

Homewares in China

Market Direction | 2023-05-15 | 17 pages | Euromonitor

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Report description:

In 2022, current value sales of cutlery continued to rise in China. Firstly, as many restaurants closed as a result of pandemic restrictions or could only accommodate a limited number of patrons, consumers cooked and ate more frequently at home. As a result, they were in need of more cutlery, including forks, knives, and spoons, to accommodate their increased cooking needs. In addition, greater time spent at home during the pandemic meant that many local consumers were also more likely to notice...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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