

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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online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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 Improvement in China
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List Of Contents And Tables

HOME IMPROVEMENT IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Carpets increasingly popular choice for Chinese homes

Sales of tools continue to rise, considered essential during home seclusion

Home paint remains popular in 2022 for being inexpensive and easy to apply

PROSPECTS AND OPPORTUNITIES

Increasing number of consumers likely to invest in bathrooms post- pandemic

Wooden flooring to return to value sales growth over forecast period

Sustainability is expected to take centre stage for home improvement

CATEGORY DATA

Table 1 Sales of Home Improvement by Category: Value 2017-2022

Table 2 Sales of Home Improvement by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home Improvement: % Value 2018-2022

Table 4 LBN Brand Shares of Home Improvement: % Value 2019-2022

Table 5 Distribution of Home Improvement by Format: % Value 2017-2022

Table 6 Forecast Sales of Home Improvement by Category: Value 2022-2027

Table 7 Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

HOME AND GARDEN IN CHINA

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for home and garden?

MARKET DATA

Table 8 Sales of Home and Garden by Category: Value 2017-2022

Table 9 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 11 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 12 Distribution of Home and Garden by Format: % Value 2017-2022

Table 13 Distribution of Home and Garden by Format and Category: % Value 2022

Table 14 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 15 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

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