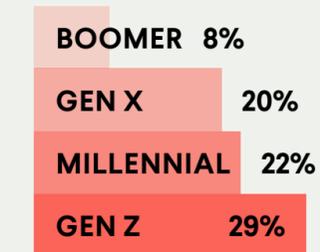
Gender Incentives

Women like free and expedited shipping for their opt-in (39% vs. 27% for men) and loyalty perks (41% vs. 38% for men). Men look for deals (49% vs. 44% for women) and exclusivity (22% vs. 17% for women).

Strategic Takeaways

1. Make the Discount Front and Center
Whether it's 10% off or a first-order freebie, exclusive offers should headline all email/SMS sign-up forms, overlays, and pop-ups.

2. Showcase Loyalty Benefits Clearly
Since Gen X and Millennials are loyalty-driven, promote rewards programs in your opt-in copy— "Earn points on every purchase" or "Unlock perks with every room refresh."

3. Offer First Dibs to Younger Shoppers
"Be the first to shop" messaging resonates with Gen Z. Tie sign-up incentives to early access to collections, limited-run pieces, or seasonal previews.

4. Lead with Convenience for Boomers
Make shipping perks prominent for older audiences. Messaging like "Sign up & enjoy free shipping" works well as a low-risk value exchange.

5. Allow Preference-Based Opt-Ins
Give users the option to choose email vs. SMS, message frequency, or content type (e.g. new arrivals, sales, design tips). This reduces opt-out risk and increases conversion.

HOW DO YOU PREFER TO RECEIVE FOLLOW-UP MESSAGES FROM A RESTAURANT WHOSE MENU /WEBSITE YOU HAVE BROWSED?

| RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
A discount on my first order	23%	28%	33%	26%	28%	26%	27%
Exclusive deals and promotions	49%	51%	40%	47%	44%	49%	47%
Early access to new products	8%	20%	22%	29%	17%	22%	19%
Loyalty and rewards program benefits	29%	52%	40%	40%	41%	38%	40%
Free & fast shipping	42%	25%	32%	31%	39%	27%	33%
Nothing, I don't want marketing messages	18%	9%	4%	4%	8%	11%	9%

The Pause Before Purchase: What Holds Shoppers Back from Buying

Even the most carefully curated home and décor websites face a common challenge: cart abandonment. Shoppers visit, browse, and add items to their carts—only to leave without completing a purchase. The biggest barriers? Holding out for a sale (29%), lack of urgency (23%), and uncertainty about product quality (22%).

While Boomers and Gen X hesitate for shipping fees and a lack of immediacy, Millennials and Gen Z are more concerned about product quality. Understanding what causes shoppers to stall reveals opportunities to improve conversion without relying solely on deep discounts.

✿ Key Insights

Waiting for a Sale Is the Top Conversion Blocker

BOOMER	25%
GEN X	31%
MILLENNIAL	30%
GEN Z	31%
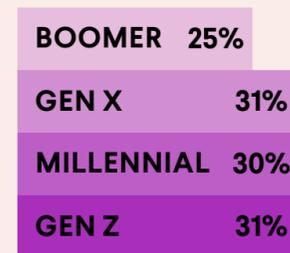
Across every generation, price sensitivity leads: 29% of shoppers hold off in hopes of a discount.

Quality Concerns Rise Among Younger Audiences

BOOMER	18%
GEN X	20%
MILLENNIAL	23%
GEN Z	26%

Uncertainty around product quality is ubiquitous, but cited most by Gen Z (26%) and Millennials (23%).

Shipping Costs Still Discourage Checkout

BOOMER	20%
GEN X	16%
MILLENNIAL	15%
GEN Z	18%

High shipping fees are a deterrent, with parity across gender and generations.

Lack of Urgency Is a Major Factor

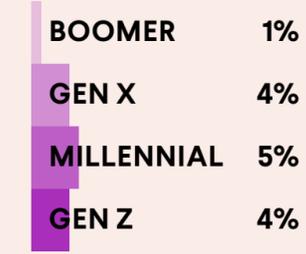|	
BOOMER	33%
GEN X	23%
MILLENNIAL	19%
GEN Z	16%

A third (33%) of Boomers say they don't feel a strong reason to buy immediately, suggesting that urgency triggers are underused.

Product Reviews and Social Proof Matter More to Younger Shoppers

BOOMER	1%
GEN X	4%
MILLENNIAL	5%
GEN Z	4%

Lack of customer reviews is a minor blocker overall, but slightly more relevant for Millennials (5%) and Gen Z (4%) than older groups.

