

Home Improvement, DIY & Furnishings in China 2009: A Market Analysis

Home Improvement, DIY & Furnishings in China 2009: A Market Analysis

Access Asia Ltd.

Date: Jan, 2009

Pages: 303

Price: US\$ 1,875.00

ID: HCFD775932AEN

REPORT COVERAGE

This report from Access Asia concentrates on the emerging trend of home improvement, furnishings and DIY in the People's Republic of China.

The report touches on the state of the housing and construction industry in China though is primarily concerned with consumers decisions regarding home improvement, DIY and the purchase of home improvement-related items such as furniture, ceramics and lighting.

The market is taken to include home improvements that can be undertaken by individual homeowners such as decorating, basic electrical work, kitchen and bathroom equipment, wall coverings and floorings. The report concentrates on those improvements that can be made without formal government approval, professional construction work or planning permission.

The report aims to examine the market's size, trends, driving factors, future structure as well as retailers and suppliers concentrating on the home improvement market in China. The market includes the following sectors:

1. Lumber
2. Wood products
3. Rough Electrical
4. Rough Plumbing
5. Building Materials
6. Hardware
7. Window & Wall Fittings
8. Flooring
9. Toilet & Bathroom Fittings
10. Household Textiles, Soft Furnishings
11. Household Lighting
12. Kitchen Cabinets/Countertops
13. Furniture
14. Home Storage
15. Paint
16. Garden Tools & Accessories
17. Tools

KEY REPORT FEATURES

This recently updated report includes:

- An overview of China's total non-food market with sales statistics up to 2008;
- The total value of the home improvement market, including sector breakdowns, up to 2008;
- Value provincial and urban/rural breakdown, up to 2008;
- Value sectoral analysis by subsector, up to 2008;

- Retail pricing trends for home improvement products by province up to 2008;
- Volume & value forecast total home improvement products market in China up to 2013;
- Key contacts & trade events;
- Overview of China's demographics and macroeconomics.

Executive Summary

The total home improvements market in China (which includes DIY products, home furniture, bathroom and toilet ceramics, floorings and home lighting) combined to reach a total value of RMB49.10bn (US\$5.93bn) in 2008. This value was 14.64% up on the previous year, indicating continuing strong market growth, and a full 93.75% up on 2002, with annual growth averaging about 10.66%. Growth had slowed slightly as the first major stage of home ownership and decoration has occurred in the major cities. However, in 2002 there was another surge in the market, as government encouraged new mortgage products helped to push up sales of homes in that year, helping to raise demand for home improvement and DIY products.

The market has grown rapidly thanks to the opening up of the private housing market, continuing rapid increases in average salaries and consumer spending power in the tertiary cities and the improved retail supply of goods all contributing to the strong growth.

The market is being fuelled largely by the government's policy of selling its welfare housing stock in the early 1990s. Since then, about 50% of the country's state-owned housing stock amounting to floor space of 2.5 billion m² has been sold to occupants, raising an estimated RMB1.3trn for the state.

There are a growing number of specialist decorating, design and improvement companies that have been set up to cater to the new needs of householders. The China National Interior Decoration Association estimates that there are now 40,000 companies engaged in property redecoration employing approximately 2.6 million people.

Table of Content

INTRODUCTION

Report Coverage
Executive Summary
Glossary
Relevant Access Asia Reports
Free Online Newsletter & Editorials

1 CHINA'S HOME IMPROVEMENTS RETAIL MARKET

1.1 Overview

1.2 China's Total Non-food Market

- 1.2.1 Total Non-food Market: Food & Non-food Sales
- 1.2.2 Total Non-food Market: Food/Non-food Sales Split
- 1.2.3 Total Non-food Market: Urban and Rural Split
- 1.2.4 Total Non-food Market: Total Value Trends
- 1.2.5 Total Non-food Market: Urban Value Trends
- 1.2.6 Total Non-food Market: Rural Value Trends

