



What's Shaping Big & Bulky Deliveries in 2025?

Key Trends and Projections for Big & Bulky and White Glove Deliveries



Retailers' Priorities

The pandemic spurred a surge in demand for furniture and home improvement, resulting in a significant increase in business activity. However, this demand has steadily declined in the post-pandemic period, compelling businesses that had aggressively expanded to scale back and reduce costs. Rising inflation has further strained discretionary spending, with several major retailers—such as **American Freight, Z Gallerie, Mitchell Gold + Bob Williams, and Conn's HomePlus and Big Lots—filing for Chapter 11 bankruptcy**. While companies like **Walmart, Target, Costco, and Amazon** have demonstrated growth in the furniture category, their scale means even modest gains often come at the expense of smaller retailers. Big & Bulky retailers are not just losing within their category but also outside to big multi-category retail chains and new-age eCommerce players.

This underscores that customer experience, alongside competitive pricing, is a critical factor that can determine a retailer's success or failure. However, with mounting cost pressures, retailers must re-evaluate their strategies and make fundamental changes across key areas—ranging from fulfillment and home deliveries to optimizing every stage of their logistics operations.

In 2025, one can expect big & bulky furniture retailers to adopt a more **cautious approach to expansion, prioritizing cost optimization, spending cuts, and transitioning to more cost-effective operational strategies**.

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All of these businesses bring in hundreds of billions of dollars in revenue each year. So if Costco, Amazon and Walmart are seeing sales increase anywhere between 5% and 11% year-over-year, that's almost certainly coming at the expense of other retailers.

In particular, retailers offering middle-market goods fared especially poorly. That is, retailers that aren't known for low-cost goods but also aren't known for offering luxury goods or high-end customer service.

Steve Dennis,

Founder - SageBerry Consulting
and “Remarkable Retail” author

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Here are the trends that one can expect the big & bulky industry to follow in 2025

1 Cost-cutting & Spend Optimization

Projection: Furniture retailers are prioritizing cost-cutting measures, signaling a significant shift toward automation. Outdated legacy systems with redundant manual processes are being replaced by **streamlined, agile, and modern solutions**. These advanced systems are designed to **scale seamlessly, aligning with organizational growth objectives while minimizing additional cost burdens**.

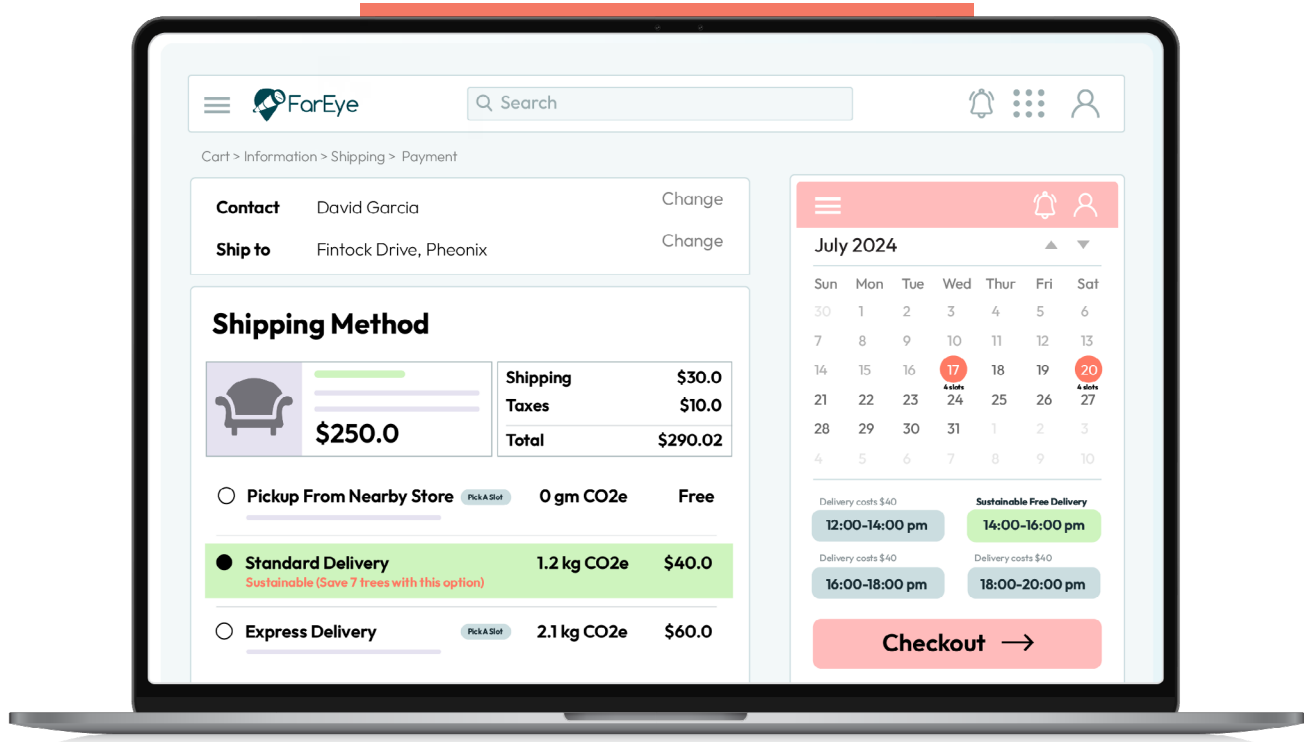
Impact: Adoption of technology that can aid cost-optimization and help achieve the same outcomes with reduced manual effort.

