Home and Garden in China

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
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DISCLAIMER

SOURCES
Summary 1 - Research Sources

Home Improvement in China

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
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Gardening in China

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Traditional Chinese herbs increasingly grown at home
Indoor gardening gains further momentum as pleasurable activity
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Homewares in China

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Manufacturers are actively innovating with space-saving homewares
Multifunctional homewares receive a boost in demand

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Home Furnishings in China

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Demand for barbecues grows in 2022 due to pandemic restrictions
Minimalism and durability prioritised in China

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Players to continue focusing on adopting sustainable practices
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