Strategic Takeaways

1. Recognize More Anonymous Cart Abandoners
Traditional identity resolution providers match an unknown device to an email or mobile number, but Wunderkind takes this a step further. With over 9 billion consumer devices recognized and nearly 2 trillion digital engagements observed annually across thousands of websites, Wunderkind possesses deep insights into the browsing, clicking, and buying behaviors of over 1 billion opted-in consumers. This intelligence allows home and décor brands to match anonymous visitors to their first-party databases.

2. Use Dynamic Pricing Alerts & Limited Time Offers
Since price sensitivity is the largest blocker, home and décor brands should implement exclusive first-time discounts, limited-time flash sales, and loyalty rewards to convert price-conscious shoppers. Identify users on your sites and apps to send these personalized alerts via email and text.

3. Reduce Friction with Shipping Incentives
Address shipping hesitancy with low or flat-rate fees, free shipping thresholds, or built-in shipping calculators.

4. Highlight Urgency for Boomers & Less Frequent Shoppers
Limited-stock messages and scarcity-driven tactics can help drive sales among shoppers who lack urgency. Also great when serving with personalized emails and texts. For shoppers who are in research mode, use tools like wishlists and back-in-stock notifications to keep them engaged over time—without forcing the sale.

5. Boost Confidence with Visual & Social Proof
Younger shoppers are more sensitive to quality uncertainty. Invest in high-quality photography, detailed product descriptions, and robust review content—along with real-life photos from customers.

WHAT TYPICALLY STOPS YOU FROM MAKING A PURCHASE DURING A VISIT TO A HOME AND DÉCOR WEBSITE?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Waiting for a sale or discount	25%	31%	30%	31%	29%	29%	29%
Unsure about the quality of the product	18%	20%	23%	26%	23%	21%	22%
High shipping costs	20%	16%	15%	18%	19%	15%	17%
Slow order fulfillment	0%	5%	7%	1%	3%	4%	3%
No urgency to buy immediately	33%	23%	19%	16%	21%	26%	23%
Lack of customer reviews	1%	4%	5%	4%	3%	4%	4%

The Follow-Up Fix: How Shoppers Want to Hear from Home & Décor Brands

Once shoppers leave a site, how brands follow up can determine whether interest fades or a purchase gets made.

Preferences for communication channels vary sharply by age and gender, with older shoppers sticking to email while younger audiences gravitate toward mobile-first formats like text and push notifications. Email remains the most favored channel overall, but Gen Z is changing the game, showing stronger preferences for SMS, MMS, and even app-based messages. Gender differences are subtle but actionable—women are more likely to prefer email, while men are more responsive to mobile-based outreach.

Key Insights

Email Is King

BOOMER	77%
GEN X	64%
MILLENNIAL	53%
GEN Z	29%
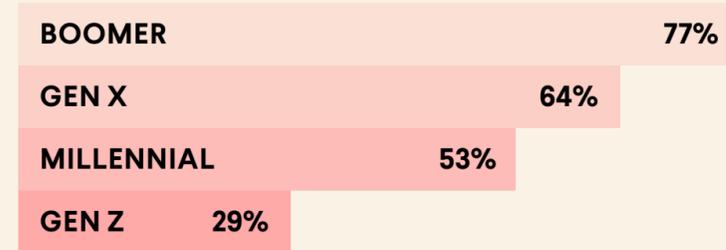
1.5x

Well over half (57%) of consumers prefer email follow-ups. Preference increases with older generations, with Boomers 1.5x as keen as Gen Z.

Women Lean Toward Email, Men Prefer Mixed Messaging

Women show stronger preference for email (62% vs. 53% for men). Men over-index on SMS (21% vs. 17% for women) and MMS (13% vs. 8% for women).

Text is Queen

BOOMER	11%
GEN X	12%
MILLENNIAL	27%
GEN Z	29%

Almost a third of consumers prefer SMS (19%) or MMS (11%). Standard text messaging is especially popular among younger generations, with 29% of Gen Z and 27% of Millennials opting for it due to its convenience.

Gen Z Is Mobile-First

BOOMER	6%
GEN X	9%
MILLENNIAL	7%
GEN Z	22%
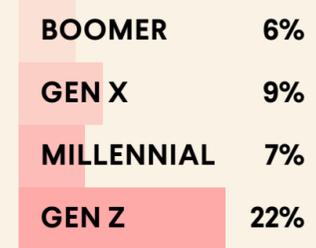
3x

As well as their love of SMS and MMS, 22% are open to push notifications through a brand's app. These are the highest rates across age groups, 3x that of Boomers and Millennials.

Strategic Takeaways

1. Email: The Cost-Effective Powerhouse for Personalized Home and Décor Marketing

With its ability to deliver cost-effective, highly personalized, timely, and relevant content, email campaigns should be leveraged to engage your visitors. Trigger them based on individual browse and click data for maximum engagement and use it to deliver product reminders, curated inspiration, and back-in-stock alerts.