1.3 China's Home Improvements Market

- 1.3.1 Total Home Improvements Market: Total Retail Market Size in Value Terms
- 1.3.2 Total Home Improvements Market: Retail Non-food Market Significance
- 1.3.3 Total Home Improvements Market: Retail Sales & Trade Sales Compared

1.3.4 Total Home Improvements Market: Expenditure by Major City

1.4 Provincial Breakdown

- 1.4.1 Provincial Breakdown: Overall Market Value Sizes
- 1.4.2 Provincial Breakdown: Overall Market Value Growth & Breakdown
- 1.4.3 Provincial Breakdown: Overall Market Per Capita Spending
- 1.4.4 Provincial Breakdown: Retail Value Market Sizes
- 1.4.5 Provincial Breakdown: Retail Value Market Growth & Breakdown
- 1.4.6 Provincial Breakdown: Retail Per Capita Spending

1.5 Retail Sector Breakdown

- 1.5.1 Retail Sector Breakdown: Sector Sizes
- 1.5.2 Retail Sector Breakdown: Sector Shares
- 1.5.3 Retail Sector Breakdown: Growth Rates

1.6 Lumber

- 1.6.1 Lumber: Sector Retail Values
- 1.6.2 Lumber: Sector Breakdown
- 1.6.3 Lumber: Sector Growth

1.7 Rough Electrical

- 1.7.1 Rough Electrical: Sector Values
- 1.7.2 Rough Electrical: Sector Breakdown
- 1.7.3 Rough Electrical: Sector Growth

1.8 Building Materials

- 1.8.1 Building Materials: Sector Values
- 1.8.2 Building Materials: Sector Breakdown
- 1.8.3 Building Materials: Sector Growth

1.9 Hardware

- 1.9.1 Hardware: Sector Values
- 1.9.2 Hardware: Sector Breakdown
- 1.9.3 Hardware: Sector Growth

1.10 Window & Wall Fittings

- 1.10.1 Window & Wall Fittings: Sector Values
- 1.10.2 Window & Wall Fittings: Sector Breakdown
- 1.10.3 Window & Wall Fittings: Sector Growth

1.11 Flooring

- 1.11.1 Flooring: Sector Values
- 1.11.2 Flooring: Sector Breakdown
- 1.11.3 Flooring: Sector Growth

1.12 Toilet & Bathroom Fittings

- 1.12.1 Toilet & Bathroom Fittings: Sector Values
- 1.12.2 Toilet & Bathroom Fittings: Sector Breakdown
- 1.12.3 Toilet & Bathroom Fittings: Sector Growth

1.13 Household Lighting

- 1.13.1 Household Lighting: Sector Values
- 1.13.2 Household Lighting: Sector Breakdown
- 1.13.3 Household Lighting: Sector Growth

1.14 Furniture

- 1.14.1 Furniture: Sector Values
- 1.14.2 Furniture: Sector Breakdown
- 1.14.3 Furniture: Sector Growth

1.15 Paint

- 1.15.1 Paint: Sector Values
- 1.15.2 Paint: Sector Breakdown
- 1.15.3 Paint: Sector Growth

1.16 Garden Tools & Accessories

- 1.16.1 Garden Tools & Accessories: Sector Values
- 1.16.2 Garden Tools & Accessories: Sector Breakdown
- 1.16.3 Garden Tools & Accessories: Sector Growth

1.17 Tools

- 1.17.1 Tools: Sector Values
- 1.17.2 Tools: Sector Breakdown
- 1.17.3 Tools: Sector Growth

1.18 Urban & Rural Sales of Home Improvement & DIY Products in China

- 1.18.1 Urban & Rural Market: Total Sales
- 1.18.2 Urban & Rural Market: Growth Rates

1.19 Market Parameters

- 1.19.1 Market Parameters: Home Ownership
- 1.19.2 Market Parameters: Per Capita Living Space
- 1.19.3 Market Parameters: Total Residential Floor Space
- 1.19.4 Market Parameters: Household Expenditure on Home Improvement by Middle Income Earners by Major City in China
- 1.19.5 Market Parameters: Household Expenditure on Home Improvement by High Incomes Earners by Major City in Shanghai

