

# HNN 125 Furniture and Bedding Retailers 2023 (1-125)



by Home News Now ⌚ June 16, 2024



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This is the fifth of five installments in our third annual ranking of the Home News Now 125 Furniture and Bedding Retailers. The 125 listing is based on estimated 2023 furniture and bedding sales in the U.S. and includes both brick-and-mortar stores and e-tailers. Accessories, rugs and other revenue sources are not included. All sales figures are estimated in millions of dollars and were compiled from a variety of sources including retailer input, publicly held company SEC filings, news releases, store websites and industry news reports. In cases where the retailer did not respond to multiple inquiries, the estimates are based on 2023 sales growth figures for furniture and home furnishings stores compiled by the U.S. Department of Commerce. Rent-to-own retailers were excluded from the ranking.

HNN’s 125 had a combined \$77.8 billion in estimated furniture and bedding sales for last year, down about 5% from an estimated \$81.9 billion in 2022. The numbers were adjusted to eliminate double counting of sales that appear more than once on this list. (Think Ashley Furniture’s retail store network and the numerous Ashley independent dealers in the ranking.) The list includes estimated results from nearly 23,500 brick-and-mortar stores, several online-only resources such as Amazon and Wayfair, and more than a dozen specialty bedding retailers and bedding e-tailers.

Company	US Furniture & Bedding Sales 2023	US Furniture & Bedding Sales 2022	% Change	Number of stores 2023/ 2022
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I	Ashley Furniture	\$5,759.0	\$5,907.1	-2.5%	830/828
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Furniture manufacturer and retailer with more than 1,125 company-owned and dealer-owned locations under the names Ashley and Ashley HomeStore in 67 countries. Sales and store counts are for the locations in the U.S. Also sells online at ashleyfurniture.com. Ashley is refreshing its stores and has changed its retail brand from Ashley HomeStore to Ashley, a process started last summer. In March 2024, Ashley acquired another Top 125 retailer, Resident Home – the owner of Nectar, DreamCloud, Awara and Siena brand mattresses. Accessories account for approximately 3.2% of total sales. Total 2023 Ashley store revenues, \$6,014.4 million.



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2	Wayfair	\$5,700.0	\$5,850.0	-2.6%	5/3
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Publicly held, online retailer operating a family of brands – Wayfair, Joss & Main, All Modern, Birch Lane and Perigold. Earlier this year, the company opened its first ever Birch Lane stores – three in Florida, in Boca Raton, Tampa and Sarasota. In May 2024, Wayfair opened its first large-format store, in Wilmette, Illinois, north of Chicago. The 150,000-square-foot store includes furniture, home decor, housewares and home improvement as well as an onsite restaurant, The Porch. U.S. net revenue increased by 0.2% in 2023. Had 22.4 million active customers at year end.

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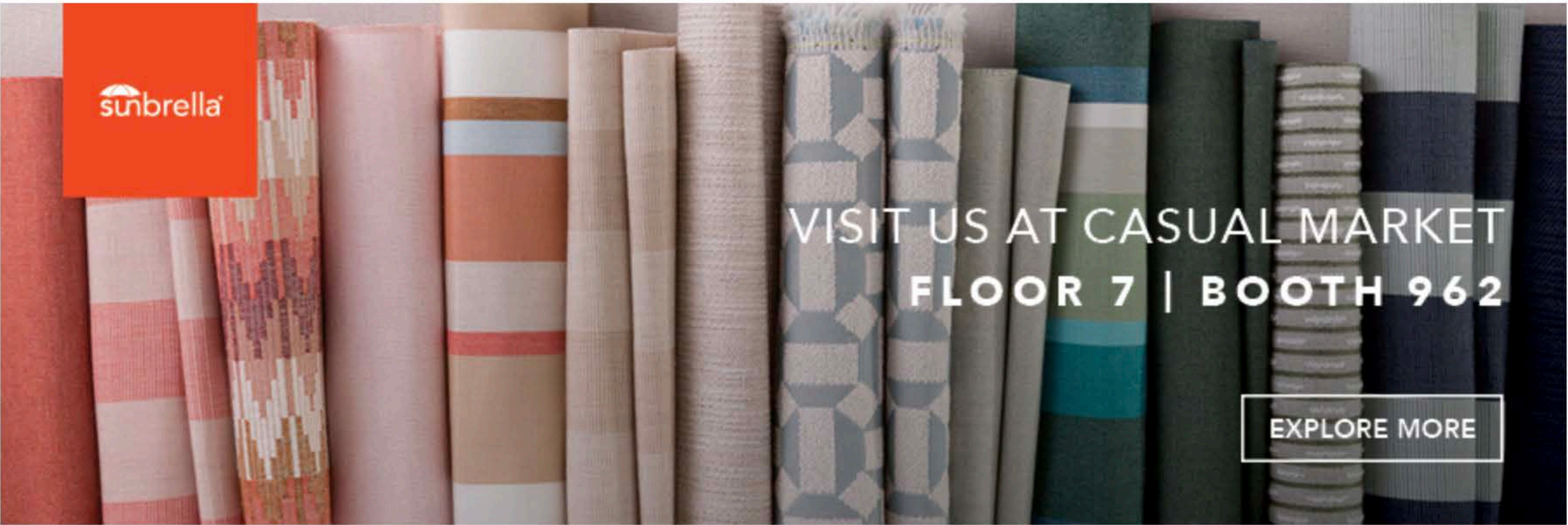
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3	Amazon	\$5,300.0	\$5,200.0	1.9%	NS/NS
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Publicly held, online retailer offering hundreds of millions of products sold by Amazon and by third parties. Net product sales up 5.3% for the year.





6	Walmart	\$3,370.0	\$3,525.0	-4.4%	4,615/4,717
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Publicly held, fiscal year ended January 31, 2024. Operates supercenters, discount stores and neighborhood markets in all 50 states, District of Columbia and Puerto Rico. Also sells online. Furniture and bedding merchandise is marketed under brand names including Casper, Serta and Sealy; licensed brands including Better Homes & Gardens and Pioneer Woman; and private brands including Allswell and Mainstays. U.S. comp sales up 4.0% for the year, led by grocery and health and wellness. Experienced softness in home.



7	Ikea	\$3,340.0	\$3,136.6	6.5%	54/52
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Swedish retailer with 375 stores in 30 countries including 54 in the U.S. Among those 54 are three new format stores first introduced in 2022, called ‘Plan & order point” stores where customers can plan and speak with design specialists before placing orders. In August 2023, opened an Ikea in San Francisco and its third smaller format “plan & order point” store in Arlington, Virginia. Ikea is opening another new format store this year called “Plan & order points with Pick-up”, in Austin, Atlanta and Los Angeles in addition to other locations. Bedroom furniture was a top product category last year as was storage and children’s items. Part of the Ingka Group, total 2023 revenues were \$6.32 billion.



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8	Costco	\$3,000.0	\$3,010.0	-0.3%	602/587
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Publicly held, fiscal year ended September 3, 2023. Operates its membership-only warehouse clubs in 46 states, District of Columbia and Puerto Rico. Also sells online. Furniture and bedding merchandise is marketed under brand names including Abbyson Living, Bestar, Thomasville, Gilman Creek Furniture, Sealy, Novaform, Purple, Casper and Tempur-Pedic, and private brands including Kirkland Signature. Total sales up 6.7% for fiscal year, driven by food. U.S. comp sales up 4.3%.

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9	Williams-Sonoma	\$2,975.0	\$3,400.0	-12.5%	518/530
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Publicly held, fiscal year ended January 28, 2024. Operates e-commerce websites, direct mail catalogs and retail stores for nine brands, including Pottery Barn, Pottery Barn Kids, Pottery Barn Teen, West Elm, Williams Sonoma Home and Rejuvenation. Showrooms are located across 40 states, the District of Columbia and Puerto Rico. The company manufactures its own upholstered furniture and lighting at facilities in North Carolina, Oregon and Mississippi. Total sales decreased 10.6% last year. Sales at West Elm were down 18.6% and sales at Pottery Barn decreased by 9.8%.

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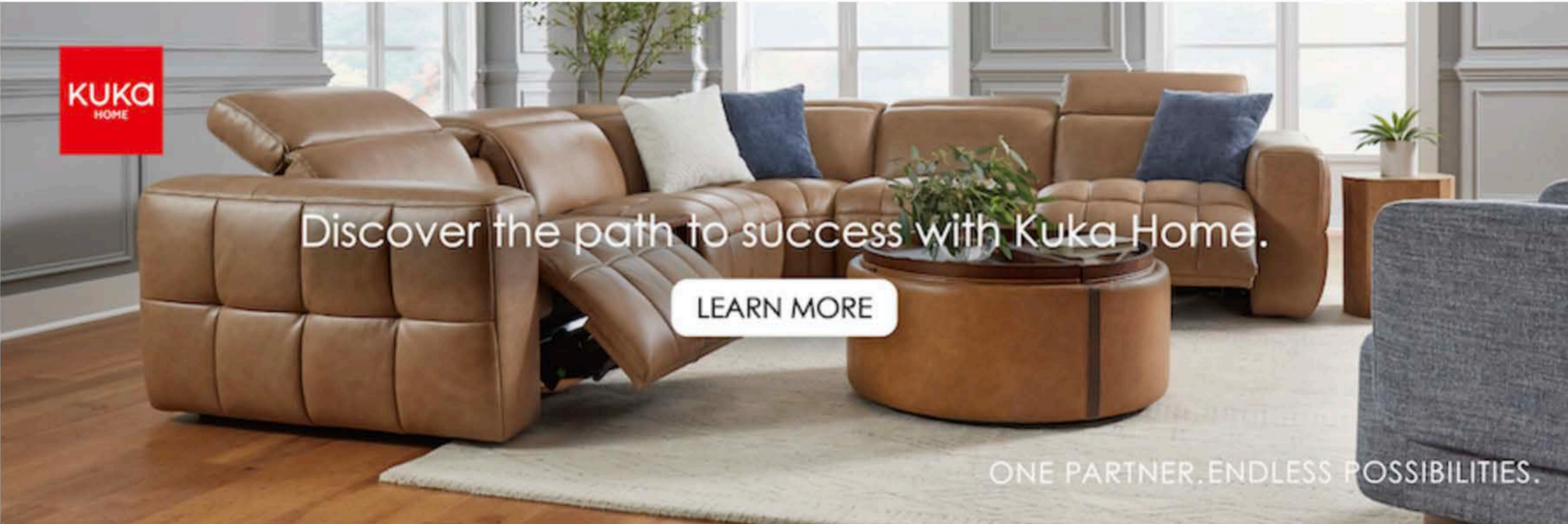
10	Raymour & Flanigan	\$2,040.0	\$2,150.0	-5.1%	145/144
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Raymour & Flanigan operates throughout the Northeast in Connecticut, New Jersey, Rhode Island, Delaware, New York, Massachusetts and Pennsylvania. Sells furniture, mattresses and home décor through its retail stores, clearance centers, outlets and online.

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11	RH	\$2,039.9	\$2,492.5	-18.2%	104/104
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Publicly held, fiscal year ending February 3, 2024. Restoration Hardware is a luxury lifestyle brand offering its products across retail locations, websites and Sourcebooks. At fiscal year end, operated 70 RH Galleries and 42 RH outlet stores throughout the United States, Canada, the United Kingdom and Germany. Sales and store count for the U.S., only. Expanded globally for the first time with the opening of RH England in June 2023, followed by two openings in Germany, in November. A third RH opened in Germany in Brussels in March 2024. The company has a number of additional international locations planned including Madrid, Paris, London, Milan and Sydney. After relocating one RH in the United States last year in Indianapolis, five new showrooms are planned for 2024 including RH Cleveland which opened in March. Palo Alto and Montecito, California, Raleigh, North Carolina, and Newport Beach, California, will open later this year. Total 2023 revenues, \$3,029.1 million.