2. Expand Mobile Messaging for Younger Shoppers

Millennials and Gen Z are more likely to respond to mobile-first formats. Incorporate SMS, MMS and app push notifications for time-sensitive messages like price drops, restocks, or flash sales.

3. Let Users Choose Their Channel

Offer communication preferences at the time of sign-up or after first browse. Giving customers control over how they hear from you boosts satisfaction and reduces unsubscribes.

HOW DO YOU PREFER TO RECEIVE FOLLOW-UP MESSAGES ABOUT ITEMS YOU BROWSED OR LEFT IN YOUR CART?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Email	77%	64%	53%	29%	62%	53%	57%
SMS (short text-only message)	11%	12%	27%	29%	17%	21%	19%
MMS (text with images or videos)	4%	11%	11%	19%	8%	13%	11%
Push notification via the brand's app	6%	9%	7%	22%	12%	10%	11%
Retargeting ad on social media	2%	4%	1%	0%	1%	3%	2%

WHEN A HOME AND DÉCOR BRAND SENDS YOU MESSAGES WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

Offers They Can't Refuse: What Brings Shoppers Back After Browsing

Shoppers often leave items behind in their carts or on their mental wishlists—but the right offer can bring them back. Crafting impactful messaging offers is essential for reengaging home and décor shoppers who have abandoned a purchase. Email and text remain unparalleled tools for delivering highly personalized and timely messages. These channels enable brands to cut through the noise of crowded digital landscapes, targeting consumers with offers that align with their preferences, shopping behaviors, and position in the customer journey.

Whether it's a price drop, free shipping, or the fear of missing out on a trending product, different motivations drive different age groups back to the site. Boomers respond strongly to shipping and price-based incentives, while younger shoppers lean toward popularity signals and loyalty perks. Gender also plays a role, with women slightly more influenced by value-based incentives and men more responsive to urgency and exclusivity. Knowing which triggers resonate most allows brands to craft re-engagement messages that feel timely—and effective.
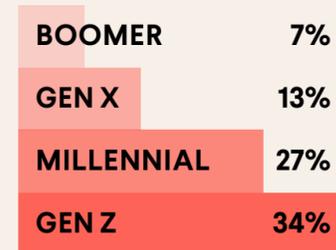
Key Insights

Price Drops Are the Strongest Re-Engagement Trigger

BOOMER	77%
GEN X	51%
MILLENNIAL	41%
GEN Z	44%
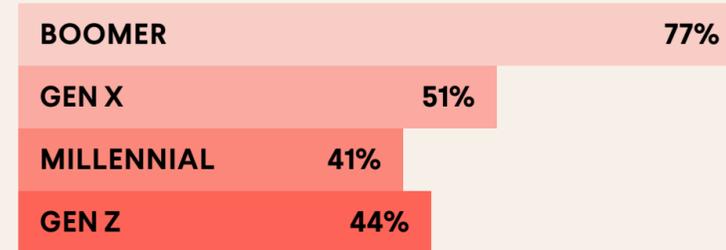
More than half of all shoppers (54%) say a price drop or flash sale is the top reason they'd return to a product they browsed. The older the shopper, the more popular.

Social Proof Has the Biggest Impact on Gen Z

|	
BOOMER	7%
GEN X	13%
MILLENNIAL	27%
GEN Z	34%

Predictably, the idea that a product is trending or highly rated resonates with younger shoppers, especially Gen Z (34%) and Millennials (27%).

He Said, She Clicked

Women are more influenced by value-driven incentives, such as price drops (59% vs. 50% for men) and loyalty perks (29% vs. 22% for men). Men, on the other hand, like trending products (24% vs. 15% for women), early access collections (13% vs. 10% for women).

Free or Fast Shipping Makes a Strong Case to Revisit

BOOMER	55%
GEN X	41%
MILLENNIAL	47%
GEN Z	32%
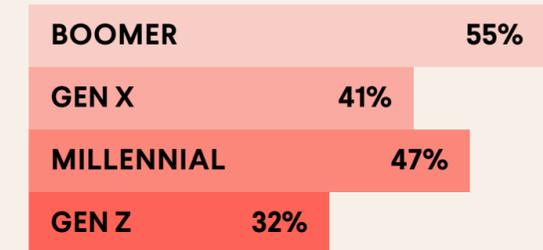
Shipping-related perks matter most to Boomers (55%) and Millennials (47%), while Gen Z is least motivated by this offer—though nearly a third (32%) still find it appealing.

