

Indoor resources venturing into the great outdoors



by Thomas Russell June 14, 2022

For some indoor furniture resources, outdoor has become the next big area of opportunity, representing a chance to sell retailers a category that consumers are flocking toward as they do more entertaining in their outdoor living spaces.

Thus, they have stepped up their product development efforts to include outdoor seating groups, as well as dining and occasional. These and other outdoor products now occupy a space in their showrooms, in some cases complementing their mix of designs across multiple product segments.

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Carl Lovett, national sales manager at [Sunpan](#), said that since launching the category in October 2020, the company's offerings have grown to seven seating groups and nine dining groups.



Sunpan introduced its first outdoor collections in October 2020.

And while the company has shipped products to some designers and also placed it on some retail floors, managing the flowing the goods has been a challenge.

“We have been getting some product, but it has been piecemeal,” he said. “It is still difficult to get. Factories have massive backlogs they are trying to fill and they can only make so much of it, so there is a capacity issue there.”

He suggested that dealers that want to have outdoor available in 2023 place their orders a year in advance.

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Lovett of Sunpan said that while it could be a little early to say given the supply chain challenges, he expects outdoor to become an important part of the company’s business.

“I would say that between now and the next three years, it should be 20%,” he said. “If we can just get the product.”