1.20 Market Shares

- 1.20.1 Market Shares: Leading DIY & Furniture Store Chains Sales
- 1.20.2 Market Shares: Leading DIY & Furniture Store Chains Outlets
- 1.20.3 Market Shares: Leading DIY & Furniture Store Chains Sales Per Outlet
- 1.20.4 Market Shares: Leading Plywood Manufacturer Shares
- 1.20.5 Market Shares: Leading Fibreboard Manufacturer Shares
- 1.20.6 Market Shares: Leading Shipboard Manufacturer Shares
- 1.20.7 Market Shares: Leading Other Artificial Board Manufacturer Shares
- 1.20.8 Market Shares: Leading Wood Furniture Manufacturer Shares
- 1.20.9 Market Shares: Leading Metal Furniture Manufacturer Shares
- 1.20.10 Market Shares: Leading Other Furniture Manufacturer Shares
- 1.20.11 Market Shares: Leading Paint Manufacturer Shares
- 1.20.12 Market Shares: Leading Brick & Tile Manufacturer Shares
- 1.20.13 Market Shares: Leading Household Ceramics Manufacturer Shares
- 1.20.14 Market Shares: Leading Hand Tools Manufacturer Shares
- 1.20.15 Market Shares: Leading Other Tools Manufacturer Shares
- 1.20.16 Market Shares: Leading Plumbing Parts Manufacturer Shares
- 1.20.17 Market Shares: Leading Metal Doors & Windows Manufacturer Shares
- 1.20.18 Market Shares: Leading Household Metal Products Manufacturer Shares
- 1.20.19 Market Shares: Leading Electrical Tools Manufacturer Shares
- 1.20.20 Market Shares: Leading Household Lighting Equipment Manufacturer Shares
- 1.20.21 Market Shares: Leading Carpet Manufacturer Shares

1.21 Prices

- 1.21.1 Prices: Retail Price Indices
- 1.21.2 Prices: Selected Retail Prices

1.22 Home Improvement & DIY Products Outlook

- 1.22.1 Outlook: Total Market Value
- 1.22.2 Outlook: Sector Values
- 1.22.3 Outlook: Sector Breakdown
- 1.22.4 Outlook: Sector Growth

1.23 Current Issues

- 1.23.1 Current Issues: Legislation
- 1.23.2 Current Issues: The Furniture Manufacturing Industry
- 1.23.3 Current Issues: Paint
- 1.23.4 Current Issues: Plastic Home Improvement Products
- 1.23.5 Current Issues: Towards A Chinese Style
- 1.23.6 Current Issues: Clustering of Home Improvement & Furnishings Specialists
- 1.23.7 Current Issues: The Growth of New Fully-Furnished Apartments
- 1.23.8 Current Issues: Home Improvement Services
- 1.23.9 Current Issues: China's Market for Paints and Coatings

2 MARKETING & DISTRIBUTION

2.1 Marketing & Advertising

- 2.1.1 Marketing & Advertising: Trends
- 2.1.2 Marketing & Advertising: Revenues by Leading Advertised Product Categories
- 2.1.3 Marketing & Advertising: Legislation Affecting China's Advertising Industry
- 2.1.4 Marketing & Advertising: Brand Preferences in China
- 2.1.5 Marketing and Advertising in China: Brand Equity
- 2.1.6 Marketing & Advertising: Emerging Local Brands
- 2.1.7 Marketing & Advertising: Packaging & Presentation
- 2.1.8 Marketing & Advertising: Pricing Issues
- 2.1.9 Marketing & Advertising: Brand Marketing Strategies
- 2.1.10 Marketing & Advertising: Product Launches & Promotions
- 2.1.11 Marketing & Advertising: Geographical Expansion Within China
- 2.1.12 Marketing & Advertising: Direct Mail
- 2.1.13 Marketing & Advertising: Direct Sales
- 2.1.14 Marketing & Advertising: The Threat from Fakes and Counterfeits
- 2.1.15 Marketing & Advertising: Consumer Protection Policies
- 2.1.16 Marketing & Advertising: Home Improvement & DIY Marketing