Loyalty Perks Seal the Deal for Younger Generations

BOOMER	10%
GEN X	31%
MILLENNIAL	23%
GEN Z	43%

4x
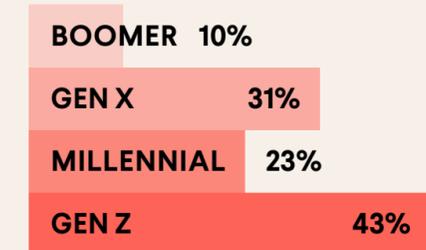
Promotions tied to loyalty benefits—like bonus points—drive return visits for nearly half of Gen Z (43%) - 4x as much as Boomers.

WHEN A HOME AND DÉCOR BRAND SENDS YOU MESSAGES WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

Strategic Takeaways

1. Identity is Key
Partner with an identity solution like Wunderkind to turn the unknown shopper into the known and target them with messaging on the right channel, with the right offer, at the right time.

2. Leverage Behavioral Triggers
Implement automated email and text messages like cart reminders and tailored product recommendations to re-engage consumers based on browsing history.

3. Lead with Pricing Power
Price-based incentives remain the most effective return driver—especially among Boomers and Gen X. Use limited-time discounts and flash sale alerts in follow-up messaging to increase urgency.

4. Emphasize Urgency
Craft targeted campaigns with deals and bundles for hesitant shoppers, particularly for women and Boomers. Let AI engines determine which message to send to whom and when. You focus on human tasks while data decides the best journey at an individual level. Send automated email and text alerts when an item goes on sale to re-engage these price-sensitive shoppers.

5. Tie Offers to Loyalty for Repeat-Driven Shoppers
Gen Z is especially motivated by bonus perks. Promote loyalty program point boosts, early access, or member-only rewards to create strong return incentives.

6. Highlight Popularity for Younger Shoppers
Use trending tags, "hot right now" badges, and high review counts to draw Gen Z and Millennial shoppers back. These audiences are influenced by what others are buying.

WHEN A HOME AND DÉCOR BRAND SENDS YOU MESSAGES WITH OFFERS, WHICH ARE MOST INFLUENTIAL TO GET YOU BACK TO THEIR WEBSITE TO PURCHASE AN ITEM YOU'VE PREVIOUSLY BROWSED OR PLACED IN A CART?

| RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Item is back in stock	14%	21%	14%	10%	15%	15%	15%
Item is low in inventory	6%	12%	10%	7%	7%	10%	9%
Item has a price drop / limited-time flash sale	77%	51%	41%	44%	59%	50%	54%
Item is trending and highly rated by other shoppers	7%	13%	27%	34%	15%	24%	20%
Item qualifies for free / fast shipping and returns	55%	41%	47%	32%	46%	43%	44%
Item is part of an exclusive early-access collection	4%	17%	15%	13%	10%	13%	12%
Item now includes additional perks, such as loyalty points bonuses	10%	31%	23%	43%	29%	22%	26%

Loyal or Just Looking? Who's Joining Home & Décor Rewards Programs

Loyalty isn't one-size-fits-all—and in home and décor, shoppers show a mix of enthusiasm and hesitation when it comes to rewards programs. Some actively participate in multiple programs, while others reserve loyalty for their favorite brands or haven't taken the leap yet.

Age plays a major role: Gen Z and Millennials are more likely to be involved, while Boomers are still warming up to the idea. Gender insights show women are slightly more likely to join their favorite brands, while men are more likely to engage in multiple programs. Understanding who's ready to commit—and who needs convincing—helps brands better structure their loyalty recruitment and re-engagement strategy.

Key Insights

Loyalty Programs Have Plenty of Regulars

|	
BOOMER	11%
GEN X	28%
MILLENNIAL	33%
GEN Z	32%
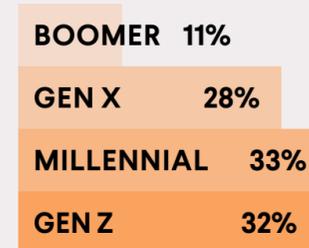
3x

A quarter (25%) of consumers actively use multiple home and décor loyalty programs, making rewards a proven strategy for driving repeat business. Gen X and Millennials are 3x as keen adopters than Boomers.

Consumers Are Keen, They Just Need the Right Nudge

|	
BOOMER	51%
GEN X	41%
MILLENNIAL	26%
GEN Z	32%
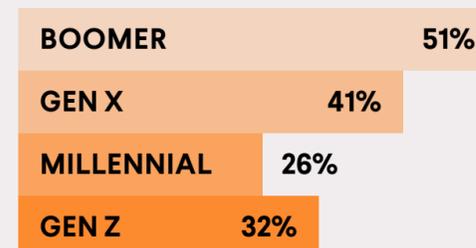
Well over a third (38%) of consumers say they're not currently in a program but are open to joining. This is a huge slice of the market that can be won with the right value exchange.

