

2024 Research Insights:

# The Impact of 3D Configurators on Furniture Sales

**kiloNewton**

color Sunflower

table top length 1800 mm

overall length 1845 mm

table top width 850 mm

overall width 896 mm

€1,399 [ADD TO CART](#)

Free shipping in NL on orders over €150

# Table of Content

---

Introduction	03
Objectives of the Study	04
Key Finding 1: The Need for 3D Configurators in the Furniture Industry Is Real	05
Key Finding 2: 3D Configurators Address the Biggest Industry Challenges	09
Key Finding 3: Only a Few Furniture Companies Are Tapping into the Potential of 3D Configurators	13
Bonus: The Future of 3D Configurators in Furniture Sales	16
Conclusion: Incorporate 3D Configurators into Your Sales Strategy	18

# Introduction

---

The furniture industry, once reliant on brick-and-mortar stores, is now in the midst of a digital transformation. This shift to e-commerce is rapidly changing how consumers discover, research, and purchase furniture, creating both challenges and immense opportunities for furniture businesses.

While furniture manufacturers understand this change, many are still unsure how to optimize their online sales channel for a seamless shopping experience, particularly for customizable products. We surveyed over 300 industry professionals and analyzed more than 1,000 businesses to study the adoption of 3D configurators in online furniture sales and assess their impact.

**70%** of furniture shoppers begin their journey online

# Objectives of the Study

---

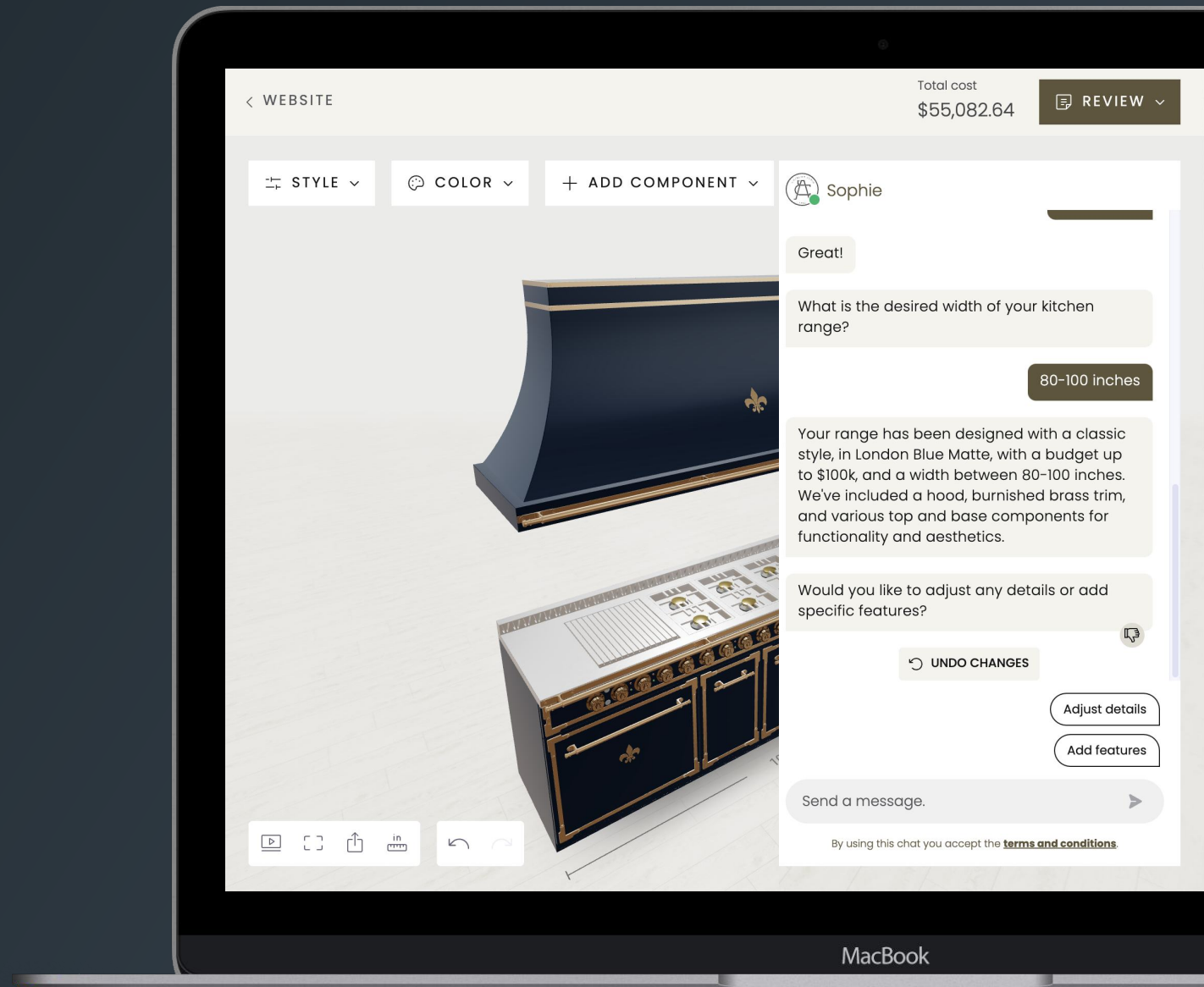
With 70% of furniture shoppers beginning their journey online, furniture manufacturers can't afford to ignore their digital sales channels. Considering that online shoppers miss out on the in-store experience of seeing, touching, and feeling the product, there's a crucial need to enhance the online shopping experience with interactive technology. That's where 3D configurators come into play.