2 Increased Shift Towards eCommerce

Projection: Online sales for big & bulky items, including furniture and appliances, are projected to grow 3.5–4.4%, as consumers increasingly prefer the convenience of shopping online. Real-time updates and predictive delivery capabilities will reduce delivery-related inquiries by 25–30%, improving customer satisfaction and building trust. AI-driven systems and automation in routing and tracking will reduce average delivery times significantly. Retailers with robust eCommerce capabilities will capture a larger share of the big & bulky market, particularly from traditional brick-and-mortar stores that fail to adapt.

Impact: Established players like Amazon and Walmart will set high benchmarks for delivery speed, tracking, and convenience, compelling smaller retailers to innovate or risk losing market relevance. Enhanced digital interactions and home delivery custom experience will increase customer loyalty and drive repeat purchases. Mobile-first and omnichannel strategies will help attract younger, tech-savvy consumers, expanding the customer base. Optimized logistics will lead to a 10–12% reduction in delivery costs for eCommerce retailers handling big & bulky items.





Consumer Experience Trends

3 Real-Time Tracking

Projection: The adoption of real-time tracking is expected to increase, with **80–85% of consumers demanding live updates for furniture and appliances deliveries.** Enhanced tracking features, like predictive delivery windows and AI-powered issue resolution, will become standard.

Impact: Reduced customer service inquiries and higher customer trust, driving customer happiness, loyalty and repeat purchases.

4 Flexible Scheduling

Projection: The market for flexible scheduling could exceed **\$12 billion in 2025.** Retailers will expand time slot options, allowing customers to reschedule in real-time and choose tighter delivery windows (e.g., one-hour slots).

Impact: Improved customer convenience will increase adoption of premium delivery services, boosting customer satisfaction scores by an estimated 10%.



5 Installation Punctuality

Projection: White-glove delivery services, including in-home setup and installation, will account for **30–35% of furniture deliveries in 2025**, up from ~25% in 2024. Retailers will integrate smart technologies to streamline installation scheduling, ensuring reliability.

Impact: Increased use of AI for route and workforce optimization will enhance installation punctuality, likely improving on-time installation rates to **95% or higher**.

6 NPS & Returns

Projection: Key customer experience metrics like Net Promoter Scores (NPS) and customer satisfaction are likely to see a **10–15% improvement**, driven by the widespread adoption of these enhanced delivery practices. Special scenarios where a shipment includes multiple parts need to be delivered at the same time, need to be factored into to ensure customer satisfaction.

Impact: Retailers focusing on seamless delivery and installation experiences will gain a competitive edge, resulting in increased market share. Ensuring prompt and synchronised deliveries of multi-part shipments plays an important role in shaping customer experience. The same applies to the ‘returns experience’ which needs to be equally seamless to gain loyalty..



7 Sustainability Trends

Increased Push for Sustainability

Sustainable Practices: 45% of U.S. consumers consider sustainability as a critical or important factor when buying furniture. 70% of surveyed consumers stated they are more likely to purchase from furniture brands that demonstrate a commitment to sustainability, including sustainable delivery practices.

[Source: FarEye's Primary Research]

Impact: Companies are optimizing delivery routes to reduce carbon footprints, aligning with consumer demand for environmental responsibility.



8 Technology Trends

Driver Management

Projection: Automation of driver onboarding, background verification and approval cycles to shorten onboarding time is the way forward to meet increasing demand for drivers.

Impact: Faster driver onboarding ensures a seamless experience for new fleet members, empowering businesses with optimal fleet capacity to fulfill more orders and drive growth while strengthening overall security.

9 Technology Integration

Projection: Retailers are increasingly adopting advanced technologies such as tracking, AI-driven delivery route optimization, and automation to enhance delivery and installation services. Additionally, they require solutions that enable seamless integration with low-tech carriers and support rapid onboarding processes. It is essential for these advanced systems to integrate securely and seamlessly with existing infrastructure.

Impact: Operational efficiencies will reduce delays, cut delivery times, and further reduce carbon emissions in logistics.

By 2025, the furniture delivery industry will emphasize technology, customer-centric delivery models, and sustainability, significantly reshaping the consumer experience landscape.

About

FarEye is a last mile technology partner for companies obsessed with delivery experience for their customers. Our vision is to ensure every delivery in the world reaches its destination every time, on-time, accurately, efficiently, and as sustainably as possible.

FarEye's AI-Powered platform turns deliveries into a competitive advantage. Carriers & Shippers use FarEye's unique combination of orchestration, real-time visibility, and branded customer experiences to simplify complex last-mile logistics. The FarEye platform allows businesses to increase consumer loyalty and satisfaction, reduce costs and improve operational efficiencies, sustainably. FarEye has 150+ customers across 30 countries and six offices globally.

First Choice for Last Mile

