

## **Home Furnishings in China**

Market Direction | 2022-07-26 | 20 pages | Euromonitor

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### **Report description:**

Sales of home furnishings recovered to pre-pandemic levels in 2021 due to high single-digit current value growth following a gloomy year hampered by the pandemic. Part of the demand for home furnishings postponed from 2020 was released in 2021, with rising confidence in disposable incomes and resumed delivery of new apartment projects. This led to the relocation of expenditure and the purchase of big-ticket items such as mattresses, wardrobes, and kitchen furniture. Channel shifts and adaptabili...

Euromonitor International's Home Furnishings in China report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2026 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Indoor Living, Lighting, Outdoor Living.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Home Furnishings market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Home Furnishings in China  
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List Of Contents And Tables

### **HOME FURNISHINGS IN CHINA**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Robust recovery for home furnishings in 2021

The rise of smart mattresses

Guangzhou Shangpin Home Collection Co Ltd further spearheads digitalisation, collaborating with leading e-commerce retailer JD.com

#### **PROSPECTS AND OPPORTUNITIES**

Positive outlook fuelled by consumers' aspirations to improve their homes

Smart features, comfort, and innovation offer future opportunities for home furnishings

Holistic furnishings and improvement solutions paramount

#### **CATEGORY DATA**

Table 1 Sales of Home Furnishings by Category: Value 2016-2021

Table 2 Sales of Home Furnishings by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Home Furnishings: % Value 2017-2021

Table 4 LBN Brand Shares of Home Furnishings: % Value 2018-2021

Table 5 LBN Brand Shares of Light Sources: % Value 2018-2021

Table 6 Distribution of Home Furnishings by Format: % Value 2016-2021

Table 7 Forecast Sales of Home Furnishings by Category: Value 2021-2026

Table 8 Forecast Sales of Home Furnishings by Category: % Value Growth 2021-2026

### **HOME AND GARDEN IN CHINA**

#### **EXECUTIVE SUMMARY**

Home and garden in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for home and garden?

#### **MARKET DATA**

Table 9 Sales of Home and Garden by Category: Value 2016-2021

Table 10 Sales of Home and Garden by Category: % Value Growth 2016-2021

Table 11 NBO Company Shares of Home and Garden: % Value 2017-2021

Table 12 LBN Brand Shares of Home and Garden: % Value 2018-2021

Table 13 Distribution of Home and Garden by Format: % Value 2016-2021

Table 14 Distribution of Home and Garden by Format and Category: % Value 2021

Table 15 Forecast Sales of Home and Garden by Category: Value 2021-2026

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2021-2026

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