A 3D configurator is a digital sales tool that allows customers to visualize and customize products in 3D. Existing data already tells us that 60% of online shoppers are more likely to make a purchase if they can view products in 3D or Augmented Reality. But what does the data reveal about the impact of 3D configurators in the furniture industry and their adoption? That's precisely what we set out to uncover by surveying over 300 industry professionals and analyzing more than 1,000 businesses. Explore our key findings for answers!



## Key Finding 1

# The Need for 3D Configurators in the Furniture Industry Is Real



# The Demand for Realistic Visualization Is at an All-Time High

---

Customers nowadays want store-like shopping experiences from the comfort of their home, and they won't settle for less. In the furniture industry, this means being able to realistically see the fabrics, colors, and size of the product. But also to view the product in their own space to see how it matches their home design.

Long product descriptions and static 2D images do not work anymore. Customers want to be able to see the models in 3D, rotate, zoom in, and use augmented reality.



**28.62%**

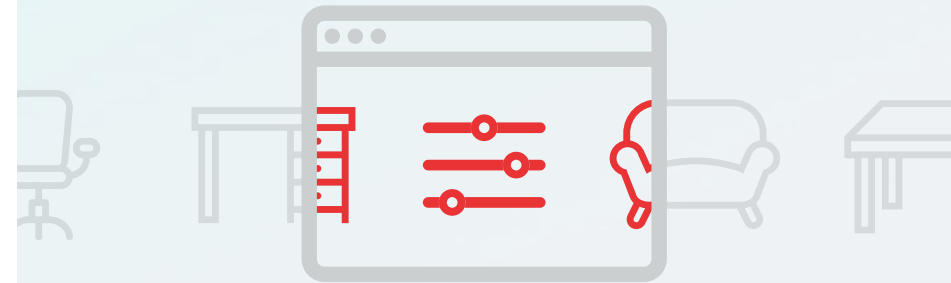
of respondents highlight the critical need for realistic product visualization in the furniture industry

# The Industry Needs Streamlined Manufacturing Processes

---

Crafting custom-made furniture from online orders involves its fair share of challenges. Manufacturers must meticulously gather all the specifications and maintain clear communication with customers throughout the process. Despite these efforts, misunderstandings and errors are still common.

With a 3D product configurator, manufacturers can make things easier. By automating design and reducing manual work, customer specifications are accurately captured and communicated during production, which significantly reduces mistakes.



# 17.54%

of respondents see 3D configurators as a key solution for furniture production workflow challenges

# Hyper-Personalization Begins with Knowing Your Customers

---

Today, customers don't just want personalization. They want hyper-personalization. It's an advanced form of customization that's tailored to individual customers, considering their behaviors, preferences, and real-time data.

Understanding your customers begins with tracking their actions. One effective method is having a 3D configurator equipped with an AI assistant. It provides crucial insights into customer preferences, helping you identify what they love about your products and any missing features or options.

