



Overstock.com Shares Insights on 2019 Retail Shopping

December 19, 2019

SALT LAKE CITY, Dec. 19, 2019 (GLOBE NEWSWIRE) -- [Overstock.com, Inc.](#) (NASDAQ:OSTK) released insights, highlighting consumer shopping habits in 2019 on its leading home goods and furniture shopping site, [Overstock.com](#).

"2019 was a milestone year for Overstock, celebrating two decades as a top online retailer," said Krista Mathews, Chief Customer Officer at Overstock.com. "Now, as we wrap up our 21st holiday season, we have the opportunity to review this past year and the most popular customer choices."

On trend with previous years, home goods, [furniture](#), and [décor](#) led Overstock's sales; specifically, [area rugs](#), [patio furniture](#), and [living room furniture](#) and [décor](#). Online shoppers are not only showing increased confidence in retailers, they are also asking more from these retailers and their products. Customers had an increased inclination towards cross-functional furniture that offers both style and utility like [murphy beds](#), bookcase headboards, storage ottomans, and patio furniture that is trendy, easy to store, and durable. Overstock also saw customers spring up in numbers around specific products in the [mattress](#) and [appliance](#) categories. Our private label brands saw their biggest year on site with more customers choosing the shop-by-style convenience and exclusivity of the twelve brands. Additionally, shoppers showed the most interest in chic, sleek, and minimal [mid-century modern](#) vibes, and charming [farmhouse](#) styles.

"Our team is constantly discovering new products, brands, styles, and technologies to ensure we are delivering our shoppers the products they want at the best possible prices," said Mathews. As we move into 2020, we look forward to building even stronger relationships with our customers, both new and old, in the years to come. Happy Holidays."

About Overstock.com

[Overstock.com, Inc](#) Common Shares (NASDAQ:OSTK) / Digital Voting Series A-1 Preferred Stock (tZERO platform:OSTKO) / Series B Preferred (OTCQX:OSTBP) is an online retailer and technology company based in Salt Lake City, Utah. Its leading e-commerce website sells a broad range of new products at low prices, including furniture, décor, rugs, bedding, home improvement, and more. The online shopping site, which is visited by nearly 40 million customers a month, also features a marketplace providing customers access to millions of products from third-party sellers. Overstock was the first major retailer to accept cryptocurrency in 2014, and in the same year founded Medici Ventures, its wholly-owned subsidiary developing and accelerating blockchain technologies to democratize capital, eliminate middlemen, and re-humanize commerce. Overstock regularly posts information about the company and other related matters on the [Newsroom](#) and [Investor Relations](#) pages on its website, [Overstock.com](#).

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This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include all statements other than statements of historical fact. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in the Company's Form 10-Q for the quarter ended September 30, 2019, which was filed with the SEC on November 12, 2019, and any subsequent filings with the SEC.

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