Consumers Are Picky About Their Perks

BOOMER	19%
GEN X	21%
MILLENNIAL	32%
GEN Z	31%
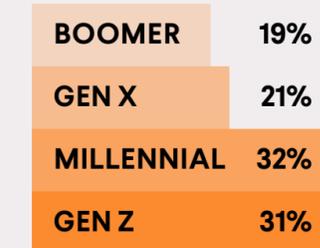
While some consumers sign up for multiple programs, 25% only join loyalty programs at their favorite brands, showing that exclusive, high-value perks are key to participation. Millennials and Gen Z lead the way.

Apathy Toward Loyalty Is Low but Real

BOOMER	19%
GEN X	9%
MILLENNIAL	10%
GEN Z	4%
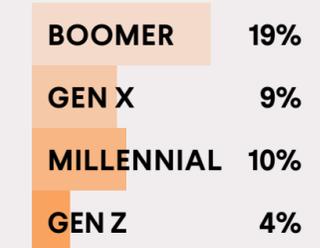
Just 11% of shoppers say they aren't interested in joining any program, with Gen Z being the least dismissive (only 4%) and Boomers the most (19%).

Strategic Takeaways

1. Make Loyalty Programs Too Tempting to Resist
Since a quarter (25%) of consumers already use multiple programs, home and décor brands should continuously refresh rewards, offer bonus incentives, tiered rewards and make it easy to earn points to maintain engagement.

2. Win Over Selective Loyalty Members with VIP Perks
With a further quarter (25%) of consumers only joining loyalty programs at their favorite brands, home and décor retailers must focus on standout rewards like exclusive discounts, free shipping, VIP promotions and store credit.

3. Convince the Loyalty Skeptics with Instant Value
Since 11% of consumers aren't interested in loyalty programs, home and décor retailers should offer an immediate benefit (e.g., a discount on the next visit) to encourage sign-ups.

4. Convert Boomers Through Trust and Simplicity
Focus on communicating the value and ease of loyalty programs for Boomers. Avoid complexity, and emphasize benefits like free shipping, extended warranties, or exclusive seasonal content. Keep enrollment quick, and let shoppers see immediate value—either through an instant discount or visible rewards progress bar after joining.

DO YOU PARTICIPATE IN HOME AND DÉCOR LOYALTY OR REWARDS PROGRAMS?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Yes, I actively use multiple programs	11%	28%	33%	32%	22%	29%	25%
Yes, but only for my favorite brands	19%	21%	32%	31%	28%	23%	25%
No, but I would consider joining	51%	41%	26%	32%	41%	36%	38%
No, I'm not interested in rewards program	19%	9%	10%	4%	10%	12%	11%

# Perks That Pop: Which Loyalty Features Keep Shoppers Coming Back

A well-designed loyalty program isn't just about rewarding customers—it's a powerful strategy for driving repeat business, increasing revenue, and strengthening customer relationships. Of course, not all rewards are created equal. When it comes to home and décor loyalty programs, consumers are selective about what earns their ongoing engagement. While discounts and free shipping lead the way, younger generations also crave exclusivity and experiences. Gen Z and Millennials value access and personalization, while Boomers stay focused on functional benefits.

Gender-based preferences also shape what works: women favor promotional perks and experiential gifts, while men lean toward utility and exclusive access. Designing a loyalty program that resonates requires more than just points—it calls for benefits that feel relevant, rewarding, and worth coming back for.
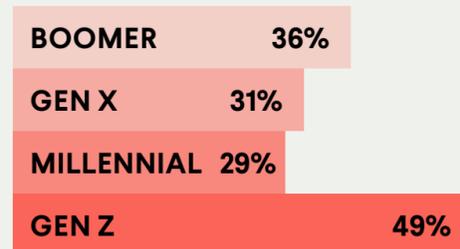
Key Insights

Free Shipping is the Top Draw

BOOMER	57%
GEN X	57%
MILLENNIAL	48%
GEN Z	43%
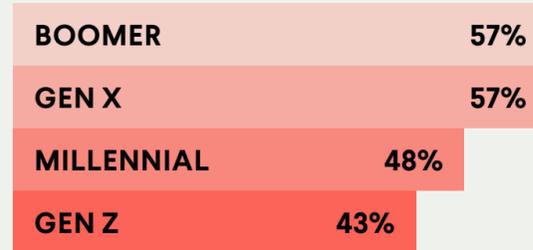
Over half of shoppers say free or fast shipping and returns rank as the most appealing benefit overall (52%), with consistent appeal across all age groups.

Gen Z Wants Cashback and Credit

|	
BOOMER	36%
GEN X	31%
MILLENNIAL	29%
GEN Z	49%

Cashback or store credit is most attractive to Gen Z (49%), making it their top loyalty driver.

