

China Home Furniture - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The China Home Furniture Market size is estimated at USD 65.83 billion in 2025, and is expected to reach USD 79.13 billion by 2030, at a CAGR of 3.75% during the forecast period (2025-2030).

China is the world's largest furniture exporter. China may be known for producing poor-quality products, but it produces high-quality furniture. China's population is so large that China's furniture market is the largest job-providing industry in the world. Everything from wood cutting to wood delivery is labour-intensive.

China's ongoing urbanization process has led to the development of new residential properties and increased demand for home furniture. As more people move into urban areas and purchase homes, the demand for furniture for living rooms, bedrooms, dining rooms, and kitchens grows.

The expanding middle class in China has higher disposable incomes and a growing appetite for consumer goods, including home furniture. Middle-class consumers prioritize comfort, style, and quality when furnishing their homes, driving demand for a wide range of furniture products. Changing lifestyles, evolving consumer tastes, and Western influences shape furniture design and preferences in China. Modern and minimalist designs, multifunctional furniture, and smart home solutions are increasingly popular among Chinese consumers. China's booming e-commerce industry, led by platforms like Alibaba's Tmall and JD.com, has transformed the home furniture market. Online shopping offers convenience, a wide selection of products, and competitive pricing, driving online furniture sales growth. Interior design trends, influenced by architecture, fashion, and art factors, impact furniture design and purchasing decisions. Chinese consumers seek furniture that reflects their style, enhances their living spaces, and creates a comfortable and welcoming environment.

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Increase in Disposable Income is Driving the Market

- China is the most populated nation globally, and due to this, domestic demand for furniture is quite high in China. The rise in per capita disposable income in China, increasing population, and urbanization are factors enhancing the demand for China's home furniture market.
- China's home furniture market is one of the largest in the world, with substantial growth potential. Rapid urbanization and increasing demand for quality living spaces have fueled the expansion of the market. Chinese consumers are increasingly focused on quality, design, and functionality when purchasing home furniture. There is a growing preference for stylish and modern furniture designs that reflect contemporary trends. Additionally, environmentally friendly and sustainable furniture options are gaining popularity among environmentally conscious consumers. Home furniture in China is sold through various distribution channels, including brick-and-mortar stores, online retailers, department stores, specialty furniture stores, and home furnishing malls. E-commerce platforms have emerged as significant distribution channels, offering consumers a wide range of furniture options and convenient shopping experiences.
- Increasing disposable income has influenced the individual to spend more on a comfortable lifestyle; this is expected to provide growth opportunities for the China home furniture market. Rising consumer spending and disposable income levels are expected to boost the consumption of home furniture products.

Living Room Furniture Segment is Dominating Market

- The living room segment is immediately followed by kitchen and dining room equipment. This trend is especially noticeable because of the high population and increases in the southern and eastern parts of the country with the multiplication of high-rise buildings.
- The high percentage of the population living in urban areas has been the primary consumer of living room furniture, and this will present the market with huge growth opportunities and potential in the near future. The number of residential property transactions is also expected to increase over the coming period, fuelled by rising real incomes and low unemployment levels, allowing more people to buy homes and increasing the demand for furniture.

China Home Furniture Industry Overview

The market is fragmented in nature and thus moderately competitive. In terms of market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets. The report covers major international players operating in the China home furniture market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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