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12	Bob's Discount Furniture	\$1,999.6	\$2,093.1	-4.5%	171/164
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Bob's Discount Furniture operates across 24 states with showrooms averaging 33,530 square feet. In 2023, opened eight stores (seven new stores, one relocation) and revamped its website. Bob's also launched a new advertising campaign "Oh My Bob" in addition to hiring a new best-in-class media agency. In 2024, will open multiple stores with a focus on expansion in existing markets and a few new DMAs, for example Rochester/Buffalo. Total 2023 revenues, \$2.03 billion.





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13	Berkshire Hathaway furniture division	\$1,998.0	\$2,207.0	-9.5%	33/32
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Berkshire Hathaway's home furnishings group consists of Nebraska Furniture Mart of Omaha, Nebraska, with five showrooms including Homemakers Furniture in Urbandale, Iowa; Jordan's Furniture of East Taunton, Massachusetts., with eight showrooms; R.C. Willey of Salt Lake City, Utah with 10 showrooms; and Star Furniture of Houston with 10 showrooms. R.C. Willey and NFM also sell appliances and electronics. In December 2023, Jordan's Furniture opened its second Connecticut store at the Westfarms Mall in a former Lord & Taylor. Total 2023 revenues for the home furnishings division, approximately \$3.49 billion.



14	Target	\$1,920.0	\$2,100.0	-8.6%	1,956/1,948
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Publicly held, fiscal year ended February 3, 2024. Operates stores in all 50 states and the District of Columbia, as well as an e-commerce site. Offers furniture and mattresses from a number of national brands as well as its own exclusive brands, including Threshold and Room Essentials. Total sales down 1.7% and home sales down 8.7% for the year. Opened 21 new stores and enhanced 170.



15	Sleep Number	\$1,700.0	\$1,905.0	-10.8%	672/670
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Publicly held designer, manufacturer, marketer, retailer and servicer of Sleep Number beds through its stores, online, phone and chat. Sleep Number stores are located across all 50 states and account for about 87% of total sales. In addition to its beds, Sleep Number offers FlexFit adjustable bases and Sleep Number pillows, sheets and other bedding products. Total 2023 revenues, \$1.89 billion.

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16	Sam’s Club	\$1,500.0	\$1,575.0	-4.8%	599/600
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Publicly held, parent company Walmart, fiscal year ended January 31, 2024. Operates its membership-only warehouse clubs in 44 states and Puerto Rico. Also sells online. Furniture and bedding merchandise is marketed under brand names including Tempur-Pedic, Serta, Sealy, Nectar, Ghostbed, Beautyrest and Abbyson Living; licensed brands, including details by Becki Owens and private brands, including Member’s Mark. U.S. comp sales excluding fuel grew by 3.1% for the year, led by food and consumables. Growth in membership up by 10%.

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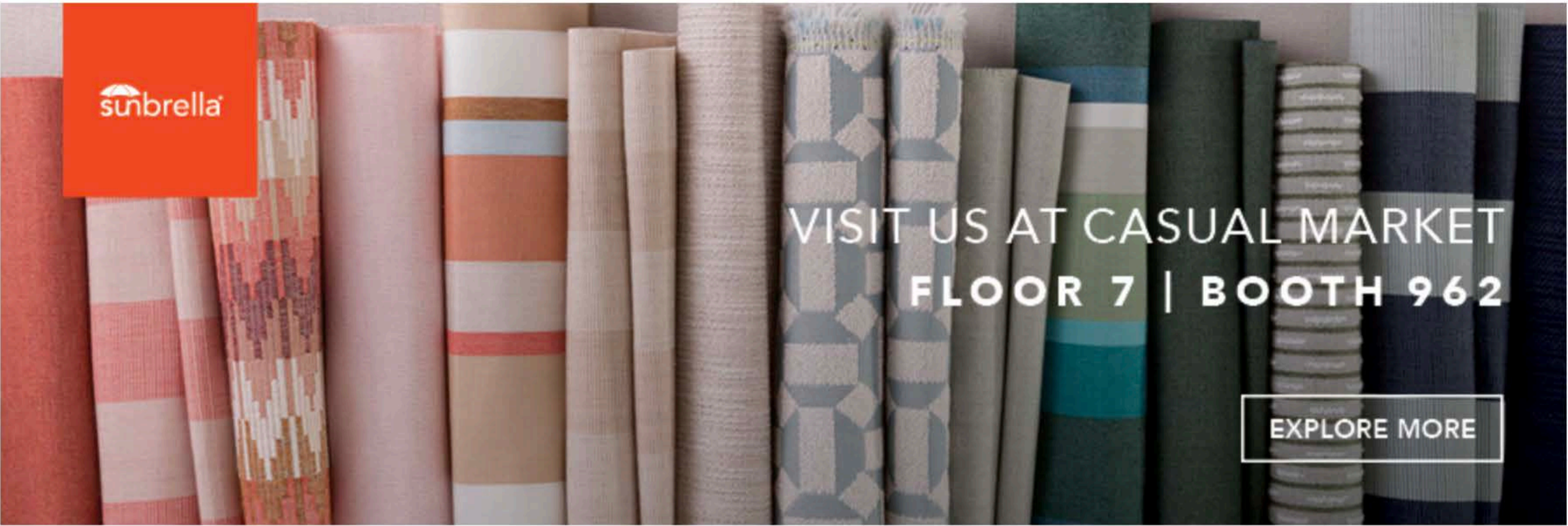
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17	Big Lots	\$1,260.0	\$1,355.0	-7.0%	1,392/1,431
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Publicly held, fiscal year ended February 3, 2024. Operates stores throughout 48 states as well as an e-commerce site. Big Lots offers furniture from brand name manufacturers mainly in mattresses and upholstery, and from its own brand, Broyhill. Sales from Broyhill were significantly down in 2023, in part, to the unexpected closure of one of its suppliers late in 2022 impacting the availability of Broyhill merchandise in the first half of the year. Total sales down 13.6%. Estimate includes furniture sales and patio sales from the seasonal category.





20	American Signature	\$1,095.0	\$1,155.0	-5.2%	124/125
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Retailer and manufacturer of the American Signature brand. Operates on the East Coast, Midwest and Southeastern United States with American Signature Furniture stores, Value City Furniture stores and one Designer Looks Furniture location in Miami, Florida.



21	Arhaus	\$1,050.0	\$1,000.0	5.0%	92/81
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Publicly held premium home furnishings retailer that designs much of its own product and sources products from manufacturers and artisans around the world. Operates in 29 states with 80 Traditional Showrooms, eight Design Studios and four Outlets. Also distributes a fall and spring catalog and sells online. Online sales accounted for almost 19% of total revenues in 2023, a growth of 17% compared to 2022. In 2024, plans to add approximately nine to 11 new showrooms, including its third showroom in Connecticut, located in Greenwich, that opened in April, along with several renovation, relocation and expansion projects. Total 2023 revenues, \$1,287.7 million.



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22	Dufresne Spencer Group	\$1,010.0	\$1,077.0	-6.2%	127/130
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Largest Ashley licensee in the world, currently operating 166 stores in 12 states and five Canadian provinces. In March 2024, opened its 127th Ashley store in the U.S., in Sterling Heights, Michigan. The company also operates a new brand of store, Worth & Co., which it opened last April in Houston. The 40,000-square-foot showroom offers upper-end furniture brands such as Lillian August, Precedent, Hickory White, Vanguard and Bernhardt. Store also has a 2,000-square-foot lounge and cafe area with live music; and a 3,500-square-foot area with accessories, apparel and jewelry.




23	American Furniture Warehouse	\$950.0	\$1,004.8	-5.5%	16/16
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AFW operates 10 showrooms in Colorado, three showrooms in the Houston area and three in the Phoenix area. In late May 2024, the retailer opened a store in the Tucson area in Marana with 122,000 square feet of showroom space and 115,000 square feet of warehouse space.


Publicly held, fiscal year ending January 31, 2024. In December 2023, Conn's acquired Mulberry, Florida-based Badcock Home Furniture & more. Together, the two brands operate 244 company-owned and 308 dealer owned locations in 15 states across the southeast United States, as well as e-commerce sites. Both retailers are highly complementary to one another, selling furniture and mattresses as well as appliances, electronics, home office equipment, accessories and seasonal items and offering affordable payment plans and financing options to a population of consumers who typically have limited credit alternatives. Both retailers will continue to operate under their own brand. Total 2023 pro forma revenues, \$1.87 billion.

Publicly held, fiscal year ended January 28, 2024. Home improvement retailer operating throughout the U.S., including Puerto Rico and the territories of the U.S. Virgin Islands and Guam. Sells furniture and bedding from its own Home Decorators Collection, as well as a number of brand names, including Sauder, Beautyrest, Tempur-Pedic, Noble House, Sealy and Walker Edison, to name several. Total sales down 3.0% for the year. Comp sales decreased by 3.2%.



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Welcome to the fourth of five installments in our third annual ranking of the Home News Now 125 Furniture and Bedding Retailers. The 125 listing is based on estimated 2023 furniture and bedding sales in the U.S. and includes both brick-and-mortar stores and e-tailers. Accessories, rugs and other revenue sources are not included. All sales figures are estimated in millions of dollars and were compiled from a variety of sources including retailer input, publicly held company SEC filings, news releases, store websites and industry news reports. In cases where the retailer did not respond to multiple inquiries, the estimates are based on 2023 sales growth figures for furniture and home furnishings stores compiled by the U.S. Department of Commerce. Rent-to-own retailers were excluded from the ranking.

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26	Havertys	\$744.4	\$902.4	-17.5%	124/122
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Publicly held, Haverty’s operates across 16 states in the Southern and Midwestern regions and online. Approximately 3.3% of 2023 sales were online. Haverty’s goal is to open five new stores each year and in 2024, the retailer has already opened one in Memphis, Tennessee., in March, and will open ones in Destin, Tampa and Miami, Florida, in the second and third quarters. Will also open its first Houston-area store during the fourth quarter with additional locations planned for early 2025. Accessories, delivery charges and product protection accounted for about 14% of total. Total 2023 revenues, \$862.1 million.

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27	Living Spaces	\$730.0	\$645.0	13.2%	38/31
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Home furnishings retailer with 38 showrooms, including an Outlet, across eight states in the West, Midwest and Southwest regions. The company designs and manufactures a wide assortment of its exclusive products sold through its stores and online. Living Spaces opened seven showrooms last year entering four new states – Lenexas, Kansas, Thornton, Colorado, Oklahoma City, Oklahoma, and Draper and Clearfield, Utah. The retailer also opened a showroom in Conroe, Texas in November and a smaller store, about a third the size at just 50,000-square feet, in central Houston, in June.

