

Home Furnishings in China

May 2023

Table of Contents

Home Furnishings in China - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home furnishings experiences declining sales in 2022 due to prioritising of expenditure

Demand for barbecues grows in 2022 due to pandemic restrictions

Minimalism and durability prioritised in China

PROSPECTS AND OPPORTUNITIES

Smart homes to become increasingly popular over the forecast period

Players to continue focusing on adopting sustainable practices

Rugs to grow steadily over the forecast period

CATEGORY DATA

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

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

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

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

Table 5 - LBN Brand Shares of Light Sources: % Value 2019-2022

Table 6 - Distribution of Home Furnishings by Format: % Value 2017-2022

Table 7 - Forecast Sales of Home Furnishings by Category: Value 2022-2027

Table 8 - Forecast Sales of Home Furnishings 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 9 - Sales of Home and Garden by Category: Value 2017-2022

Table 10 - Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 11 - NBO Company Shares of Home and Garden: % Value 2018-2022

Table 12 - LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 13 - Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 - Distribution of Home and Garden by Format and Category: % Value 2022

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

Table 16 - 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-furnishings-in-china/report.