

Home Improvement in China

May 2023

Table of Contents

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 - Industry Overview

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-china/report.