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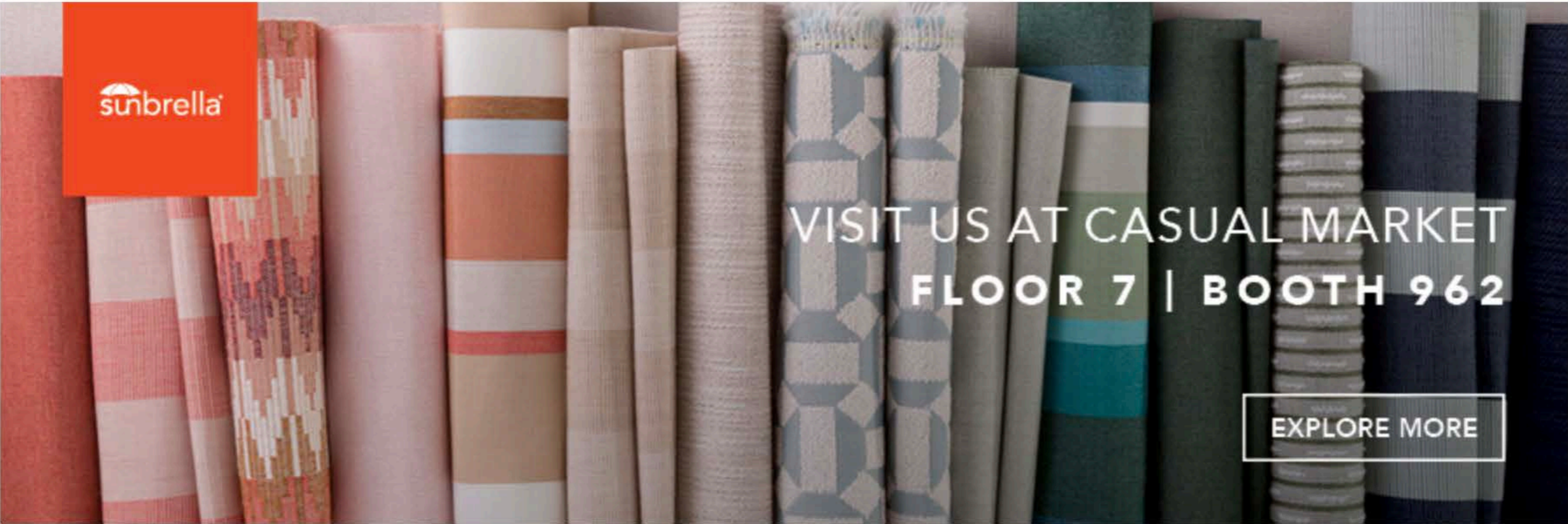


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28	City Furniture	\$725.0	\$740.0	-2.0%	37/36
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City Furniture operates throughout Florida with 23 City Furniture showrooms and 14 Ashley stores as well as an e-commerce site. In April 2024, opened its second Tampa area store in Clearwater. The 160,000-square-foot showroom is similar in size to the first one opened last fall and they are two of the retailer’s largest showrooms. City plans for five total Tampa area stores with openings in Sarasota, Wesley Chapel and downtown Tampa planned for 2025 and 2026. The retailer is also looking to open a showroom in Daytona. Total 2023 revenues, \$747.5 million.





31	Lovesac	\$689.1	\$639.6	7.7%	230/195
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Publicly held, fiscal year ended February 4, 2024. Lovesac designs, manufactures and sells unique, high quality furniture. Its product offering includes modular couches called Sactionals, premium foam beanbag chairs called Sacs and home décor accessories, including Footsac blankets, decorative pillows and drink holders. Lovesac sells through showrooms in 41 states, e-commerce, and through in-store pop-up-shops, shops-in-shops with third-party retailers like Costco and Best Buy. E-commerce accounted for about 28.5% of total sales. Accessories accounted for a little more than 1.5% of total sales. Total 2023 sales, \$700.3 million.



32	At Home Group	\$620.0	\$650.4	-4.7%	266/258
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At Home operates across 40 states and online. The home and holiday superstore offers up to 45,000 products in its approximately 100,000-square-foot stores, from furniture, mirrors, rugs, art and housewares to tabletop, patio and seasonal décor. The company’s exclusively designed private label furniture brands include Honeybloom, Providence, Found & Fable and Crosby St.



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33	Ethan Allen	\$615.5	\$652.8	-5.7%	168/170
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Publicly held, fiscal year ended June 30, 2023. Interior design company, manufacturer and retailer offering complimentary interior design services and a full range of home furnishings through its retail stores, both company-owned and independent licensees, throughout the United States and abroad, as well as online. Sales and store counts for the U.S., only, including 135 company-owned design centers and 33 independently-owned. Since the end of its fiscal year, Ethan Allen has added locations in The Villages, Florida and Avon, Ohio, and relocated its Manhattan design center. Accents account for approximately 18.6% of total sales. Total 2023 sales, \$791.4 million.

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34	MillerKnoll	\$554.0	\$565.0	-1.9%	79/70
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Publicly held, fiscal year ended June 3, 2023. Designer and manufacturer of modern furnishings. Brands include Design Within Reach, HAY, Herman Miller, Muuto and Knoll. Each brand has showrooms, direct-mail catalogs and e-commerce sites. DWR has 38 showrooms, Hay has three stores as do Muuto and Knoll, and Herman Miller has 27 stores. The company also operates four outlet stores and a multi-brand store in Chicago.

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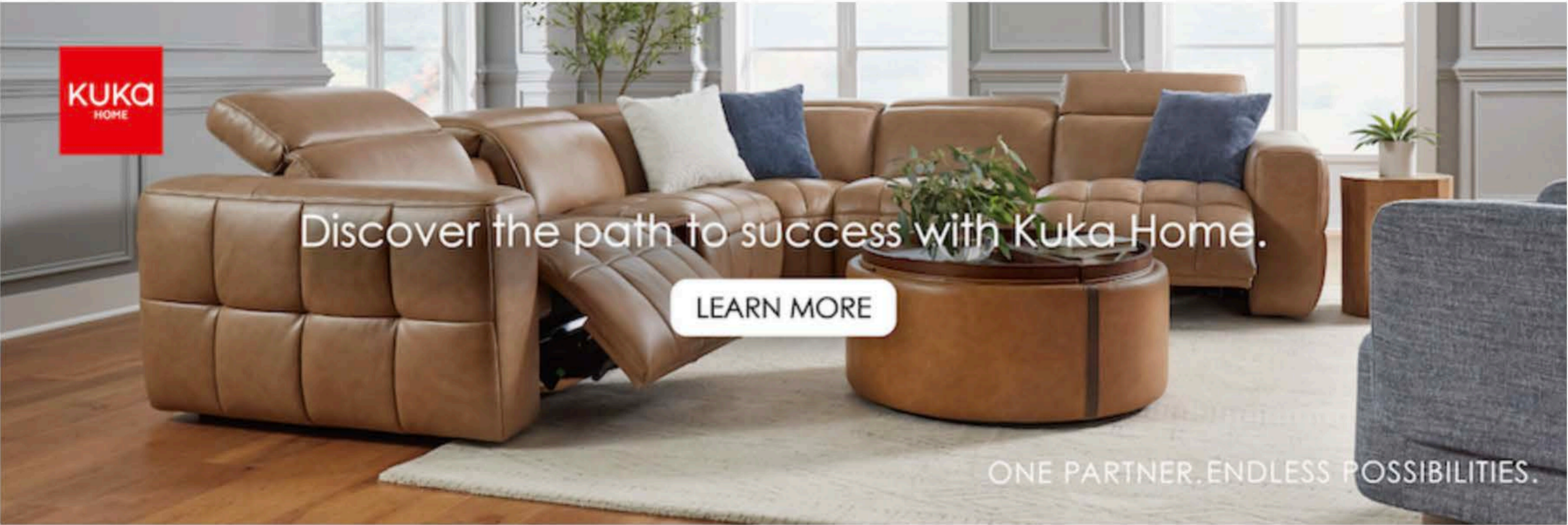
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35	Room & Board	\$530.0	\$560.0	-5.4%	22/22
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Modern furniture and home furnishings retailer operating showrooms from coast to coast, including a Weekend Outlet in Golden Valley, Minnesota. More than 90% of the retailer’s furniture and décor is made by some 36 manufacturing partners and artisans in the U.S., along with global artisans in Japan, India and Italy. In January 2024, opened its first New Jersey showroom in Paramus.



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36	3Z Brands	\$520.0	\$550.0	-5.5%	17/18
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Vertically-integrated manufacturer, wholesaler, retailer and direct-to-consumer seller of mattresses and sleep products. Brands include Brooklyn Bedding, Helix Sleep, Birch by Helix, Bear Mattress, Nolah and Leesa. The latter two were acquired in the first quarter of 2023 shortly after Brooklyn and Helix unveiled its new corporate name, 3Z Brands. Each brand operates under its current identity and individual website. In addition to each website, product is sold through retail partners and Brooklyn Bedding’s 17 showrooms in Arizona. 3Z Brands will look to continue to grow from within and through the acquisition of additional brands.

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37	Tempur Sealy International	\$436.0	\$427.0	2.1%	228/224
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Publicly held. Designer, manufacturer, distributor and retailer of bedding products through third-party retailers, more than 750 company-owned stores and e-commerce platforms around the world. Its portfolio of retail brands in the U.S., include Tempur-Pedic retail stores, Sleep Outfitters, and Sleep Outfitters Outlet. In May 2023, entered into a merger agreement for acquisition of Mattress Firm. The acquisition is expected to close in mid to late 2024. Tempur Sealy will operate Mattress Firm as a separate business unit.





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38	Mathis Home	\$419.0	\$492.0	-14.8%	41/38
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Furniture and bedding retailer operating its brand of stores – Mathis Home, Design Studio, Mathis Sleep and Mathis Outlet – in Oklahoma, California, Texas and Arkansas. Online accounts for about 3% of sales. Last spring, opened a Mathis Home in Midwest City, Oklahoma in a former JCPenney, with a La-Z-Boy, an Ashley and its restaurant, Thirty Four Bar & Bistro. Ashley, Bernhardt and Magnussen were among its top case goods brands last year; Ashley, Bernhardt and La-Z-Boy were among its top upholstery brands; and its own brand, Lady Americana, along with Tempur-Pedic and Purple were among its top bedding brands. Accessories account for about 2% of sales. Total 2023 revenues, \$460 million.



39	Regency Furniture	\$416.0	\$440.0	-5.5%	80/77
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Home furnishings retailer operating 18 Regency Furniture stores, including two Outlets, in the Washington metropolitan area in Maryland, Pennsylvania and Virginia; six Marlo Furniture stores, including a Liquidation Center, in Alexandria, Va., Forestville, Laurel, Rockville, Maryland, and Washington, D.C. Regency Furniture is also an Ashley licensee with 56 Ashley stores.



40	American Freight Furniture Mattress Appliance	\$407.0	\$440.0	-7.5%	370/371
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Retail chain offering furniture, mattresses, home appliances and home accessories at discount prices through warehouse-style stores and online. Subsidiary of Franchise Group Inc., the company operates across 41 states.



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41	Avocado Green Brands	\$406.5	\$430.0	-5.5%	14/12
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Avocado Green Brands includes Avocado’s organic mattresses, bedding and American-made bed frames and furniture, and Brentwood Home’s mattresses, bedding and yoga products. Products are sold online, through Avocado retail showrooms and other retail partners. Avocado opened two new showrooms in 2023 in Portland, Oregon, and Boulder, Colorado, and entered the wholesale side of the business for the first time, offering its mattresses through Living Spaces.

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42	Saatva	\$398.0	\$420.0	-5.2%	15/10
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Online retailer of luxury mattresses and bedding products. All of Saatva’s handcrafted eco-friendly mattresses are made to order in the USA by Bedding Industries of America, the company’s long-time supplier and now partner. The two companies merged last November. Bedding Industries of America also is the manufacturer of other top brands including Eastman House and Eclipse. Saatva which operated 15 showrooms at the end of 2023 in major metro areas across the country, opened its 16th “Viewing Room” location in February of this year on Long Island, in Manhasset, New York.