2.2 Consumers

- 2.2.1 Consumers: The Chinese Consumer
 - 2.2.2 Consumers: The Effects of Political Change
 - 2.2.3 Consumers: Responses to Economic Change
 - 2.2.4 Consumers: Urban Consumer Profile
 - 2.2.5 Consumers: Rural Consumer Profile
 - 2.2.6 Consumer Profile: Home Improvement & DIY Product Consumers
- Urban Consumers
- Rural Consumers

2.3 Wholesale Distribution

- 2.3.1 Wholesale Distribution: Opening the Market: Relaxing of Joint Venture Legislation
- 2.3.2 Wholesale Distribution: Opening the Market: Foreign Wholesale Involvement

- 2.3.3 Wholesale Distribution: Opening the Market: Expanded Foreign Involvement
- 2.3.4 Wholesale Distribution: Opening the Market: Imported Goods Distribution
- 2.3.5 Wholesale Distribution: Opening the Market: Imported Goods Tariffs
- 2.3.6 Wholesale Distribution: Opening the Market: Locally Produced Goods Distribution
- 2.3.7 Wholesale Distribution: Total Market Size
- 2.3.8 Wholesale Distribution: Market by Sector
- 2.3.9 Wholesale Distribution: Leading Home Improvement & DIY Products Wholesalers

2.4 Retail Distribution

- 2.4.1 Retail Distribution: Retail Sales by Outlet
- 2.4.2 Retail Distribution: Forecast Market Shape

3 SOURCES OF SUPPLY

3.1 Plywood Manufacturing Industry

- 3.1.1 Plywood Manufacturing Industry: Total Industry Manufacturers & Revenue
- 3.1.2 Plywood Manufacturing Industry: Total Industry Revenue & Profit
- 3.1.3 Plywood Manufacturing Industry: Regional Output Volume

3.2 Key Plywood Manufacturers

- 3.2.1 Key Plywood Manufacturers: Key Statistics
- 3.2.2 Key Plywood Manufacturers: Industry Revenue Shares
- 3.2.3 Key Plywood Manufacturers: Industry Profit Shares
- 3.2.4 Key Plywood Manufacturers: Profitability

3.3 Fibreboard Manufacturing Industry

- 3.3.1 Fibreboard Manufacturing Industry: Total Industry Manufacturers & Revenue
- 3.3.2 Fibreboard Manufacturing Industry: Total Industry Revenue & Profit
- 3.3.3 Fibreboard Manufacturing Industry: Regional Output Volume

3.4 Key Fibreboard Manufacturers

- 3.4.1 Key Fibreboard Manufacturers: Key Statistics
- 3.4.2 Key Fibreboard Manufacturers: Industry Revenue Shares
- 3.4.3 Key Fibreboard Manufacturers: Industry Profit Shares
- INDUSTRY PROFITS, 2007
- 3.4.4 Key Fibreboard Manufacturers: Profitability
- 3.4.5 Key Fibreboard Manufacturers: Revenue Per Employee

3.5 Shipboard Manufacturing Industry

- 3.5.1 Shipboard Manufacturing Industry: Total Industry Manufacturers & Revenue
- 3.5.2 Shipboard Manufacturing Industry: Total Industry Revenue & Profit
- 3.5.3 Shipboard Manufacturing Industry: Regional Output Volume

3.6 Key Shipboard Manufacturers

- 3.6.1 Key Shipboard Manufacturers: Key Statistics
- 3.6.2 Key Shipboard Manufacturers: Industry Revenue Shares
- 3.6.3 Key Shipboard Manufacturers: Industry Profit Shares
- 3.6.4 Key Shipboard Manufacturers: Profitability
- 3.6.5 Key Shipboard Manufacturers: Revenue Per Employee
- 3.7.1 Other Artificial Board Manufacturing Industry: Total Industry Manufacturers & Revenue
- 3.7.2 Other Artificial Board Manufacturing Industry: Total Industry Revenue & Profit
- 3.7.3 Other Artificial Board Manufacturing Industry: Regional Output Volume