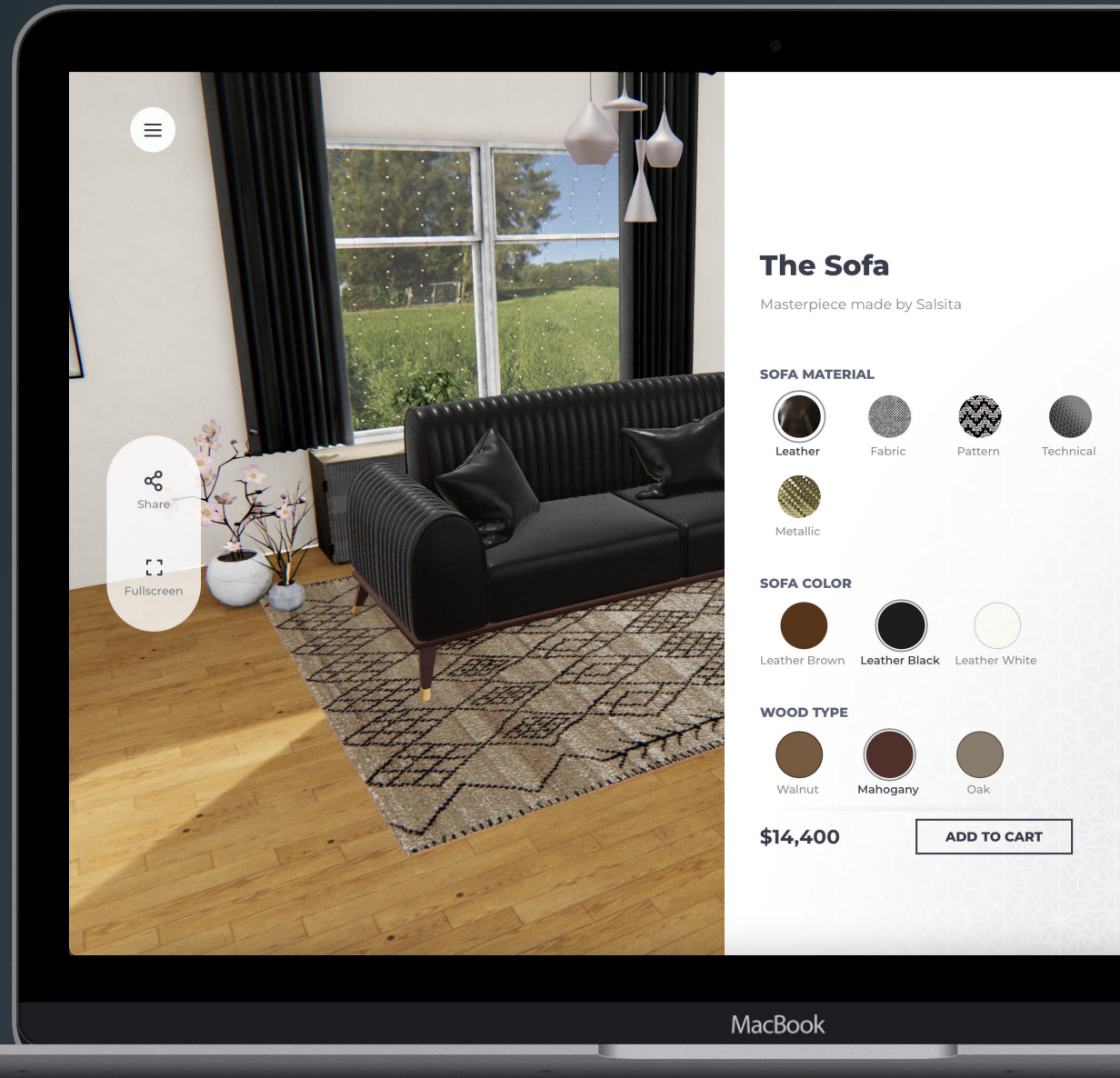


**17.23%**

of respondents expect from a 3D configurator to gather customer data and anticipate trends

Key Finding 2

# 3D Configurators Address the Biggest Industry Challenges



# Reducing Cart Abandonment Rates

---

Before hitting "add to cart," online shoppers need to ensure that the product size, color, and style match what they envision and complement their existing furniture. That's why having options to customize items themselves is essential.

