Furniture Discounters East Expands Recliners and Home Theater Seating Inventory to Meet Growing Demand

May 26, 2026

INDIANAPOLIS, IN - May 26, 2026 -
Furniture Discounters East, a furniture retailer operating in Indianapolis since 1993, has expanded its inventory of recliners and home theater seating in response to increased consumer demand for home entertainment furniture. The East Washington Street location now stocks configurations from over 500 manufacturers, addressing shifts in how consumers utilize their living spaces.

The expansion comes as national furniture industry data indicates a 23 percent increase in home entertainment furniture sales over the past two years, according to the Home Furnishings Association. This trend reflects changing consumer habits as streaming services and home entertainment technology continue to reshape residential spaces.

The retailer has restructured its showroom to accommodate additional inventory, including traditional recliners, modular seating systems, and theater-style configurations. The expansion encompasses products across multiple price points from manufacturers including Ashley Furniture and Coaster, among others.

"The shift toward home entertainment spaces has accelerated significantly, and we've adjusted our inventory accordingly," said Fred Isaac, Owner at Furniture Discounters East. "We're seeing demand across all demographics, from young families setting up their first homes to retirees updating their living spaces. The variety of seating configurations now available reflects these diverse needs."

Furniture Discounters East maintains direct purchasing relationships with factories in multiple countries, a business model the company adopted in the early 2000s. This approach allows the retailer to stock furniture styles ranging from farmhouse to contemporary designs. The store operates seven days per week and offers financing options through third-party providers.

The emphasis on comfort furniture aligns with broader retail trends. According to industry research firm FurnitureCore, recliner sales nationwide increased 18 percent in 2023, while dedicated home theater seating saw 31 percent growth. These statistics reflect ongoing changes in how Americans allocate their home furnishing budgets.

The Indianapolis market has shown particular strength in this category. Regional sales data from the Midwest Furniture Retailers Association indicates that comfort furniture now represents 42 percent of living room furniture sales in the Indianapolis metropolitan area, up from 34 percent three years ago.

"Indianapolis consumers are investing in furniture that serves multiple purposes," noted Isaac. "A recliner isn't just a chair anymore - it's part of a home entertainment system. We're stocking products that reflect this evolution, from basic manual recliners to units with built-in USB ports and cup holders."

The retailer's East Washington Street location serves as one of multiple furniture outlets in the Indianapolis area. The company also operates Furniture Discounters West and maintains relationships with Urban Styles and Urban Underpriced, providing various furniture and home decor options throughout the region.

Beyond recliners and home theater seating, the store stocks furniture for dining rooms, bedrooms, offices, and outdoor spaces, along with a mattress selection. The company's inventory approach focuses on maintaining stock levels that allow immediate delivery for most items.

Furniture Discounters East began operations in 1993 as a single-location retailer. The company has since expanded its presence in the Indianapolis market while maintaining its original business model of direct manufacturer relationships and volume purchasing.

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For more information about Furniture Discounters East, contact the company here:Furniture Discounters

EastFred Isaac13178908555info@shopurbanstyles.com10012 E Washington St, Indianapolis, IN 46229

Furniture Discounters East

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Website: https://www.myfurniturediscounters.com/

Email: info@shopurbanstyles.com

Phone: 13178908555