3.8 Key Other Artificial Board Manufacturers

- 3.8.1 Key Other Artificial Board Manufacturers: Key Statistics

- 3.8.2 Key Other Artificial Board Manufacturers: Industry Revenue Shares
- 3.8.3 Key Other Artificial Board Manufacturers: Industry Profit Shares
- 3.8.4 Key Other Artificial Board Manufacturers: Profitability
- 3.8.5 Key Other Artificial Board Manufacturers: Revenue Per Employee

- 3.9 Wood Furniture Manufacturing Industry
 - 3.9.1 Wood Furniture Manufacturing Industry: Total Industry Manufacturers & Revenue
 - 3.9.2 Wood Furniture Manufacturing Industry: Total Industry Revenue & Profit
 - 3.9.3 Wood Furniture Manufacturing Industry: Regional Output Volume

- 3.10 Key Wood Furniture Manufacturers
 - 3.10.1 Key Wood Furniture Manufacturers: Key Statistics
 - 3.10.2 Key Wood Furniture Manufacturers: Industry Revenue Shares
 - 3.10.3 Key Wood Furniture Manufacturers: Industry Profit Shares
 - 3.10.4 Key Wood Furniture Manufacturers: Profitability
 - 3.10.5 Key Wood Furniture Manufacturers: Revenue Per Employee

- 3.11 Metal Furniture Manufacturing Industry
 - 3.11.1 Metal Furniture Manufacturing Industry: Total Industry Manufacturers & Revenue
 - 3.11.2 Metal Furniture Manufacturing Industry: Total Industry Revenue & Profit
 - 3.11.3 Metal Furniture Manufacturing Industry: Regional Output Volume

- 3.12 Key Metal Furniture Manufacturers
 - 3.12.1 Key Metal Furniture Manufacturers: Key Statistics
 - 3.12.2 Key Metal Furniture Manufacturers: Industry Revenue Shares
 - 3.12.3 Key Metal Furniture Manufacturers: Industry Profit Shares
 - 3.12.4 Key Metal Furniture Manufacturers: Profitability
 - 3.12.5 Key Metal Furniture Manufacturers: Revenue Per Employee

- 3.13 Other Furniture Manufacturing Industry
 - 3.13.1 Other Furniture Manufacturing Industry: Total Industry Manufacturers & Revenue
 - 3.13.2 Other Furniture Manufacturing Industry: Total Industry Revenue & Profit
 - 3.13.3 Other Furniture Manufacturing Industry: Regional Output Volume

- 3.14 Key Other Furniture Manufacturers
 - 3.14.1 Key Other Furniture Manufacturers: Key Statistics
 - 3.14.2 Key Other Furniture Manufacturers: Industry Revenue Shares
 - 3.14.3 Key Other Furniture Manufacturers: Industry Profit Shares
 - 3.14.4 Key Other Furniture Manufacturers: Profitability
 - 3.14.5 Key Other Furniture Manufacturers: Revenue Per Employee

- 3.15 Paint Manufacturing Industry
 - 3.15.1 Paint Manufacturing Industry: Total Industry Manufacturers & Revenue
 - 3.15.2 Paint Manufacturing Industry: Total Industry Revenue & Profit
 - 3.15.3 Paint Manufacturing Industry: Regional Output Volume

- 3.16 Key Paint Manufacturers
 - 3.16.1 Key Paint Manufacturers: Key Statistics
 - 3.16.2 Key Paint Manufacturers: Industry Revenue Shares
 - 3.16.3 Key Paint Manufacturers: Industry Profit Shares
 - 3.16.4 Key Paint Manufacturers: Profitability
 - 3.16.5 Key Paint Manufacturers: Revenue Per Employee