### Disinterest in Loyalty Programs Remains Low

Only 6% of all consumers say none of these features are appealing, with Gen Z least likely to dismiss loyalty (4%).

Discounts and Promotions Take Silver

BOOMER	58%
GEN X	44%
MILLENNIAL	38%
GEN Z	40%
WOMEN	54%
MEN	38%
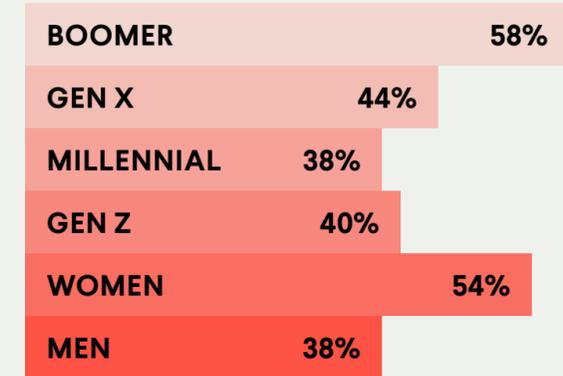
Nearly half of all shoppers (46%) say exclusive deals and promotions are the second most appealing loyalty perk, especially Boomers (58%) and women (54%).

Exclusive Product Access Appeals to Millennials & Men

BOOMER	5%
GEN X	24%
MILLENNIAL	38%
GEN Z	18%
WOMEN	13%
MEN	28%
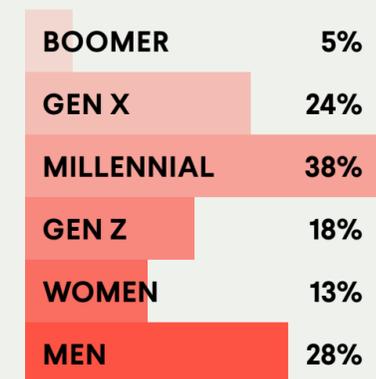
Millennials (38%) and men (28%) are significantly more interested in exclusive product access than Boomers (5%) and women (13%), suggesting that "insider" benefits have more pull for these demographics.

Strategic Takeaways

1. Lead With Discounts and Free Shipping
Discounts and shipping perks should be the baseline benefits of any loyalty program. These are table stakes for Boomers, Gen X, and women—and critical for getting broad buy-in.

2. Design Cashback for Younger Shoppers
Offer cashback rewards, store credit accumulation, or "spend-and-save" tiers to motivate Gen Z and Millennial loyalty without always relying on markdowns.

3. Leverage Behavioral Triggers
Implement automated email and text messages like cart reminders and personalized recommendations to engage shoppers based on browsing and purchasing history.

4. Segment Rewards, Not Just Messages
Allow shoppers to select preferred perks during enrollment or engagement. A tiered or customizable system can deliver more relevance and boost long-term engagement.

5. Use Exclusivity to Hook Male Shoppers
Men over-index on valuing exclusive product access. Position loyalty membership as a "get-in-early" advantage and pair it with tech-forward or limited-edition offerings.

6. Delight With Surprise & Gifting
Free gifts and surprises appeal more to younger and female shoppers—ideal for key moments like birthdays, anniversaries, or seasonal loyalty "thank you" drops.

WHICH HOME AND DÉCOR LOYALTY PROGRAM FEATURES ARE MOST APPEALING TO YOU?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Exclusive discounts and promotions	58%	44%	38%	40%	54%	38%	46%
Cashback / Store credit	36%	31%	29%	49%	36%	35%	36%
Exclusive access to products	5%	24%	38%	18%	13%	28%	21%
Free / fast shipping & returns	57%	57%	48%	43%	54%	49%	52%
Free gifts	14%	25%	16%	29%	19%	22%	21%
None, I don't care about loyalty programs	7%	5%	5%	4%	3%	8%	6%

# Smart Decor Decisions: Which AI Tools Help Shoppers Hit 'Buy'

AI is transforming the home and décor shopping experience, making it smarter, faster, and more personalized. From personalized suggestions to virtual room previews, AI is quickly becoming a core part of the home and décor shopping journey. But not all shoppers are equally excited about tech-enabled tools.