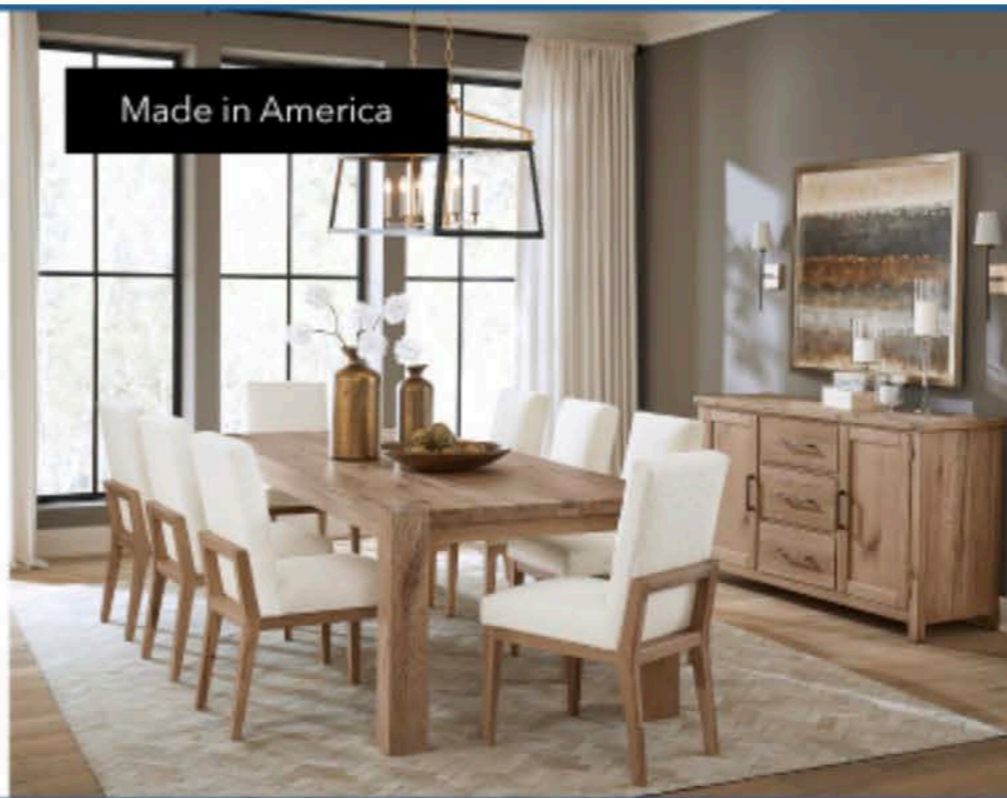
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43	Qurate Retail Group	\$395.0	\$415.0	-4.8%	30/22
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Publicly held, Qurate Retail Group owns QVC, HSN and home and apparel brands Frontgate, Ballard Designs, Grandin Road and Garnet Hill. The company offers its products through television networks, e-commerce sites, catalogs and retail stores. Total 2023 revenues for the six brands, \$8.16 billion.

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44	Slumberland	\$390.0	\$410.0	-4.9%	122/124
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Slumberland operates showrooms in 12 Midwestern states, including 40 throughout Minnesota. Carries top brands such as Ashley Furniture, La-Z-Boy, Stearns & Foster, Sealy, Purple and Tempur-Pedic. The retailer has been testing design updates and last May revamped its Eagan, Minn., store as a model for the future. The remodeled store features an updated exterior, new store layout and expanded departments for mattresses and decor. Accessories account for a little over 1% of revenues. Total 2023 revenues, \$395 million.



45	Beyond	\$350.0	\$425.0	-17.6%	NS/NS
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Publicly held, e-commerce home furnishings company formerly known as Overstock. Last June, Overstock acquired the Bed Bath & Beyond brand and other intellectual property out of bankruptcy and relaunched itself as Bed Bath & Beyond in August. In November, the corporation changed its name to Beyond. In March 2024, the company acquired flash sale pioneer and e-commerce retailer, Zulily and relaunched its iconic brand, Overstock.com. Overstock.com offers product that complements the Bed Bath business as well as its core focus of furniture, patio, rugs and jewelry.



46	Furniture Mart USA	\$345.2	\$373.4	-7.6%	59/55
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Midwestern retailer operates Furniture Mart, Unclaimed Freight Furniture and Ashley in the Dakotas, Minnesota, Wisconsin, Iowa and Illinois as well as an e-commerce site that accounts for about 2.5% of revenues. Also operates a Carpet One in Sioux Falls, S.D. In addition to Ashley, top brands carried include New Classic and Steve Silver in case goods; La-Z-Boy and England in upholstery; and Tempur-Pedic, Sealy and Purple in bedding. Furniture Mart opened its 36th Ashley store this past March, in Maple Grove, Minn. Accessories account for a little over 1% of total revenues. Total 2023 revenues, \$354 million.



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47	Mor Furniture for Less	\$345.0	\$360.0	-4.2%	38/37
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West Coast retailer operating showrooms in California, Washington, Oregon, Nevada, Idaho, Arizona and New Mexico, including two Outlet Centers and one Clearance Center. In 2023, opened a showroom in Tacoma, Wash., and has plans this year to open one in Apple Valley, Calif., in a former Bed Bath & Beyond location. Also last year, launched Mlily USA sleep galleries in its stores, each showcasing 10 mattress models. Mor is owned by Chinese furniture conglomerate Healthcare Co. Ltd., which also owns Knoxville, Tenn.,-based Mlily.

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48	Casper Sleep	\$326.0	\$345.0	-5.5%	67/68
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Casper is an e-commerce mattress brand selling mattresses, pillows and other sleep-related goods through its website, company-owned retail stores and through other retailers including Nordstrom, Target and Raymour & Flanigan. In January 2024, Casper Sleep revamped its Sleep Shop in Costa Mesa, Calif., to include more interactive features and services for shoppers to learn more about their products. The new store design features a “Snooze Bar”, a dedicated lab for pillows, space for bedroom design services and a “bunkhouse getaway” for kids. Based on the success of this new design, Casper Sleep plans to roll it out to more locations. The company also plans to open approximately seven to 10 new stores in 2024.

A promotional banner for Bread Pay's furniture financing service. The background is a light teal color. In the top left corner, there is a decorative pattern of teal dots. On the right side, there are several stylized paperclip icons in white and teal. The main headline, "Elevate your furniture financing strategy", is written in a large, bold, dark blue font. Below it, the subtext "Exclusive consultation with a furniture financing expert" is in a smaller, dark blue font. A purple rounded rectangular button with the text "Sign me up" in white is positioned below the subtext. In the bottom left corner, a small line of text states: "Bread Pay™ loans are made by Comerity Capital Bank, a Bread Financial™ company." The Bread Pay logo, consisting of a teal circle with a white stylized 'b' and the text "bread pay™" in a dark blue sans-serif font, is located in the bottom right corner.

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49	Gardner-White Furniture	\$314.0	\$320.0	-1.9%	14/13
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## Gardner-White Furniture

\$320.0

-1.9%

$$I_4/I_3$$

Furniture and mattress retailer operating throughout metro Detroit, Ann Arbor and Saginaw with 13 Gardner-White showrooms and one Design Outlet. Last year, added La-Z-Boy Furniture Galleries to all of its stores and held a grand reopening celebration of its Waterford store after a massive facelift. Earlier this year added the Kluff Mattress collection to its stores.

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A photograph of a plush, blue tufted sofa with gold-colored legs, positioned in a bright living room with large windows and a coffee table in the foreground.

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## Bassett Home Furnishings

\$375.0

-17.1%

87/91

Manufacturer and marketer of branded home furnishings primarily through company-owned and licensee-owned Bassett stores, as well as through wholesale channels including multi-line furniture stores. Operated 56 company-owned stores and 31 licensee-owned stores at the end of its fiscal year, November 25. Has since opened a store in Tampa, Florida, in January and another one in Houston, in March. Bassett does not have plans to open anymore company-owned stores this year, and instead will focus on refurbishing five to six stores over the remainder of the year.



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Welcome to the third of five installments in our third annual ranking of the Home News Now 125 Furniture and Bedding Retailers. The 125 listing is based on estimated 2023 furniture and bedding sales in the U.S. and includes both brick-and-mortar stores and e-tailers. Accessories, rugs and other revenue sources are not included. All sales figures are estimated in millions of dollars and were compiled from a variety of sources including retailer input, publicly held company SEC filings, news releases, store websites and industry news reports. In cases where the retailer did not respond to multiple inquiries, the estimates are based on 2023 sales growth figures for furniture and home furnishings stores compiled by the U.S. Department of Commerce. Rent-to-own retailers were excluded from the ranking.

HNN's 125 had a combined \$77.8 billion in estimated furniture and bedding sales for last year, down about 5% from an estimated \$81.9 billion in 2022. The numbers were adjusted to eliminate double counting of sales that appear more than once on this list. (Think Ashley Furniture's retail store network and the numerous Ashley independent dealers in the ranking.) The list includes estimated results from nearly 23,500 brick-and-mortar stores, several online-only resources such as Amazon and Wayfair, and more than a dozen specialty bedding retailers and bedding e-tailers.



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51	Farmers Home Furniture	\$288.0	\$301.4	-4.5%	266/261
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Southeast retailer operating in Georgia, Florida, Alabama, South Carolina, North Carolina, Tennessee, and Kentucky offering its customers furniture and bedding as well as electronics, appliances, and lawn and garden equipment.



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52	Purple	\$285.0	\$315.0	-9.5%	60/55
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Publicly held. Purple designs, manufactures, markets and sells its branded and premium comfort products, including mattresses, pillows, cushions, bases, sheets, and other products, through direct-to-consumer e-commerce and Purple showrooms and wholesale partners. Expanded into the higher-priced, higher margin categories with the launch in May 2023, of Purple’s new Premium and Luxe product lineups. After more than doubling the number of Purple showrooms over the past two years, the company will be slowing the opening of new showrooms in the short term, continuing store expansion in the future. The sales estimate is based on direct-to-consumer sales, which accounted for 58.1% of net revenues. Total 2023 revenues, \$510.5 million.

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53	Mattress Warehouse	\$272.2	\$277.3	-1.8%	323/300
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Mattress Warehouse offers name brand bedding including Tempur-Pedic, Casper, Serta, Sealy, Stearns & Foster, Purple, Kingsdown and Aireloom. Also offers a wide selection of sleep products such as pillows, sheets, blankets, mattress protectors, mattress toppers, bed frames and platform beds. Showrooms are located along the East Coast from Delaware to Florida. Mattress Warehouse’s goal is to open 20 to 30 stores per year.

Vaughan-  
Bassett

furniture company

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54	Broad River Retail	\$252.8	\$286.5	-11.7%	31/31
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Ashley licensee operating 27 Ashley Stores and four Ashley Outlets in North Carolina, South Carolina and Georgia. In January 2023, the company closed its 30,000-square-foot Ashley Store in Kannapolis, North Carolina, and opened a new 45,000-square-foot dual concept Ashley Store & Outlet in Salisbury, North Carolina, in August. The new store has the latest 7.0 store design along with an expanded Sleep Shop and an Ashley Outlet as a store-within-a-store. Will continue investing in upgrading its stores/showrooms to the latest 7.0 Design, expanding sleep shops and modernizing showrooms. Announced plans to open a 25,230-square-foot Ashley store in Aiken, South Carolina, this spring and a 35,540-square-foot Ashley store in Rock Hill, South Carolina, in the late summer. Both stores will showcase Ashley’s 7.0 store concept. Accessories account for about 1% of total revenues. Total 2023 revenue, \$255.4 million.

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55	World Market	\$245.0	\$265.0	-7.5%	239/242
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Specialty retailer offering unique furniture, home décor, outdoor furniture, pillows, imported rugs, specialty gifts and food and drink from around the world. World Market is owned by investment firm Kingswood Capital Management out of Los Angeles.



56	HOM Furniture	\$243.0	\$300.0	-19.0%	26/27
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HOM furniture serves customers in the upper Midwestern states of Minnesota, South Dakota, North Dakota, Iowa and Wisconsin under the brand names HOM Furniture, Dock 86 and Gabberts Fine Furnishings by Design, as well as online. Total 2023 revenues, \$255.2 million.



57	Baer's Furniture	\$230.0	\$255.0	-9.8%	16/16
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Baer's Furniture operates throughout Florida in the Ft. Lauderdale, Ft. Meyers, Orlando, Naples, Miami, Boca Raton, Palm Beach, Melbourne, Jacksonville and Sarasota areas. Total 2023 revenue, \$240.9 million.



58	Kane’s Furniture	\$228.0	\$231.0	-1.3%	17/17
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Home furnishings retailer operating 65,000-square-foot showrooms in central Florida.