- 3.17 Brick & Tile Manufacturing Industry
 - 3.17.1 Brick & Tile Manufacturing Industry: Total Industry Manufacturers & Revenue

3.17.2 Brick & Tile Manufacturing Industry: Total Industry Revenue & Profit

3.17.3 Brick & Tile Manufacturing Industry: Regional Output Volume

3.18 Key Brick & Tile Manufacturers

3.18.1 Key Brick & Tile Manufacturers: Key Statistics

3.18.2 Key Brick & Tile Manufacturers: Industry Revenue Shares

3.18.3 Key Brick & Tile Manufacturers: Industry Profit Shares

3.18.4 Key Brick & Tile Manufacturers: Profitability

3.18.5 Key Brick & Tile Manufacturers: Revenue Per Employee

3.19 Household Ceramics Manufacturing Industry

3.19.1 Household Ceramics Manufacturing Industry: Total Industry Manufacturers & Revenue

3.19.2 Household Ceramics Manufacturing Industry: Total Industry Revenue & Profit

3.19.3 Household Ceramics Manufacturing Industry: Regional Output Volume

3.20 Key Household Ceramics Manufacturers

3.20.1 Key Household Ceramics Manufacturers: Key Statistics

3.20.2 Key Household Ceramics Manufacturers: Industry Revenue Shares

3.20.3 Key Household Ceramics Manufacturers: Industry Profit Shares

3.20.4 Key Household Ceramics Manufacturers: Profitability

3.20.5 Key Household Ceramics Manufacturers: Revenue Per Employee

3.21 Hand Tools Manufacturing Industry

3.21.1 Hand Tools Manufacturing Industry: Total Industry Manufacturers & Revenue

3.21.2 Hand Tools Manufacturing Industry: Total Industry Revenue & Profit

3.21.3 Hand Tools Manufacturing Industry: Regional Output Volume

3.22 Key Hand Tools Manufacturers

3.22.1 Key Hand Tools Manufacturers: Key Statistics

3.22.2 Key Hand Tools Manufacturers: Industry Revenue Shares

3.22.3 Key Hand Tools Manufacturers: Industry Profit Shares

3.22.4 Key Hand Tools Manufacturers: Profitability

3.22.5 Key Hand Tools Manufacturers: Revenue Per Employee

3.23 Other Tools Manufacturing Industry

3.23.1 Other Tools Manufacturing Industry: Total Industry Manufacturers & Revenue

Table 3.210 TOTAL NUMBER OF OTHER TOOLS MANUFACTURERS AGAINST INDUSTRY REVENUES, 2003-2007

3.23.2 Other Tools Manufacturing Industry: Total Industry Revenue & Profit

3.23.3 Other Tools Manufacturing Industry: Regional Output Volume

3.24 Key Plywood Manufacturers

3.24.1 Key Other Tools Manufacturers: Key Statistics

3.24.2 Key Other Tools Manufacturers: Industry Revenue Shares

3.24.3 Key Other Tools Manufacturers: Industry Profit Shares

3.24.4 Key Other Tools Manufacturers: Profitability

3.24.5 Key Other Tools Manufacturers: Revenue Per Employee

3.25 Plumbing Parts Manufacturing Industry

3.25.1 Plumbing Parts Manufacturing Industry: Total Industry Manufacturers & Revenue

3.25.2 Plumbing Parts Manufacturing Industry: Total Industry Revenue & Profit

3.25.3 Plumbing Parts Manufacturing Industry: Regional Output Volume

3.26 Key Plumbing Parts Manufacturers

3.26.1 Key Plumbing Parts Manufacturers: Key Statistics

