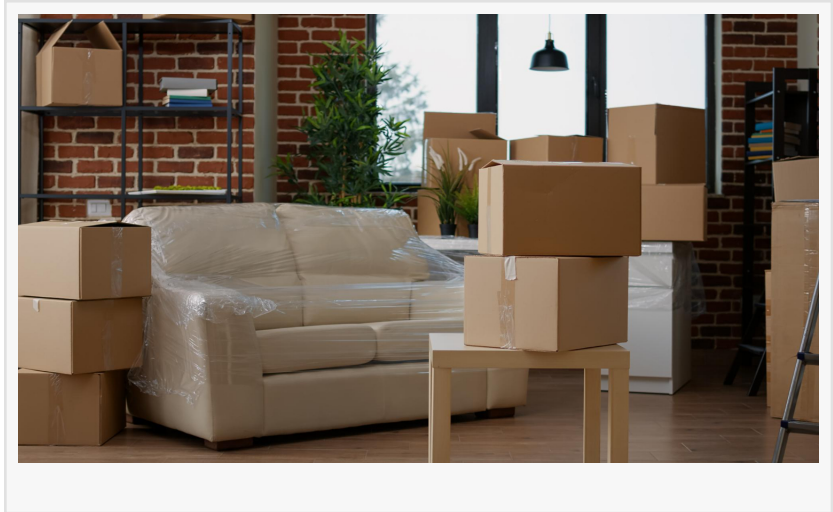


How Australia's Furniture Industry Is Rethinking Delivery and Logistics

Furniture brands and interior designers are moving away from point to point delivery and towards end to end logistics partners. B

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/EINPresswire.com/ -- Furniture brands and interior designers are moving away from point to point delivery and towards end to end logistics partners. Brilliance Removals is one of the operators reshaping its business around the shift.



For most of the past decade, furniture delivery in Australia was treated as the unglamorous last step of a sale. A product left a warehouse, a truck took it somewhere, and a customer signed for it. What happened in between was somebody else's problem usually a third party courier with no relationship to the brand whose logo was on the box.

That model is quietly falling apart.

Australian furniture brands, wholesalers and interior designers are increasingly turning to logistics providers who can manage the entire journey: interstate transport, warehousing, final mile delivery into a customer's home, assembly on site, and [removal](#) of the packaging afterwards. The driver is simple. As furniture buying moves online and lead times stretch across state borders, the delivery has stopped being a logistics line item and started being the part of the experience customers actually remember.

Why furniture became a logistics problem

Furniture is an awkward category. It is bulky, expensive, easily damaged, and often sold to a customer who has never physically seen it. Australia's furniture retail sector is worth roughly \$12.6 billion a year, and online sales are its fastest growing channel one industry forecast puts online furniture growth at around 8.5 per cent annually through to 2030.

Bulky goods do not fit neatly into a parcel network built for shoeboxes. A sofa delivered to a third floor apartment with no lift is not a scanning event; it is a job requiring two people, protective equipment, and someone who knows how to get a two and a half metre frame around a stairwell without gouging the plaster.

At the same time, the freight market underneath all of this has tightened. Australia's road transport sector continues to report driver shortages and rising operating costs, and the last mile delivery market now worth an estimated US\$4.1 billion locally and growing at about 5.5 per cent a year has largely optimised itself around speed and volume rather than care and handling. Furniture sits uncomfortably in that system.

The result is a category that increasingly needs specialists. Brands that once managed a patchwork of local couriers, interstate carriers and installation contractors are consolidating that work with providers who can carry a piece from the port or the warehouse all the way to the customer's living room.

A removalist's pivot into furniture logistics

Brilliance Removals, established in 2015 and operating across Sydney, Melbourne, Brisbane, Perth, Adelaide, Townsville and Cairns, is one of the businesses that has built out its operation to meet that demand.

Since December 2025, the company has been providing logistics services to a growing list of Australian furniture brands, including Coco Republic, GlobeWest, Roxby Lane, Satara, Calibre, MCM, Misura, Mark & Main and Lifestyle. The scope varies by client. For some, Brilliance handles local deliveries only. For others, it runs the full chain interstate furniture transport, storage, final mile delivery to the end customer, on site assembly, and packaging removal and disposal.

That last item is less trivial than it sounds. A large furniture delivery can generate a significant volume of cardboard, foam and plastic wrap, and leaving it stacked in a customer's hallway undoes much of the goodwill the delivery just earned. Taking it away has become a standard expectation rather than a premium add on.

"Furniture logistics has changed a lot in a short space of time," a Brilliance Removals spokesperson said. "Brands aren't just asking whether we can move a product from A to B. They're asking whether we can hold stock, coordinate an interstate run, deliver into a customer's home at an agreed time, assemble the piece properly and take the rubbish with us when we leave. That's a different service to a standard delivery run, and it needs to be built differently."

The removals sector has proven a natural place for that capability to develop. Companies that already move households have the equipment, the trained crews, the insurance settings and the warehousing to handle high value goods inside occupied homes capabilities a general freight network typically does not carry.

The interior design channel

Alongside its work with brands, Brilliance has been engaged by interior designers managing furniture logistics for residential and commercial projects a channel the company says has grown largely through referral.

Design projects impose their own constraints. Pieces are frequently sourced from multiple suppliers on different lead times, then need to arrive together, on a specific day, often into a site that is not finished. Storage becomes essential rather than optional, and an install date that slips by a week can cascade through a whole project.

"Designers work to a very specific date and a very specific outcome," the spokesperson said. "They need somewhere to hold pieces until the site is ready, and they need everything to land at once and go in cleanly. If one item turns up damaged or a week late, that's not a logistics inconvenience that's their client's handover moved."

Where this goes next

Australia's interior design sector is forecast to grow from around \$3.38 billion to \$5.35 billion over the next decade, and furniture retail continues its migration online. Both trends point the same way: more high value, hard to handle goods moving longer distances to customers who expect the delivery to be part of the product, not an afterthought.

For furniture brands, the strategic question is no longer which courier is cheapest per drop. It is whether their logistics arrangement can carry a piece from warehouse to living room without a hand off that breaks the experience and whether the last person their customer sees is someone they would be comfortable putting in a uniform.

Pasindu Raminda

Promise Media

[email us here](#)

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