



NEWS RELEASE

Wayfair Unveils Home Holiday Décor and Entertaining Trends

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Analysis of Nearly Half a Million Product Orders Reveals How Americans Are Celebrating Home for the Holidays

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today revealed national and regional trends in holiday décor and entertaining. Wayfair analyzed a sample of nearly 500,000 product orders to identify the top styles and products consumers are purchasing to transform their homes for the holidays.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20151105005504/en/>

"This holiday season, warm, woodland-themed décor is a top choice for consumers," noted Lauren Arkema, style director, Wayfair. "Plaid, tartan and cable-knit patterns are the perfect complement to nature-inspired motifs that have been popular throughout the year. Woodland animals, antlers and acorns are everywhere – popping up on wine stoppers, throw pillows and wall décor. At the same time, we are seeing a celebration of everything homemade – consumers are snapping up canning supplies and bakeware to create their own holiday treats."

Top Five Holiday Décor Style Trends

- Woodland – Outdoors inspired décor is especially popular this holiday season as consumers create cozy spaces with woody and natural accents such as **faux fur tree skirts** and **wildlife** inspired tabletop **items**.
- Traditional – From poinsettias and holly berries to wreaths and garland, traditional holiday décor remains a top choice this season. Following a trend from the fashion runways, tried and true patterns such as plaid and tartan are popping up everywhere in home décor. Handcrafted accents and decorations such as **hand-painted ornaments** are also popular choices this year.

- French Country – Rustic meets elegance with burlap décor and floral patterns springing into homes to create a sophisticated yet welcoming look. Cottage-chic accents such as a **Joyeaux Noel Meilleurs Voeux down throw pillow** bring a handcrafted and romantic touch to holiday décor.
- Coastal – Seaside-themed décor in cool and calming colors such as light blue and white is setting the tone in many homes. In addition, a beach theme is popular for traditional holiday decorations such as **coastal tiding stockings**.
- Hollywood – Many are looking to the big screen and a galaxy far, far away for holiday inspiration. Star Wars ornaments and other cinema themes are popular this year. In addition, LED lights are the top choice for illuminating décor which is going high tech with custom controls, **trees that light up and eject snow**, and **waterfall lights**.

Regional Trends

Most Festive States

Consumers are stocking up on holiday décor this season as they strive to make over their homes with holiday cheer. The states with the highest overall sales of holiday décor include:

1. North Dakota
2. Washington, DC
3. Massachusetts
4. Vermont
5. New Jersey

Holiday Décor Deal-Seeking States

While the latter half of the year is the most popular time for purchasing holiday décor, there is a spike in purchases in January as many consumers look to take advantage of deals and discounts to prepare for the next season. The top deal-seeking states based on sales of holiday décor in January include:

1. Utah
2. Connecticut
3. Indiana
4. New Jersey

5. Pennsylvania

States with the Most Holiday Inflatables and Regional Top-Sellers

Love them or hate them, inflatables are among the most popular decorations within the outdoor holiday décor category, and product lines are blowing up with new themes, shapes and sizes.

1. New Jersey - **Inflatable tree decoration**
2. Florida - **Inflatable nativity scene**
3. North Dakota - **Santa on a sleigh with reindeer**
4. Virginia - **Santa Claus playing golf**
5. South Dakota - **Santa Claus driving a motorcycle**

Faux But Festive

Artificial Christmas trees are increasingly popular as consumers fill their homes with holiday cheer this year. Artificial trees are now available in a wide and wild variety of styles from metallic to **tropical** to **upside-down**. When it comes to style of tree, Texas takes the lead in putting up more traditional faux pine and fir trees while Florida shows off its tropical side with locals purchasing holiday-themed palm trees. White and silver trees are most popular in New York. The states purchasing the most artificial trees include:

1. Delaware
2. West Virginia
3. Pennsylvania
4. Washington, DC
5. Utah

States Expecting the Most Guests for the Holidays

Many consumers hosting the holidays this season are preparing for the influx of family and friends by stocking up on inflatable beds and folding chairs and tables.

1. North Dakota
2. South Dakota

3. Delaware

4. Mississippi

5. Arkansas

Coziest Homes for the Holidays

Based on the sale of cozy décor items such as throw pillows and blankets as well as the sale of hearth warming items such as electric fireplaces, fireplace screens and tools, holiday guests will receive a warm welcome this year. From wool, **plaid**, **faux fur**, **cable knit** and **tartan** patterns as well as **sheepskin rugs** and accented hearths, consumers are cozying up for the holiday season. The coziest homes this holiday season are in the following states:

1. Washington, D.C.

2. Massachusetts

3. New Hampshire

4. Delaware

5. Vermont

Home Happy Hour States

This holiday season, many consumers are creating a sophisticated entertaining atmosphere at home with glamorous bar carts and bartending accessories. From luxe looks in sleek metallic finishes to rustic styles in distressed wood, the bar cart works well in any space and is the must-have home entertaining furniture item this year.

1. Washington, DC

2. Massachusetts

3. Montana

4. Wyoming

5. Colorado

The Homemade Holiday States

Consumers are stocking up on baking essentials from pie pans to cookie cutters as well as canning kits to make

their own holiday treats. Festivities are sure to include lots of homemade goodies intended for both entertaining and gifting. The following states are most likely to make sure this holiday is homemade:

1. Montana
2. New Mexico
3. North Dakota
4. New Hampshire
5. Alaska

Trending Bakeware

- **Stoneware Pie Bird** vents steam from homemade pies the old-fashioned way
- **Silicone bakeware** enables easy storage for any sized home
- **Silpat Baking Liner** is a non-stick and environmentally-friendly option
- **Mini pie pans and ramekins** make each guest feel special
- **Tiered stands** turn dessert into décor

For more home inspiration and to shop the latest holiday décor and entertaining trends, visit **Ideas & Advice** on Wayfair.com.

About Wayfair

Wayfair Inc. offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Utah, Kentucky, Ireland, U.K. and Germany.

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