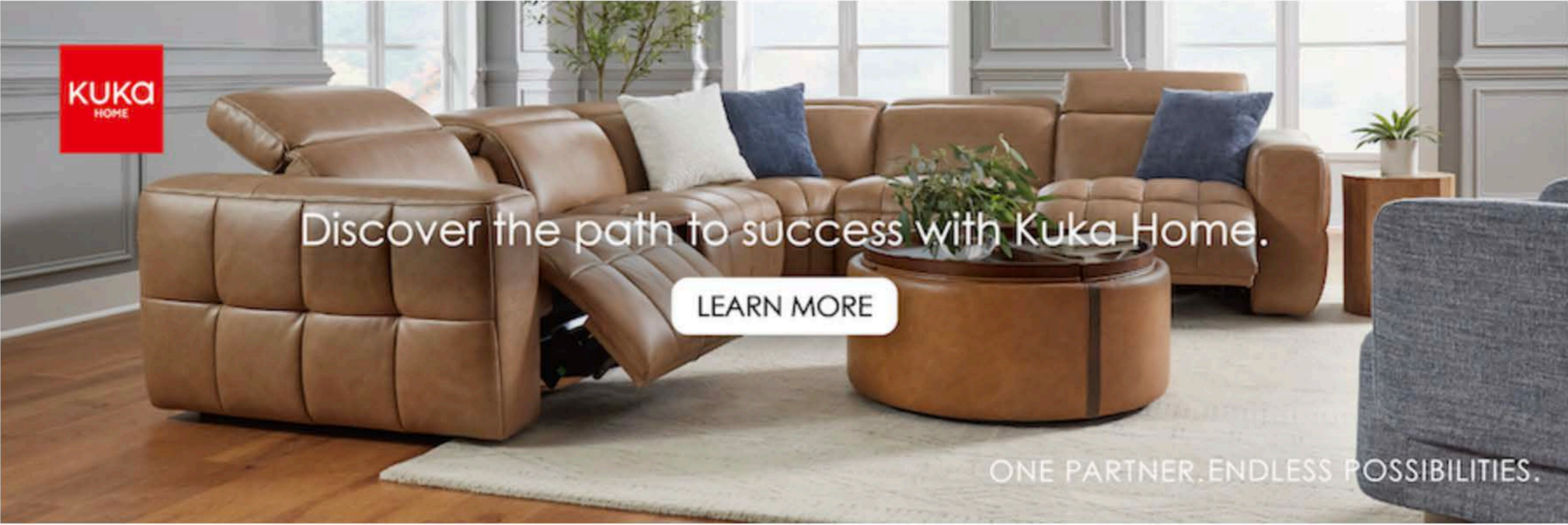
59	Gallery Furniture	\$218.5	\$231.1	-5.5%	3/3
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Houston area retailer owned by Jim “Mattress Mack” McIngvale and family. Its largest showroom, located in the Houston suburb of Richmond, Texas, boasts a 30,000 gallon saltwater aquarium and an on-site Lopez Mexican Restaurant.



60	El Dorado Furniture	\$215.0	\$269.0	-20.1%	18/18
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South Florida furniture and bedding retailer with 15 El Dorado Furniture showrooms and three outlet centers. Will soon be opening its 19th showroom in Altamonte Springs, Florida. Total 2023 revenues, \$219.4 million.



61	Levin Furniture & Mattress/John Shultz	\$204.2	\$216.0	-5.5%	28/28
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Three brothers operating 15 Levin Furniture & Mattress stores and nine Levin Mattress stores throughout southwest Pennsylvania and northeast Ohio; one John V Schultz furniture store in Erie, Pennsylvania.; and three Ashley stores in Erie and Pittsburgh, Pennsylvania., and Youngstown, Ohio.



62	Steinhafels	\$195.5	\$221.6	-11.8%	15/14
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Employee-owned, family operated retailer operating showrooms in Wisconsin and Illinois including two Mattress Stores in Grafton and Madison, Wisconsin. Opened its fourth store in Illinois in September of last year in Harwood Heights. Plans to open two additional stores in 2024 in Schaumburg and Orland Park, Illinois. Accessories/rugs account for about 1.5% of total sales. Total 2023 revenues, \$198.5 million.



63	Jerome's	\$195.0	\$230.0	-15.2%	20/24
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Southern California retailer currently operating 15 Furniture Superstores and six Dream Shops. In February 2024, Jerome’s opened a new, temporary Furniture Superstore, in a former Bed Bath & Beyond location. The store features a wide variety of Jerome’s popular furniture, a new Modern Living department and one of the largest clearance centers in the area.



64	Furnitureland South	\$193.8	\$183.1	5.9%	1/1
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North Carolina furniture retailer with a total of 1.3 million square feet of showroom space on a single campus. Included on the campus is a Design Center, Education Center, Starbucks, Subway and more than 300,000 square feet of Outlet space. Top brands carried include Lexington, Hooker and Bernhardt in case goods; Huntington House, Wesley Hall and Bradington-Young in upholstery; and Kingsdown, Sealy and Tempur-Pedic in bedding. Accessories account for about 3% of total revenues. Total 2023 revenues, \$213 million.



Mattress retailer operating in the greater Chicago and Indianapolis areas, Florida and most recently the Detroit metro area. Last May, American Mattress acquired online retailer US-Mattress which operated 20 stores in the Detroit area. American Mattress changed the name of the stores, but kept the US Mattress website, [www.us-mattress.com](http://www.us-mattress.com).

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67	Haynes Furniture	\$179.6	\$190.0	-5.5%	13/13
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Family owned and operated retailer operating Haynes Furniture in Virginia, and The Dump in Virginia, Texas, Illinois, Georgia and Arizona. The Dump is the company’s luxury discount brand selling closeouts, overstocks and design samples. Last fall, The Dump acquired much of the unsold inventory from Mitchell Gold + Bob Williams after the retailer closed in August.

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68	Factory Direct Enterprises	\$174.0	\$165.0	5.5%	30/24
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Ashley licensee operating Ashley and Ashley Outlets in New York, New Jersey and Connecticut. Opened six showrooms in 2023 and relocated one.

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69	1915 South	\$163.6	\$168.6	-3.0%	28/28
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Ashley licensee operating stores in Georgia, Florida, Alabama, Mississippi, North Carolina and Virginia. Also sells online, accounting for 5.3% of sales. After Ashley, top bedding brands include Tempur-Pedic and Purple. Plans include adding one new store in the Jacksonville market in 2024.



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70	Macy's Furniture Gallery	\$160.0	\$174.8	-8.5%	47/48
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Publicly held, fiscal year ended February 3, 2024. Department store chain operating 45 Macy's Furniture stores, one Macy's Furniture Clearance and one Bloomingdale's Furniture/Other store. At the end of its fiscal year, Macy's closed the South Hills Village Furniture in Pennsylvania moving the business into the full-line location there. Total 2023 sales for Home, \$3.8 billion.

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71	The RoomPlace	\$160.0	\$185.0	-13.5%	26/26
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Chicago-area furniture retailer filed for Chapter 11 bankruptcy protection earlier this year and announced the closing of eight locations outside its Chicagoland stores as part of the restructuring plan. Going-out-of-business sales began this spring at six showrooms in and around Indianapolis as well as stores in Kenosha, Wisconsin, and Peoria, Illinois.

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72	Tuft & Needle	\$155.0	\$171.8	-9.8%	6/8
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Bed in a box company owned by Serta Simmons Bedding since 2018. The company sells its mattresses as well as bedding products, bed frames and headboards through its website, retail partners and company-owned Tuft & Needle retail stores in Durham, North Carolina, Glendale, California, Leawood, Kansas, and Gilbert and Scottsdale, Arizona. Retail stores in Seattle and Austin closed last year and another one in Beaverton, Oregon, closed earlier this year.



73	America's Mattress	\$153.0	\$156.7	-2.4%	320/300
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Independently-owned and operated Serta Simmons Bedding showrooms. The company licenses the America's Mattress brand to independent mattress store owners and offers start-up assistance and help with everything from merchandising and advertising to complete business analysis. America's Mattress and America's Mattress Gallery stores are located across 31 states.



74	Bernie & Phyl's Furniture	\$147.7	\$156.2	-5.5%	9/9
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New England retailer operates showrooms in Massachusetts, New Hampshire and Maine, as well as an e-commerce site.

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75	The Original Mattress Factory	\$147.0	\$155.0	-5.2%	118/117
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OMF manufactures its own brand of mattresses and box springs. Factories are local, servicing anywhere from five to 15 showrooms. Currently, OMF operates 12 factories, averaging about 35,000-square-feet, in nine states along the east coast from Florida up to Virginia, as well as Pennsylvania, Ohio, Kentucky and Minnesota. In 2023, the company relocated its Raleigh, North Carolina, factory and showroom, and opened a showroom in the Charlotte area in Mooresville. Will soon open a showroom in Sarasota, Florida, its second location in the area.



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This is the second of five installments in our third annual ranking of the Home News Now 125 Furniture and Bedding Retailers. The 125 listing is based on estimated 2023 furniture and bedding sales in the U.S. and includes both brick-and-mortar stores and e-tailers. Accessories, rugs and other revenue sources are not included. All sales figures are estimated in millions of dollars and were compiled from a variety of sources including retailer input, publicly held company SEC filings, news releases, store websites and industry news reports. In cases where the retailer did not respond to multiple inquiries, the estimates are based on 2023 sales growth figures for furniture and home furnishings stores compiled by the U.S. Department of Commerce. Rent-to-own retailers were excluded from the ranking.

HNN's 125 had a combined \$77.8 billion in estimated furniture and bedding sales for last year, down about 5% from an estimated \$81.9 billion in 2022. The numbers were adjusted to eliminate double counting of sales that appear more than once on this list. (Think Ashley Furniture's retail store network and the numerous Ashley independent dealers in the ranking.) The list includes estimated results from nearly 23,500 brick-and-mortar stores, several online-only resources such as Amazon and Wayfair, and more than a dozen specialty bedding retailers and bedding e-tailers.

Company	US Furniture & Bedding Sales 2023	US Furniture & Bedding Sales 2022	% Change	Number of stores 2023/ 2022
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76	Bob Mills Furniture	\$127.5	\$139.5	-8.6%	10/10
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Bob Mills Furniture operates two stores in Oklahoma, in Oklahoma City and Tulsa, seven in Texas in Amarillo, Lubbock, Odessa, Midland, Temple, Waco and San Antonio and one in Kansas, in Wichita. The retail stores average 43,000 square feet. Total 2023 revenues, \$128 million.

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Furniture Today

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Best Home Furnishings

Best Custom Upholstery Company

THE #1 Source for Custom Orders



77	Empresas Berrios	\$126.4	\$119.6	5.7%	27/27
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Carribean retailer offering furniture, appliances, electronics and mattresses throughout Puerto Rico, and most recently on the U.S. Virgin Islands. Operations include a Liquidation Center, two Outlets and four Ashley stores. Also sells online, accounting for about 3.5% of sales. Last February opened its first showroom on the Virgin Islands, in St. Thomas. In addition to Ashley, top manufacturers include Rotta and Elements in case goods; Fusion and Man Wah in upholstery; and Simmons in bedding. The retailer does not have any plans to open or close showrooms in 2024. Accessories account for about 2% of revenues. Total 2023 revenues, \$243 million.