If they can't personalize a product online, they might abandon their purchase because they're unsure if it's the right fit for them. That's why 3D configurators can reduce cart abandonment. They let users customize the product in real-time and see the changes.



# 33.33%

of respondents lost a sale or a customer because they couldn't provide the customization they needed

# Solving the Product Return Headache

---

Returns are a big headache, especially with furniture, where managing large item returns can be tough and expensive. When customers have to describe customizations manually, it's easy for misunderstandings to happen. This often leads to customized products not matching what customers expected when they arrive, causing lots of returns and extra costs for businesses.

With a 3D configurator, customers can visually see their customizations in real-time, eliminating guesswork and ensuring that the final product matches their expectations. This automation streamlines the entire process, reducing the number of returns for businesses.



**55%**

**of respondents have already experienced product returns due to miscommunication in customization**

# A Dutch Furniture Business Leader on the Impact of a 3D Configurator

---

"We're having fewer questions on the phone, because people started using it. It used to take us a lot of time to make specific customizations, and it took a lot of time to see if the client liked it or not. The configurator is a huge time saver for us."

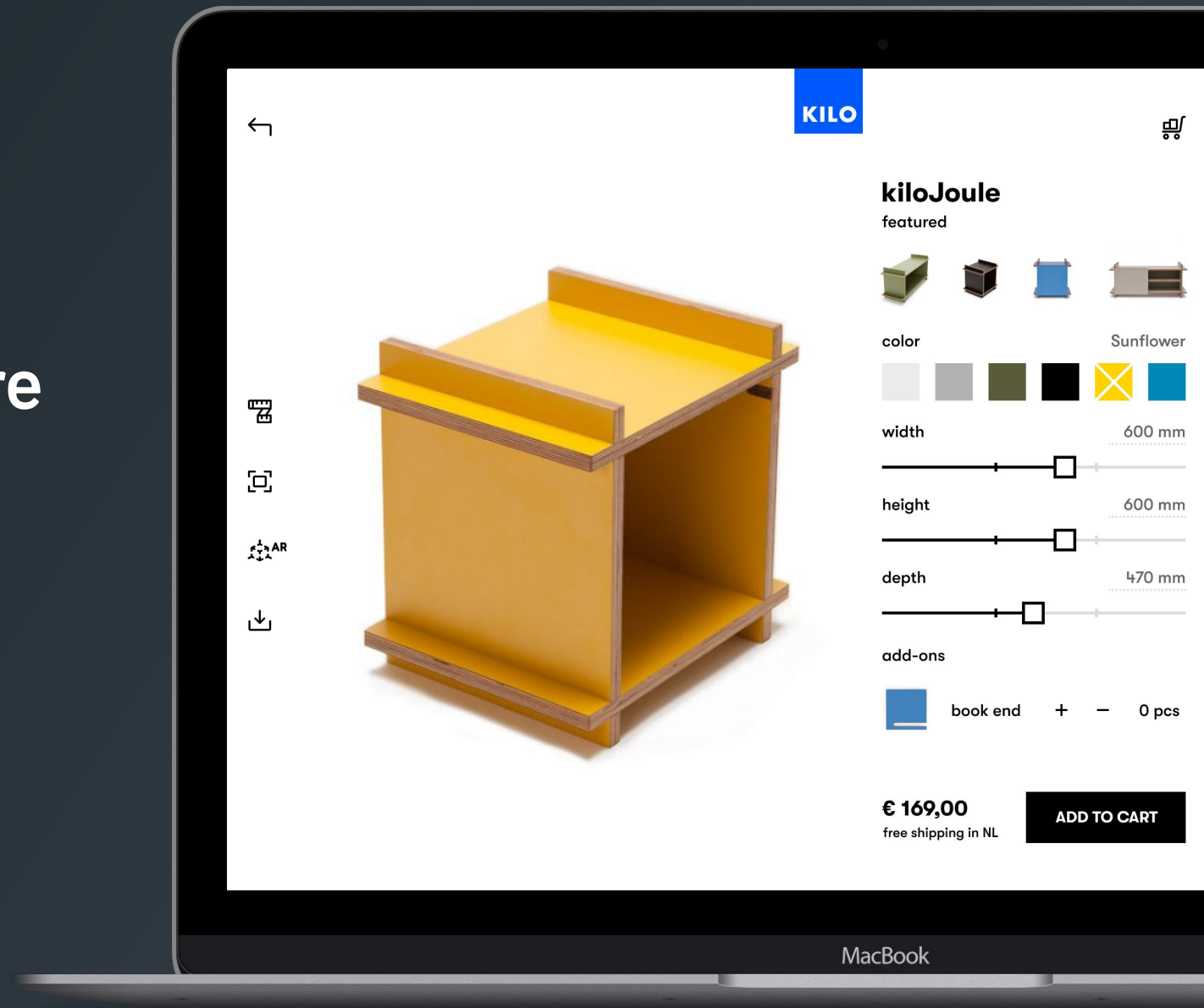


**Jan Paul Koning**  
Founder of KILO Furniture



### Key Finding 3

# Only a Few Furniture Companies Are Tapping into the Potential of 3D Configurators



# Most Furniture Brands Use Outdated Customization Options

---

Customers today want easy customization when buying furniture online. But many websites still make them download PDFs, fill out forms, or visit showrooms. This frustrates shoppers who seek quick, hassle-free options.

Adding a 3D configurator to your website can fix this. It lets customers personalize and see results instantly, without needing to reach out to a sales rep. This also means more ready-to-buy leads for you.



**26.78%**

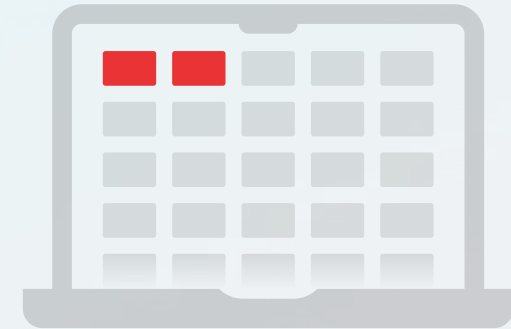
of the furniture websites analyzed use online inquiry as a customization option

# The Adoption of 3D Configurators Is Still in Its Early Stages

---

Interestingly, although the need for 3D configurators is real, only a handful of furniture websites have one. This highlights a significant untapped opportunity for furniture brands to distinguish themselves.

Integrating a 3D configurator into your e-commerce platform allows you to maintain a competitive edge and differentiate your brand from others in the market.

