



Euromonitor
International

Homewares in Hong Kong, China

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Homewares Summary

INDUSTRY PERFORMANCE

Jhc Leverages Store Density and Digital Rewards to Retain Shoppers

Chart 1 - Jhc's Multi-Banner Network and Omnichannel Model Make It Hong Kong's Largest Housewares Chain

Thermos and Starbucks Drive Reusable Trend as Regulation Shifts Habits

Chart 2 - The Starbucks X Thermos Range and Byo-Cup Discounts Anchor Hong Kong's Reusable Shift

Corelle and Lock & Lock Use Space Efficiency to Defend Pricing Power

Chart 3 - Corelle's Space-Saving Vitrelle Range Suits Compact Hong Kong Flats

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Dining Sales to Be Driven by Aesthetics and Gifting as Well as Necessity

Retail Intermediaries Will Dictate Brand Reach and Shopper Engagement

Reusable Formats and Compliance Claims to Accelerate Demand Shifts

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Seb Asia and World Kitchen Asia Pacific Reinforce Lead through Agency Distribution and Product Depth

Tefal Leverages Provenance with the Paul Bocuse Collection to Defend Premium Positioning

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Department Stores and Homewares and Home Furnishing Stores Reinforce Value through Brand Partnerships

E-Commerce Supplements Discovery, but Stores Remain the Fulfilment Core

Home Instyle and Digital Retail Media Reshape Discovery and Engagement

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Homewares

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Homewares

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home and Garden in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nippon Paint and Airland Justify Prices through Health Claims

Chart 18 - Health Attributes Drive Nippon Paint's Lead in Home Paint in Hong Kong

Thermos and Starbucks Shift Demand as Regulation Targets Single-Use Plastics

Chart 19 - The Starbucks X Thermos Range and Byo-Cup Discounts Anchor Hong Kong's Reusable Shift

Jhc and Ikea Increase Loyalty by Blending Digital with Proximity

Chart 20 - Jhc's Multi-Banner Network and Omnichannel Model Make It Hong Kong's Largest Housewares Chain

Chart 21 - Value Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Frequent Low-Commitment Purchases to Reshape Spending Patterns

Reusable Homewares to Outpace Large Home Furnishings as Regulations Bite

Physical Retail Expected to Win as Digital Drives In-Store Conversion

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Seven Sea Chemicals and Dfi Retail Group Anchor Leadership

Range Improvements Reinforce the Existing Competitive Dynamics but Opportunities Remain

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Home Products Specialists Defends Value through Tailored Service

Ikea and Pricerite Adapt Formats to Changing Demand

Cross-Border E-Commerce Limits Domestic Online Channel Growth

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Home and Garden

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Home and Garden

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/homewares-in-hong-kong-china/report.