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78	Renegade Furniture Group	\$125.0	\$105.0	19%	NS/NS
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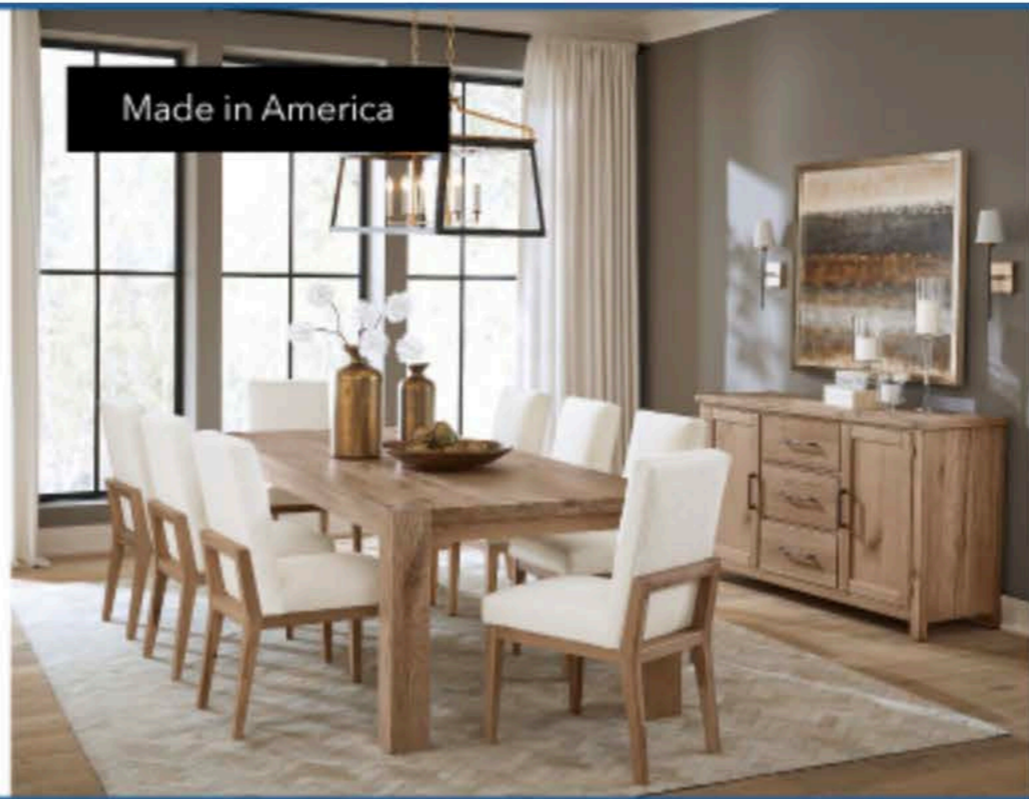
Renegade Furniture Group helped pioneer the concept of selling furniture on the internet through its first website, [www.colemanfurniture.com](http://www.colemanfurniture.com). Other brands in the company’s portfolio include [TOVFurniture.com](http://TOVFurniture.com) and [homegallerystores.com](http://homegallerystores.com). Top brands carried include Ashley, Hooker and Bernhardt in case goods; and Catnapper, TOV Furniture and Four Hands in upholstery. Renegade Furniture Group continues to strive towards bettering the customer experience with faster lead times and happier customers. Coleman Furniture is celebrating its 25th Anniversary this year.




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79	Chair King/Fortunoff Backyard Store	\$125.0	\$134.0	-6.7%	51/51
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Outdoor and patio furniture retailer operating Chair King Backyard stores in Texas, in the Houston, Dallas/Ft. Worth, San Antonio and Austin areas, and Fortunoff Backyard stores in the Northeast, in New York, New Jersey, Delaware, Pennsylvania and Connecticut. Also, operates e-commerce sites, accounting for about 6% of total sales. Earlier this year, opened a Chair King in Denton, Texas. Will soon expand into the Virgina/Maryland/DC market with three new Fortunoff Backyard stores in Woodbridge, Sterling and Falls Church, Virginia.

A large white sectional sofa is the central focus, positioned in a bright, modern living room. The sofa has a clean, contemporary design with thick cushions and two patterned throw pillows. It sits on a large, textured, light-colored rug. To the left, a small black side table holds a lamp with a warm-toned shade. To the right, a tall, leafy green plant in a grey pot adds a touch of nature. The background features a large window with sheer white curtains and a set of white double doors. The overall atmosphere is bright and airy.

80	Boston FAM	\$122.9	\$130.0	-5.5%	20/20
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Wisconsin retailer operating five Furniture & ApplianceMarts, one ApplianceMart and 14 Ashley stores, including two Ashley Outlets. Four of the Furniture & ApplianceMarts and the one ApplianceMart also are located with an Ashley store.



81	The Wellsville Group	\$114.8	\$118.1	-2.8%	19/18
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Ashley licensee with 21 Ashley stores in New York, Ohio and Pennsylvania, including an Ashley Outlet, and an Ashley Clearance Center at its distribution center in Aurora, Ohio. Earlier this year, opened two Ashley stores, one at its distribution center in Batavia, New York, and one in New Philadelphia, Ohio.



82	Morris Furniture	\$113.1	\$129.5	-12.7%	19/21
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Home furnishings retailer operating Morris Home, Morris Outlets, Ashley, and Better Sleep Shop showrooms in the Dayton, Cincinnati, Columbus and northern Kentucky markets. 2024 is set to be the company’s biggest growth year, with the opening of four new showrooms, remodeling four additional locations and relocating two others. The retailer is opening Morris Home and Ashley showrooms in Columbus. Is relocating the Ashley store in Mason, Ohio, and remodeling the former site into a Morris Home showroom. Will also open an additional Ashley showroom in the Dayton market in Huber Heights, Ohio. The other Ashley stores that are being remodeled or relocated are being outfitted to the new Ashley 7.0 footprint. The company’s flagship Morris Home in Centerville, Ohio is undergoing extensive remodeling as well. Accessories account for a little over 1% of total revenues. Total 2023 revenues, \$114.5 million.



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83	Grand Home Furnishings	\$112.7	\$118.9	-5.2%	18/18
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Furniture and mattress retailer operating stores in Virginia, Tennessee and West Virginia. Also sells online, accounting for about 1% of sales. In September 2023, opened a new outlet, GHF Furniture Outlet, in Staunton, Virginia. Top brands carried include Vaughan-Bassett, Kincaid and Homelegance in case goods; La-Z-Boy, Benchcraft and Catnapper in upholstery; and Tempur-Pedic, Sealy and Serta in bedding. Less than 1% of sales comes from accessories. Total 2023 revenues for fiscal year ending October 31, 2023, \$113.3 million.

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84	Stickley Furniture/Mattress	\$111.5	\$118.0	-5.5%	13/13
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Part of furniture manufacturer L. & J.G. Stickley. Stickley Furniture/Mattress operates eleven showrooms in the Northeast and two in Colorado in the Boulder and Denver areas. In addition to Stickley Furniture, the showrooms carry other high-end brands for case goods and upholstery including Bernhardt, Bradington Young, Century, Hancock & Moore, American Leather and Stressless. Bedding brands carried include Aireloom, Tempur-Pedic and Stearns & Foster.

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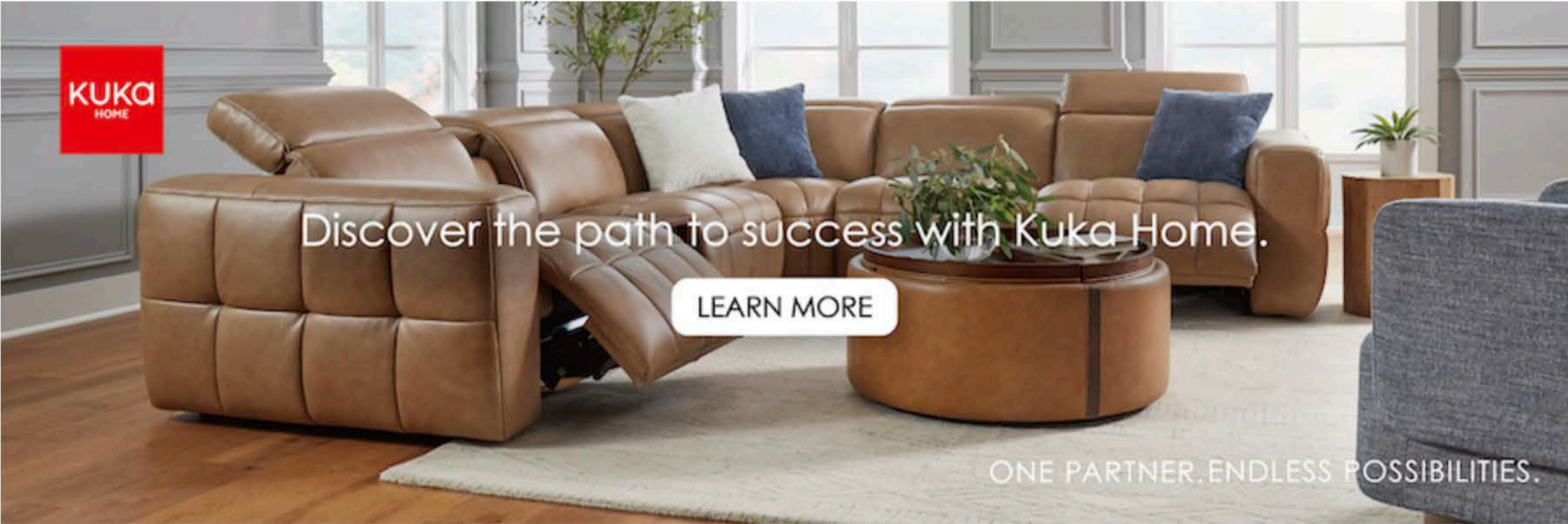
85	Sit N' Sleep	\$109.1	\$117.0	-6.8%	35/36
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Southern California retailer operates showrooms selling mattresses, bedding and furniture, as well as an e-commerce site. Top selling mattress brands offered include Serta, Sealy, King Koil, Kingsdown, Purple, Tempur-Pedic and Nectar.



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86	Providence Enterprises	\$105.0	\$105.0	0%	22/NA
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Furniture company serving East Tennessee, southwest Virginia, West Virginia, Ohio and Kentucky with Star Furniture and Ashley stores. Star Furniture, founded in 1907, is located in West Virginia, in Clarksburg, Elkins, Granville and Whitehall. The Ashley licensee operates 18 Ashley stores, including two Outlets and two Clearance Centers. Late last year, the company opened its first Ashley stores in Ohio and Kentucky in Chillicothe and Pikeville, respectively.

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87	Roche Bobois	\$104.5	\$109.0	-4.1%	36/32
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French family business operating in 54 countries with a network of 340 company-owned and franchises marketing its two brands – Roche Bobois and Cuir Center. Sales and store counts for the high end furniture brand, Roche Bobois, in the U.S., only, including 34 company-owned and two franchisees. For 2024, plans include opening four company-owned stores in the U.S./Canada, including a store in Toronto and an outlet in Los Angeles. In addition to the outlet in L.A., the company has opened a temporary outlet in Paramus, New Jersey, for the spring through summer. Future plans include five to 10 franchise stores. Accessories account for approximately 10.5% of total revenues. Total 2023 revenues, \$116.8 million.

HOM ELEGANCE

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88	Walter E. Smithe Furniture	\$104.3	\$106.9	-2.4%	10/10
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Midwest retailer with nine showrooms throughout the Chicago area and one in northwest Indiana. In late April 2024, opened its first showroom outside the Midwest in Naples, Fla. Accessories account for approximately 5% of total revenues. Total 2023 revenues, \$109.8 million.

12/12

Virginia retailer operating one Trivett's Furniture, 10 Ashley stores and one Ashley Outlet.

7/7

Home furnishings retailer currently operating three Sam Levitz showrooms, including an Outlet in the Tucson area and one in Oro Valley, Arizona. The retailer no longer operates the three Ashley stores it once operated as of February 2024.