3.26.2 Key Plumbing Parts Manufacturers: Industry Revenue Shares

3.26.3 Key Plumbing Parts Manufacturers: Industry Profit Shares

3.26.4 Key Plumbing Parts Manufacturers: Profitability

3.26.5 Key Plumbing Parts Manufacturers: Revenue Per Employee

3.27 Metal Doors & Windows Manufacturing Industry

3.27.1 Metal Doors & Windows Manufacturing Industry: Total Industry Manufacturers & Revenue

3.27.2 Metal Doors & Windows Manufacturing Industry: Total Industry Revenue & Profit

3.27.3 Metal Doors & Windows Manufacturing Industry: Regional Output Volume

3.28.1 Key Metal Doors & Windows Manufacturers: Key Statistics

3.28.2 Key Metal Doors & Windows Manufacturers: Industry Revenue Shares

3.28.3 Key Metal Doors & Windows Manufacturers: Industry Profit Shares

3.28.4 Key Metal Doors & Windows Manufacturers: Profitability

3.28.5 Key Metal Doors & Windows Manufacturers: Revenue Per Employee

3.29 Household Metal Products Manufacturing Industry

3.29.1 Household Metal Products Manufacturing Industry: Total Industry Manufacturers & Revenue

3.29.2 Household Metal Products Manufacturing Industry: Total Industry Revenue & Profit

3.29.3 Household Metal Products Manufacturing Industry: Regional Output Volume

3.30 Key Household Metal Products Manufacturers

3.30.1 Key Household Metal Products Manufacturers: Key Statistics

3.30.2 Key Household Metal Products Manufacturers: Industry Revenue Shares

3.30.3 Key Household Metal Products Manufacturers: Industry Profit Shares

3.30.4 Key Household Metal Products Manufacturers: Profitability

3.30.5 Key Household Metal Products Manufacturers: Revenue Per Employee

4 SWOT ANALYSIS

4.1 Strengths

4.2 Weaknesses

4.3 Opportunities

4.4 Threats

5 COMPANY PROFILES

5.1 B&Q China Co., Ltd.

5.1.1 B&Q: Company Details

5.1.3 B&Q: China-based Activities

Trade Customers

OBI Purchase

5.1.4 B&Q: Future Strategy

5.2 BoConcept Holding A/S

5.2.1 BoConcept: Company Details

5.2.2 BoConcept: China Activities

5.3 The Home Depot Inc.

5.3.1 The Home Depot: Company Details

5.3.3 The Home Depot: China-related Activities & Future Strategy

5.4 Homemart (Haomeijia Decoration and Building Materials Co., Ltd.)

5.4.1 Homemart: Company Details

5.8.2 Homemart: Company Background

5.5 IKEA China

- 5.5.1 IKEA: Company Details
- 5.5.2 IKEA: Company Details & China Activities

5.6 Leroy Merlin

- 5.6.1 Leroy Merlin: Company Details
- 5.6.3 Leroy Merlin: China-based Activities

5.7 Orient Home (Dongfang Jiayuan Co., Ltd.)

- 5.7.1 Orient Home: Company Details
- 5.7.2 Orient Home: Company Background

5.8 Red Star Macalline

- 5.8.1 Red Star Macalline: Company Details
- 5.8.2 Red Star Macalline: Company Background

6 CONTACTS

6.1 Trade Associations

- 6.1.1 China Chain Store & Franchise Association (CCSFA)
- 6.1.2 China National Furniture Association (CNFA)
- 6.1.3 China Institute of Interior Design
- 6.1.4 China Building Decoration Association
- 6.1.5 China Ceramics Industry Commission