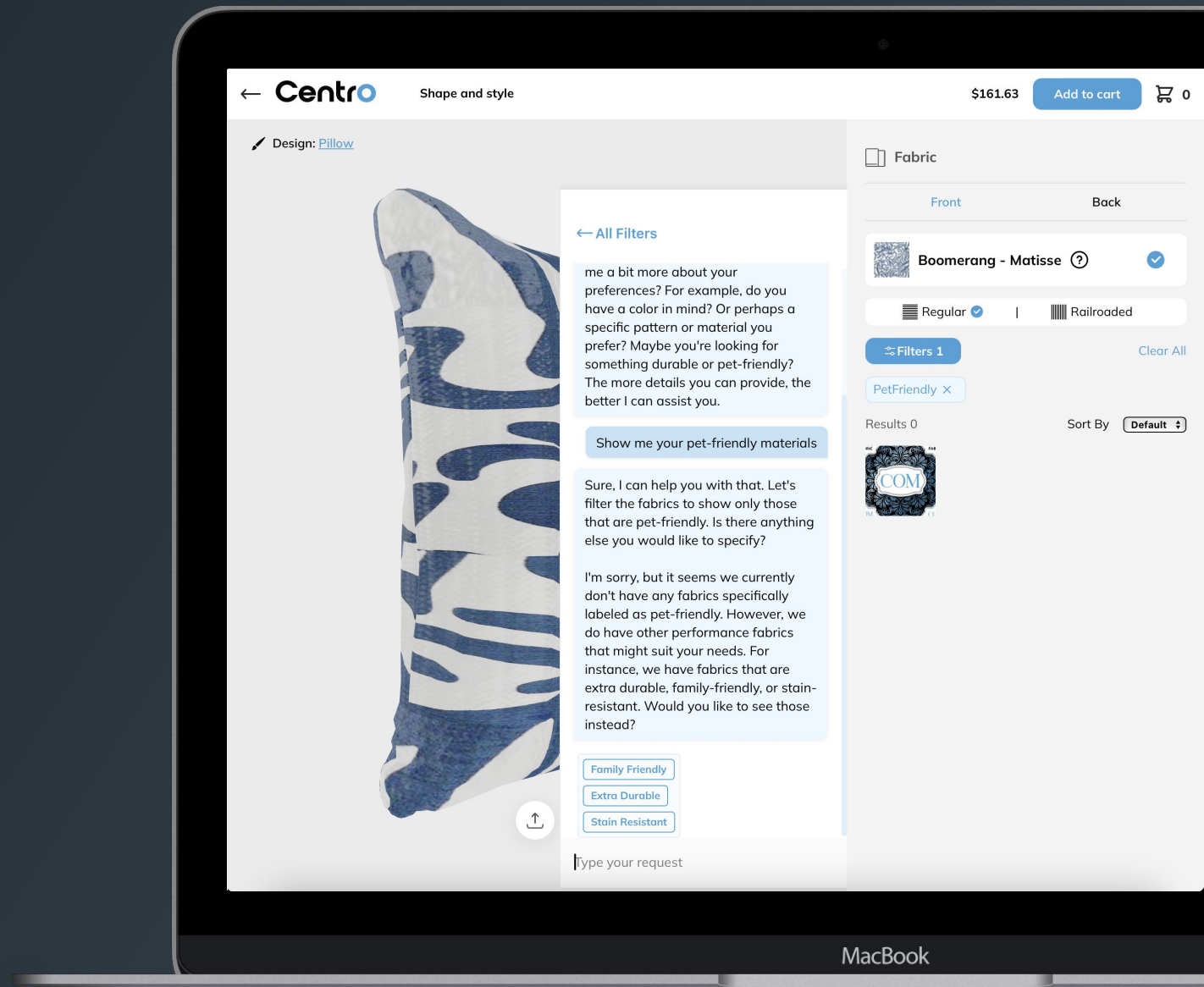


**Only 7.11%**

of the furniture websites  
analyzed have a 3D  
configurator

Bonus

# The Future of 3D Configurators in Furniture Sales



# The Future of Furniture Sales Is 3D Conversational Configurators

3D Conversational Configurators are emerging as the next big trend in the furniture industry. By integrating 3D visualization with AI and natural language processing, these configurators create an interactive and engaging shopping experience.

The surveys we conducted regarding the adoption of our AI assistant to guide users through product customization are promising. They confirm that users are keen to interact with AI when designing a product online.



**75%**

of surveyed users rated their experience with our AI assistant 9 or 10.

Conclusion

# Incorporate 3D Configurators Into Your Sales Strategy





**Anthony Temperante**

VP of Sales & Marketing, Salsita

“Opening a 3D configurator sales channel is of extreme importance for furniture companies looking to increase their revenue and to grow geographically, and I see three main reasons for that.

First, it increases your brand value and voice. When a lead lands on your website and they go to your product catalog, or start creating a product with a configurator, it needs to fit your voice and your values, so they feel like they are immersed within your atmosphere.

Second, it improves lead quality. A 3D configurator allows leads to hyper personalize and create what they really want or what they really need. It reduces cart abandonment and it reduces friction if you're using a classic customizer with static images.

The third reason is a reduction in the sales cycle for products that need a little bit more human touch. And the reason why you get a reduction in the sales cycle is because with a 3D configurator, these products are now 80% to 90% complete and a sales rep doesn't have to go back and forth with PDFs, phone calls and ad hoc bespoke questions.”

# About Salsita

---

Salsita assists e-commerce brands in empowering their customers to discover, design, and experience their dream products, conversationally. We create state-of-the-art 3D configurators with advanced AR and AI features. With Conversational UI at the heart of the experience, shoppers can configure even intricate products, while receiving expert guidance and real-time recommendations from an AI design assistant with extensive product knowledge.

[salsita.ai](https://salsita.ai)