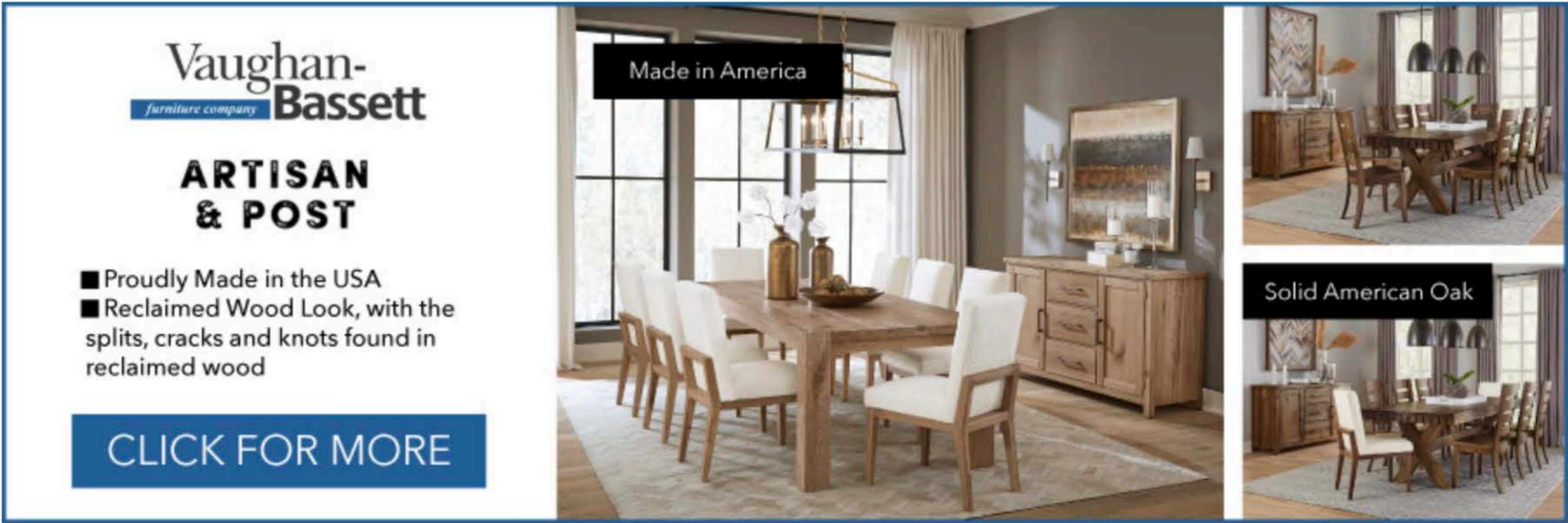
91	Bel Furniture	\$96.2	\$101.7	-5.5%	17/17
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Texas home furnishings retailer operating throughout Houston, including a Clearance Center at one of its distribution centers there, and in San Antonio, Corpus Christi, Del Rio, Beaumont, Victoria, Clute and surrounding areas. The family-owned company’s goal is to have 25 showrooms over the next two years, including potential showrooms in adjacent states.



92	Crest Furniture	\$94.9	\$100.4	-5.5%	20/20
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Crest Furniture operates nine Value City stores in the New Jersey, Staten Island and Hoboken areas. The stores, which are not a part of American Signature’s Value City stores, carry a wide array of furniture and mattress brands, including Ashley, Benchcraft, Coaster, Sealy and Stearns & Foster. Crest Furniture is also an Ashley licensee operating six Ashley stores in New Jersey and five in Pennsylvania.



93	Darvin Furniture & Mattress	\$94.0	\$99.4	-5.4%	1/1
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Chicagolands’ largest furniture and mattress store is located on 13 acres. The single showroom has more than 200,000 square feet of display area, including 35,000 square feet dedicated to its Clearance & Outlet Center and 10,000 square feet dedicated to its Mattress Store and Rug Gallery.



94	Matter Brothers Furniture & Mattress	\$90.0	\$95.0	-5.4%	11/11
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Florida retailer operating five Matter Brothers Furniture showrooms in Ft. Myers, Tarpon Springs, Naples, Sarasota and Pinellas Park and five Florida Leather Gallery showrooms in Bonita Springs, Clearwater, Ft. Myers, Sarasota and Tampa. The retailer also operates an Outlet by Matter Brothers in Pinellas Park.



95	The Parrott Group	\$89.8	\$95.0	-5.5%	14/14
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Ashley licensee operating 13 Ashley stores, including an Ashley Outlet, throughout South Carolina, North Carolina and Georgia as well as Parrott’s Furniture Warehouse in Florence, South Carolina.

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96	C.S. Wo & Sons	\$80.4	\$85.0	-5.4%	27/27
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Hawaiian retailer operating under brands, C.S. Wo & Sons, HomeWorld, SlumberWorld, Red Knot and apt. by HomeWorld. The company’s newest brand, apt. by HomeWorld, opened last April and is focused entirely on apartment and condo living. C.S. Wo is also the Hawaii licensee for Ashley operating five Ashley stores. In March 2023, closed its only location on the mainland, C.S. Wo & Sons, in Costa Mesa, Calif.

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97	Clive Daniel Home	\$80.0	\$70.0	14.3%	5/4
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Southwest Florida retailer of luxury home furnishings and custom residential and commercial interior design services. Operates four Clive Daniel Home and one CDH2-Designer Outlet. Last fall, the company opened its new showroom in Ft. Myers with 48,000 square feet, and its new 175,000-square-foot headquarters and warehouse, allowing the company to continue to expand in the future. Accessories account for about 5% of total revenues. Total 2023 revenues, \$100.2 million.



98	Hudson's Furniture	\$77.8	\$82.3	-5.5%	15/15
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Hudson's operates throughout central Florida with 14 Hudson's Furniture stores and one Outlet. Also operates Hudson's Luxury Interiors and Hudson's Vacation Interiors catering to second home buyers and the vacation rental market.



99	Johnny Janosik	\$76.6	\$81.0	-5.4%	7/7
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Johnny Janosik serves the Delaware, Maryland, Virginia and Delmarva area with four Gallery Showrooms, two Clearance Centers and one Outdoor Furniture Store.



100	Home Furniture Plus Bedding	\$75.0	\$78.9	-4.9%	8/8
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Home furniture and bedding retailer with eight showrooms in South Louisiana and Southeast Texas as well as an e-commerce site. In April 2024, Home Furniture opened a new 40,000-square-foot showroom in Lafayette, Louisiana, replacing a mall-based location nearby.



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Welcome to the first of five installments in our third annual ranking of the Home News Now 125 Furniture and Bedding Retailers. The 125 listing is based on estimated 2023 furniture and bedding sales in the U.S. and includes both brick-and-mortar stores and e-tailers. Accessories, rugs and other revenue sources are not included. All sales figures are estimated in millions of dollars and were compiled from a variety of sources including retailer input, publicly held company SEC filings, news releases, store websites and industry news reports. In cases where the retailer did not respond to multiple inquiries, the estimates are based on 2023 sales growth figures for furniture and home furnishings stores compiled by the U.S. Department of Commerce. Rent-to-own retailers were excluded from the ranking.

HNN’s 125 had a combined \$77.8 billion in estimated furniture and bedding sales for last year, down about 5% from an estimated \$81.9 billion in 2022. The numbers were adjusted to eliminate double counting of sales that appear more than once on this list. (Think Ashley Furniture’s retail store network and the numerous Ashley independent dealers in the ranking.) The list includes estimated results from nearly 23,500 brick-and-mortar stores, several online-only resources such as Amazon and Wayfair, and more than a dozen specialty bedding retailers and bedding e-tailers.

Company	US Furniture & Bedding Sales 2023	US Furniture & Bedding Sales 2022	% Change	Number of stores 2023/ 2022
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101	Schewels Home	\$72.0	\$75.0	-4.0%	51/50
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Owned and operated by fourth and fifth generations of the family, Schewels Home offers a wide variety of furniture, mattresses, electronics, appliances, and lawn and garden equipment, throughout Virginia, West Virginia and North Carolina. Opened a showroom in Elizabeth City, North Carolina, April 2023.







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102	Z Gallerie	\$70.0	\$75.0	-6.7%	NA/23
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Direct Buy Home Improvement d/b/a Z Gallerie filed for Chapter 11 Bankruptcy protection in mid-October of last year. It was the third filing for Z Gallerie since 2009. At the time of the filing, Z Gallerie was operating 21 stores in nine states and an e-commerce platform that generates more than half their sales. In November, Z Gallerie began going-out-of-business sales at its stores, closing all by the end of the year. In January 2024, Fort Worth-based home textile and furniture e-commerce company, Karat Home, purchased Z Gallerie’s e-commerce assets out of bankruptcy for a little over \$7 million.

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103	Kimbrell’s Home Furnishings	\$70.0	\$75.5	-7.3%	46/48
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Kimbrell’s operates showrooms throughout North Carolina and South Carolina selling furniture, bedding, appliances, electronics and lawn and garden equipment. Carries a number of brands including Ashley, Bernards, Crown Mark, New Classic, Sealy and Lifestyle.

Vaughan-Bassett

furniture company


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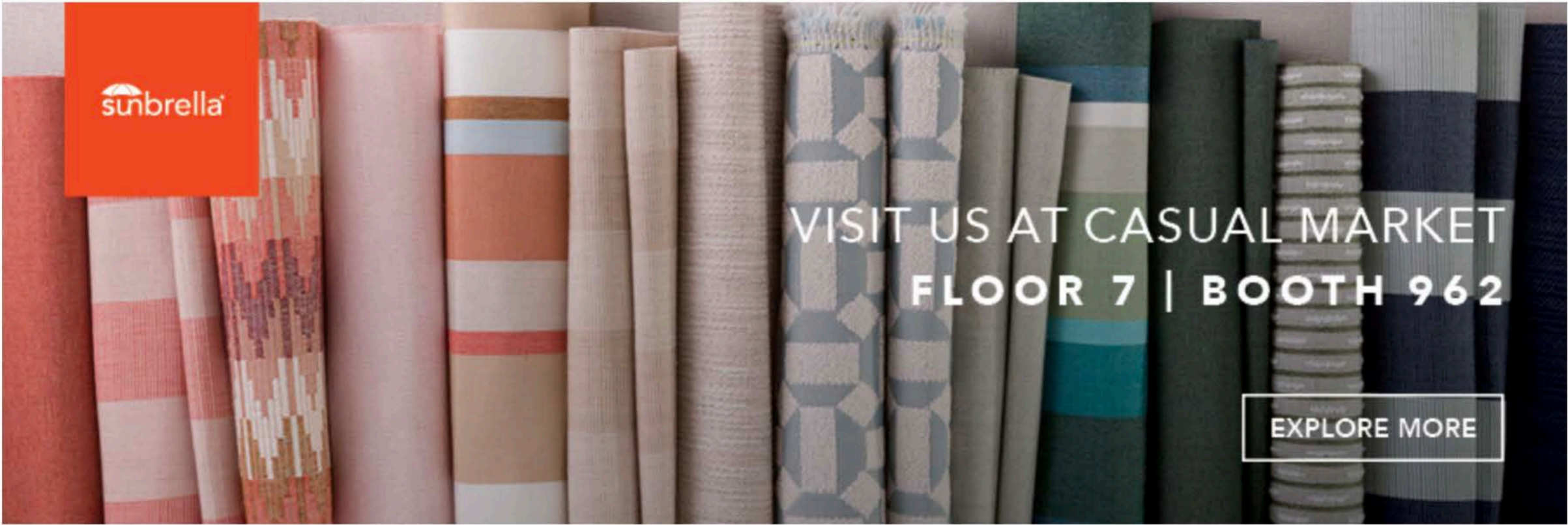
104	Miskelly Furniture	\$65.8	\$80.9	-18.7%	6/7
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Mississippi furniture retailer operating five stores in the metro Jackson area including a Sleepstore and a clearance store, and one store in Hattiesburg. Also sells online, accounting for about 2% of sales. Top brands carried include Ashley, Vintage, and International Furniture Direct in case goods; Ashley, Franklin and Homestretch in upholstery; and Tempur-Pedic, Miskelly’s own brand, Diamond, and Sealy in bedding. Closed one of its two Miskelly Sleepstore locations last year, in Ridgeland. The retailer is exploring opportunities for growth in 2024 and 2025. Accessories account for about 2% of revenues. Total 2023 revenues, \$71 million.



105	Exclusive Furniture	\$62.8	\$68.9	-8.9%	8/8
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Houston-area retailer offering quality furniture at affordable prices for every room in the house. Stores average about 45,000 square feet. Online sales account for about 1.5% of total sales. Top manufacturers carried include Avalon Furniture, Elements and Magnussen in case goods; Cheers, Sofa Master and Kuka in upholstery; and Tempur-Pedic, Bedgear and Beautyrest in bedding. In 2023, moved away from no interest financing offers and tried offering customers 9.99% special financing – a move that affected sales negatively especially around the big holidays. 2023 sales were also impacted by old expensive freight inventory that was difficult to sell and make room for more stylish and trendy product. Both of these issues have been corrected in 2024. Accessories accounted for a little less than 3% of sales. Total 2023 revenues, \$68.1 million.



