

Brand Research

Image Credit: Obtained 06/03/2025

<https://www.woodstockoutlet.com/blog/21-best-selling-furniture-brands-2023>

Top 21 Best Selling Furniture Brands of 2023



FLEXSTEEL®

Minimalist title gives a modern feel to the brand.

England
FURNITURE CO.

Handwritten font sets the message to the consumer that the furniture is handmade with care and the blue colour scheme shows trust in the company



Liberty Furniture
INDUSTRIES, INC

Serifs gives "Old Fashion" feel to the brand
The detail of the bell will not suit the brand idea

Home Stretch
PUT YOUR FEET UP

The incorporation of the product means consumers can easily identify the product being sold. The red colourations shows excitement