

## **Home Improvement in China**

Market Direction | 2023-05-15 | 18 pages | Euromonitor

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### **Report description:**

As many local consumers spent a prolonged amount of time in their homes during the pandemic, including 2022, it created greater demand for products that could create a comfortable and cosy environment. Carpets provide a soft and warm surface to walk on and can make a room feel more inviting and relaxing. Hence, current value sales of carpets continued to grow in 2022. The pandemic also led to a surge in home improvement projects as consumers continued to spend time at home and looked for ways to...

Euromonitor International's Home Improvement 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 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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 Improvement 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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## SOURCES

### Summary 1 Research Sources

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