Boomers and Gen X are drawn to practicality—like inventory alerts and clear product visuals—while Millennials and Gen Z want more immersive, personalized experiences. Gender plays a role too: men are more receptive to AI features that offer control and efficiency, while women tend to value rich imagery and feedback tools. Knowing which tech helps different segments feel confident and integrating AI-driven features that align with different shopper needs, home and décor brands can create a seamless, engaging, and personalized online experience that drives sales.
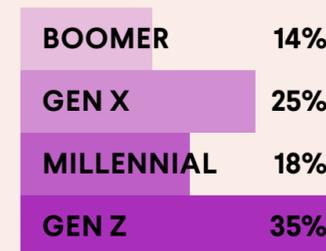
Key Insights
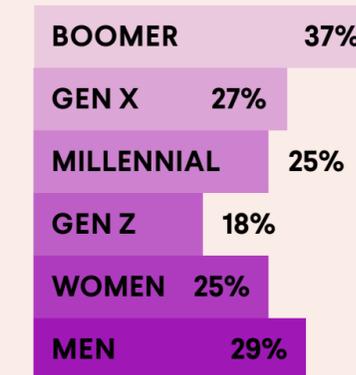
Real-World Product Imagery Is a Strong Purchase Driver

BOOMER	29%
GEN X	29%
MILLENNIAL	33%
GEN Z	19%
WOMEN	31%
MEN	25%
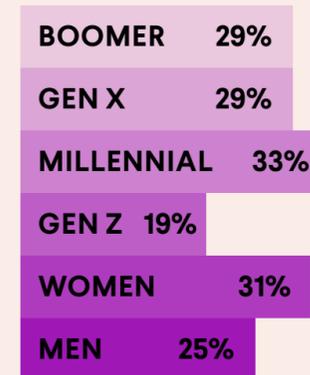
High-quality photos and videos of products in real homes appeal most to Millennials (33%) and women (31%).

Inventory Alerts Are Universally Helpful

BOOMER	37%
GEN X	27%
MILLENNIAL	25%
GEN Z	18%
WOMEN	25%
MEN	29%

Over a quarter (27%) of shoppers say alerts for low stock, back-in-stock, or price drops are the most useful AI feature, especially among Boomers (37%) and men (29%).

Gen Z Wants Browsing-Based Personalization

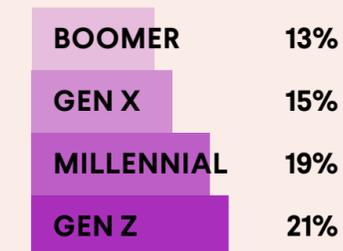|	
BOOMER	14%
GEN X	25%
MILLENNIAL	18%
GEN Z	35%

35% of Gen Z are most helped by AI-powered product suggestions based on browsing history, the highest of any group.

AI Chat and Smart Search Have Modest but Growing Appeal

BOOMER	13%
GEN X	15%
MILLENNIAL	19%
GEN Z	21%

Gen Z (21%) show the most interest in AI-powered chat assistance, suggesting rising expectations for fast, relevant help online.

MANY HOME AND DÉCOR BRANDS ARE BEGINNING TO USE AI TO ENHANCE YOUR BROWSE AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

Strategic Takeaways

1. Double-Down on AI-Powered Personalization to Boost Engagement

Since consumers, particularly younger shoppers love personalized product recommendations based on their individual preferences and browsing habits, home and décor brands should harness browsing history and past purchase data to deliver hyper-relevant product recommendations via triggered messages post visit. AI decisioning will allow you to deliver this at scale, with no need for complicated journey orchestration.

2. Leverage AI for Relevance

Use Wunderkind's AI-powered tools to deliver hyper-relevant content that improves the customer experience. From subject lines, to copy and even decisioning on where and when to send, Wunderkind's Autonomous Marketing Platform takes the lift off of your human team and optimizes maximum revenue.

3. Invest in Utility-First AI for Older Shoppers

Boomers and Gen X want tools that remove friction. Prioritize inventory alerts, clear stock status, and shipping timers to build confidence and urgency.

4. Make Product Photography Work Smarter

Real-home visuals and detailed video content are key for Millennials and women. Combine these with AI that recommends styling tips or coordinating items for a richer experience.

5. Balance Flash with Function

Consumers show consistent interest in efficiency-driven AI like stock alerts, smart search, and exclusivity cues. Keep features intuitive, quick, and geared toward conversion.

MANY HOME AND DÉCOR BRANDS ARE BEGINNING TO USE AI TO ENHANCE YOUR BROWSE AND PURCHASE EXPERIENCE ON THEIR WEBSITE. WHICH OF THESE WOULD YOU FIND HELPFUL FOR MAKING A PURCHASE ONLINE DIRECTLY FROM THE BRAND?