106	Conlin's Furniture	\$62.7	\$63.0	-0.5%	20/19
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Furniture and mattress retailer operating Conlin's Furniture and Conlin's Sleep Centers in Montana, the Dakotas, Minnesota, California, Wyoming and most recently Washington. Last year, acquired Behar's Furniture in Everett, Washington, with the store reopening as Conlin's Furniture at the end of August.

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107	Lacks Furniture	\$62.0	\$73.7	-15.9%	7/9
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South Texas home furnishings retailer operating three Lacks Furniture Gallerias, three Lacks Furniture Showcases and one Lacks Clearance Center.



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108	Becker Furniture	\$61.5	\$65.0	-5.4%	9/9
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Becker Furniture World serves the Minneapolis, St. Paul and surrounding Twin Cities areas with nine showrooms, including an Outlet. Its flagship store has over 250,000 square feet and is the largest furniture showroom in Minnesota.





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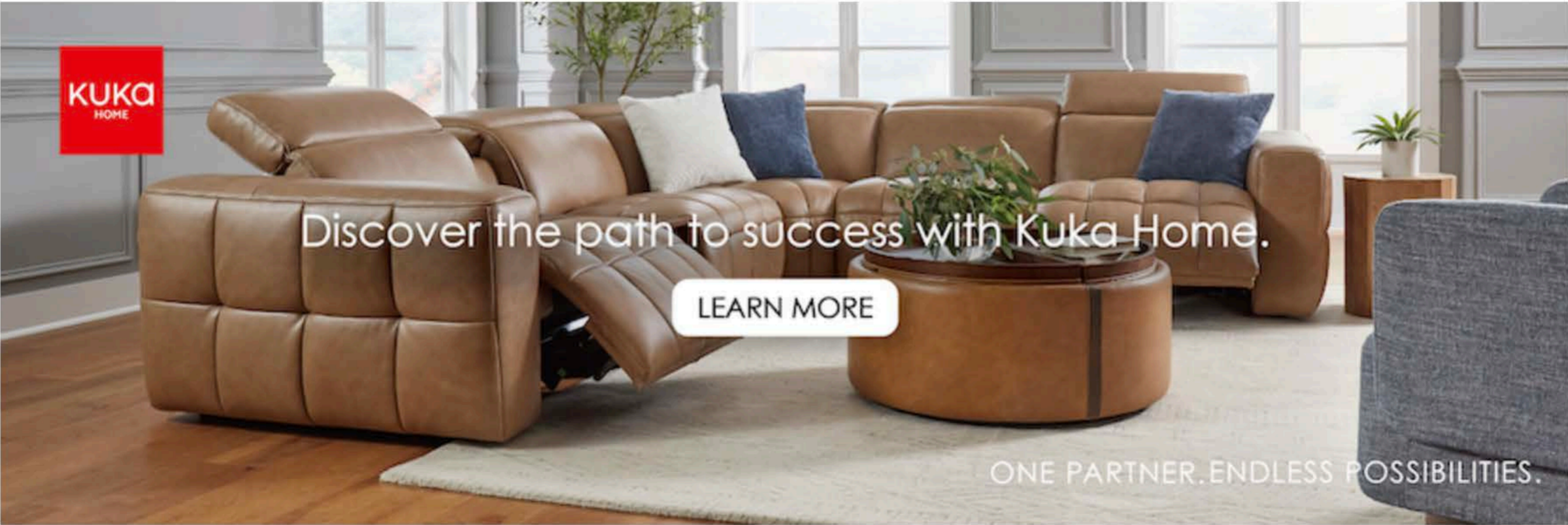
109	Turner Furniture	\$60.3	\$63.8	-5.5%	11/11
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Turner’s serves middle and south Georgia, and north Florida with Turner’s Fine Furniture and Turner’s Budget Furniture.



110	Weir’s Furniture	\$59.0	\$61.8	-4.5%	4/4
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Weir’s Furniture has four locations in the Dallas/Fort Worth area in Dallas, Farmers Branch in North Dallas, Plano and Southlake. Each showroom includes an outdoor patio department, outlet corner and a Country Store gift market.



111	Knoxville Wholesale Furniture	\$56.7	\$60.0	-5.5%	4/4
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Furniture retailer serving East Tennessee with two Knoxville Wholesale Furniture showrooms, a Knoxville Clearance Center and an Ashley store, all in Knoxville. Last May, officially reopened its furniture clearance center after completing renovations on the 137,000-square-foot store.

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112	Walker Furniture	\$56.0	\$60.0	-6.7%	26/27
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Furniture and bedding retailer operating throughout the Las Vegas Valley with Walker Furniture & Mattress superstores in Las Vegas and Henderson, and Walker Clearance Center and Walker Outlet Showroom & Clearance Center in Las Vegas. The retailer also operates 22 Best Mattress locations in Las Vegas, Mesquite and St. George, Utah.



113	Tipperary Sales/La-Z-Boy Southeast	\$54.3	\$61.9	-12.2%	8/8
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La-Z-Boy licensee operating eight La-Z-Boy Home Furnishings & Décor locations in the Southeast, in North Carolina, South Carolina and Georgia. Also sells online, accounting for about 1% of sales. The company saw a return to normal operations and flow of business in 2023 as they closed a huge backlog in 2022. Accessories account for approximately 12% of total revenues. Total 2023 revenues, \$67.1 million.



114	Boston Interiors	\$54.0	\$51.0	5.8%	7/7
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Boston Interiors offers a unique selection of beautiful furniture through its stores, averaging 15,000 square feet, near Boston and throughout New England. The retailer also sells online, accounting for about 3% of total revenues. Accessories accounted for about 10% of revenues. Total 2023 revenues, \$60 million.



115	Nest Bedding	\$53.0	\$61.0	-13.1%	3/8
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Factory direct mattress and bedding company offering organic, natural and certified luxury products online and in retailer showrooms in Minnesota, Illinois, Ohio, California, Arizona and Texas. Also operates three company-owned Nest Bedding stores in California, in Berkeley, Chico and Santa Monica. The company’s products are designed and manufactured at its factory in Phoenix.



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116	Old Brick Furniture & Mattress	\$51.9	\$52.0	-0.2%	10/9
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Furniture and mattress retailer operating in upstate New York, Massachusetts and Vermont. Also operates one Ashley store in Vermont. Last August, opened an Old Brick Furniture & Mattress in Amsterdam, New York.

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117	Green Front Furniture	\$48.5	\$60.7	-20.2%	3/3
-----	-----------------------	--------	--------	--------	-----

Furniture retailer with three locations and approximately 1.1 million total square feet of showroom space. The main location in Farmville, Virginia, is housed on a historic Main Street campus of renovated tobacco warehouses and revitalized department stores having nearly one million square feet of showroom space and 16 store fronts. Northern Virginia and Raleigh, North Carolina, are the locations of the other two showrooms. Hooker, Theodore & Alexander and Century were among the top case goods brands carried; Rowe, Sherrill and King Hickory among the top upholstery brands; and Kingsdown and Sealy/Stearns & Foster were among the top bedding brands. In 2024, Green Front is modernizing and renovating the historic brick warehouses in Farmville (circa 1850-1880s), to improve the customer experience.

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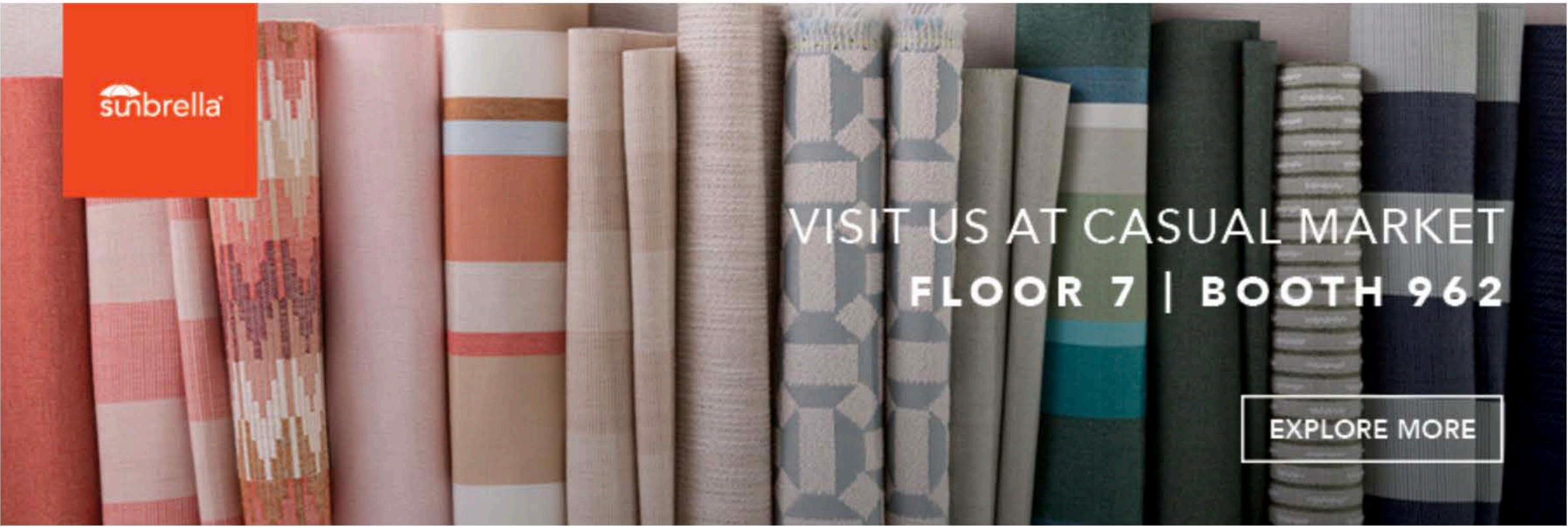
Solid American Oak

Family-owned company offering high-quality home furnishings and design services through Norris Furniture & Interiors and Sheffield Furniture & Interiors. Norris operates in southwest Florida in Naples, Fort Myers, Sarasota and a Clearance Outlet in Bonita Springs, Florida. Sheffield operates in the Philadelphia and Washington, D.C., areas, in Malvern, Pennsylvania, and Great Falls, Virginia.

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Discount furniture retailer operating in metro Atlanta with showrooms in Norcross and Kennesaw, Ga.



I20	Belfort Furniture	\$44.4	\$47.0	-5.4%	I/I
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Belfort Furniture serves the Washington, D.C., Northern Virginia, Maryland and Fairfax, Va., areas, with its 150,000+-square-foot showroom. The showroom is divided into four buildings with high-end luxury brands in the Galleries & Design building, globally sourced one-of-a-kind treasures in Building 2, the main showroom featuring furnishings for every room in the house in Building 3 and the Outlet and Clearance Center with special buys and closeouts, in Building 4.



I2I	Kittle's Furniture	\$43.0	\$46.0	-6.5%	6/7
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Indiana furniture retailer operating three stores in the Indianapolis area including a Kittle's Furniture Outlet, and one each in Lafayette, Fort Wayne and Bloomington. Closed its showroom in Avon in the Indianapolis area last year when the lease expired.



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122	Walker's Furniture & Mattress	\$42.0	\$42.0	0%	13/13
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Walker's Furniture & Mattress serves the Inland Northwest with stores across Washington, Idaho and Oregon, including two Outlets.





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123	Talsma Furniture	\$41.9	\$44.3	-5.4%	4/4
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Talsma Furniture operates four showrooms in West Michigan in Hudsonville, Holland, Byron Center and Grand Rapids.

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124	Red Mountain Retail	\$41.6	\$44.0	-5.5%	10/10
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Ashley licensee operating showrooms throughout North and Central, Alabama, in Huntsville, Hoover, Scottsboro, Birmingham, Florence, Fultondale, Anniston, Tuscaloosa, Cullman and an Outlet Store in Trussville.



125	Bailey's Furniture	\$39.0	\$45.0	-13.3%	6/6
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Alaska retailer operating four showrooms and two clearance centers in Anchorage, Fairbanks, Soldotna and Palmer as well as Bailey's Garage Sale, opened only on the weekends.