RESPONSE	AGE GROUP				GENDER		EVERYONE
	BOOMER	GEN X	MILLENNIAL	GEN Z	FEMALE	MALE	TOTAL
Personalized product recommendations based on user-uploaded photos of their space/layout	12%	24%	23%	19%	17%	22%	19%
AI-generated 3D renderings of products and visuals	19%	19%	18%	21%	19%	19%	19%
High-quality photos or videos of products in real homes	29%	29%	33%	19%	31%	25%	28%
Personalized product recommendations based on browsing history	14%	25%	18%	35%	23%	22%	23%
AI-powered chat assistance for instant answers to questions	13%	15%	19%	21%	18%	15%	17%
Inventory alerts like low stock, back in stock, or price drops	37%	27%	25%	18%	25%	29%	27%
Smart search tools that adapt to your preferences and keywords	25%	23%	18%	19%	20%	22%	21%
Real-time customer reviews and AI-curated feedback summaries	20%	23%	22%	25%	22%	23%	22%

Conclusion

The 2025 home and décor consumer is digitally savvy, visually driven, and highly segmented by age and gender when it comes to discovery, engagement, and loyalty. Younger shoppers—especially Gen Z and Millennials—browse frequently, crave inspiration, and are motivated by personalized experiences, exclusive access, and seamless mobile communication. They respond well to AI-powered recommendations, early product drops, and loyalty perks that offer value beyond discounts.

Older generations, including Gen X and Boomers, remain powerful yet more deliberate consumers. They rely heavily on search engines, value detailed product information, and are strongly influenced by pricing, shipping, and trust signals. For these shoppers, confidence-building features like reviews, clear return policies, and stock alerts are essential.

Across the board, email still dominates as the preferred communication channel— though Gen Z is shifting toward SMS and push notifications. Discounts and rewards remain the most effective triggers for sign-ups and repeat visits, but differentiated perks and personalized follow-ups help close the loop from browse to buy.

To truly succeed in 2025, home and décor brands must prioritize true-personalization, at every step of the buying journey. However, personalization is only possible when brands can accurately identify their potential customers. Up to 95% of website traffic remains anonymous, making it essential to deploy identity resolution solutions that recognize and track consumer behavior across devices and sessions.

Wunderkind helps home and décor brands identify logged-out loyalty members and even builds behavioral profiles for truly unknown visitors, enabling marketers to deliver hyper-personalized offers at the right moment. By leveraging patented email and mobile capture tools, home and décor brands can grow their first-party data and re-engage shoppers through behaviorally triggered email and SMS campaigns.

Wunderkind has identified over 9 billion consumer devices and tracks nearly 2 trillion digital interactions each year across thousands of websites. With insights into the browsing, engagement, and buying behaviors of more than 1 billion opted-in consumers, Wunderkind enables home and décor brands to connect anonymous visitors to their first-party databases. This advanced intelligence powers highly personalized, one-to-one messaging at scale, delivering a guaranteed increase in revenue—setting it apart from traditional marketing solutions.

Triggered email and text campaigns represent a particularly powerful opportunity. By leveraging first-party data and AI decisioning, home and décor brands can engage shoppers at the right moment, whether it's with a back-in-stock alert, a reminder about an abandoned cart, or a personalized product recommendation. These timely, tailored interactions not only boost sales but also deepen loyalty.

The insights in this report serve as a roadmap for navigating the modern home and décor landscape. Those who adapt quickly, innovate strategically, and prioritize value without compromise will be the ones who thrive in this fast-changing industry.

Unlock the Power of Identity Resolution

Wunderkind's Identity solution transforms brand-customer connections empowering marketers to deliver personalized experiences, ensuring privacy, compliance, and seamless cross-device engagement, leveraging powerful first-party data insight.

Download Now

The Power of Acquisition

Unlock the power of first-party data with our comprehensive guide, designed to help you turn website visitors into engaged customers. Learn how to collect emails and phone numbers, leverage behavioral targeting for personalized marketing, and ensure compliance with privacy laws, all while boosting conversion rates at a lower cost than paid media.

Download Now

Success Stories from Leading Brands

Discover how leading brands are leveraging Wunderkind's Autonomous Marketing Platform to drive personalized engagement, boost revenue, and enhance customer loyalty. By utilizing identity-powered messaging, first-party data, and seamless cross-channel campaigns, these brands are turning unknown traffic into known and seeing huge lifts in revenue.

Learn More

The Performance Marketing Solution

At Wunderkind, we drive meaningful, measurable outcomes for our clients. With identity and permissioning at the heart of our business, Wunderkind has the data and expertise to help you scale owned revenue channels while providing a premium experience for your customers, all while guaranteeing a lift in revenue.

Drive Unmatched Revenue

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for home and décor brands in order to scale hyper-personalized one-to-one messages. Home and décor brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices and 1 billion consumers, and observes 2 trillion digital transactions every year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine that integrates seamlessly into a home and décor brands' existing ESP to boost performance across email, text and advertising channels.

Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over $5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Home and décor brands such as Revival, Thuma, FLOR and Herman Miller partner with Wunderkind to drive top-line revenue through its guaranteed results.

revival

THUMA

FLOR

HermanMiller