7 RELEVANT EXHIBITIONS & TRADE FAIRS

- 7.1 China International Floor Coverings and Carpet Fair
- 7.2 North National Building Decoration Materials & Bathroom Fixtures Exhibition
- 7.3 Building Decoration Materials, Bathroom Fixtures (Xiamen) Trade Fair
- 7.4 China International Building & Decoration Exposition
- 7.5 International Trade Fair for Floor Covering
- 7.6 Zhengzhou International Building Materials & Interior Decoration & Hotel Necessities Exhibition
- 7.7 China International Building & Decoration Expo (BATIMAT China)
- 7.8 Floor Coverings China
- 7.9 Kitchen & Bath China
- 7.10 Housing Decoration Design & Service Shanghai
- 7.11 Lighting China
- 7.12 China (Shenzhen) International Building & Decorating Material Exhibition
- 7.13 China International Building & Decoration Fair
- 7.14 China International Construction, Decoration Materials & Hotel Facility Exhibition
- 7.15 Changchun International Construction & Window, Interior Decoration Expo
- 7.16 China Building Decorative Materials & Hotel Equipment Show
- 7.17 National Interior Decoration Show
- 7.18 China Shenyang Building decorative Materials & Hotel Equipment Trade Show
- 7.19 World Well-Known Brand-Sanitary Ware, Kitchen Equipment & Ceramics Exhibition
- 7.20 Building China - International Exhibition on Building Materials, Building Services & Interior Decoration
- 7.21 China International Furniture Exhibition
- 7.22 International Exhibition of Woodworking Machinery & Furniture Manufacturing Equipment/International Exhibition of Furniture Accessories, Materials and Wood Products
- 7.23 China (Guzhen) International Lighting Fair
- 7.24 China International Housing & Architecture Fair

APPENDIX: MARKET BACKGROUND

- A.1 Fast Facts
- A.2 Regions of China
- Map A.1 CHINA: PROVINCES AND MUNICIPALITIES
- A.3 Demographics
 - A.3.1 Demographics: Total Population
 - A.3.2 Demographics: Population by Location
 - A.3.3 Demographics: Population by Province
 - A.3.4 Demographics: Population Density by Province
 - A.3.5 Demographics: Population Concentration
 - Map A.2 POPULATION CONCENTRATIONS BY PROVINCE, 2008
 - A.3.6 Demographics: Population by Gender
 - A.3.7 Demographics: Population by Age Group
- A.4 Consumer Attitudes
 - A.4.1 Consumer Attitudes: Overview
 - A.4.2 Consumer Attitudes: Response to Political Change
 - A.4.2 Consumer Attitudes: Response to Economic Change
 - A.4.3 Consumer Attitudes: Changes in Lifestyle
- Livelihood
- Individual loans
- Housing
- Possessions
- Travel
- Entertainment
- Health and Fitness
- Purchasing Influences
- Taboos
- A.5 Consumer Wealth
 - A.5.1 Consumer Wealth: GDP and Cost of Living
 - China' s New Middle Class
 - Confident Shoppers
 - A.5.2 Consumer Wealth: Provincial GDP
 - A.5.3 Consumer Wealth: GDP Growth by Province
 - A.5.4 Consumer Wealth: GDP Per Capita by Province
 - A.5.5 Consumer Wealth: Concentration of Wealth by Province
 - A.5.6 Consumer Wealth: The Major Cities
- A.6 Households
 - A.6.1 Households: Overview of Household Conditions
 - A.6.2 Households: Total Households by Size
 - A.6.3 Households: Total households by Urban/Rural Split
 - A.6.4 Households: Income Earners Per Household
- A.7 Employment
 - A.7.1 Employment: Number of Workers by Sector
 - A.7.2 Employment: Growth by Sector
 - A.7.3 Employment: Number of Workers by Gender
 - A.7.3 Employment: Number of Workers by Habitation
 - A.7.4 Employment: Urban Unemployment
- A.8 Consumer Income
 - A.8.1 Consumer Income: Average Incomes by Sector
 - A.8.2 Consumer Income: Growth by Sector
 - A.8.3 Consumer Income: Average Incomes by Region
 - A.8.4 Consumer Income: Growth by Region
- A.9 Consumer Market
 - A.9.1 Consumer Market: Spending Trends
 - A.9.2 Consumer Market: Per Capita Consumer Expenditure
 - A.9.3 Consumer Market: Retail Sales and Consumer Spending

A.9.4 Consumer Market: Urban Income and Spending Compared

A.10 Exchange Rates

A.10.1 Exchange Rates: China

A.10.2 Exchange Rates: Hong Kong

I would like to order:

Product name: Home Improvement, DIY & Furnishings in China 2009: A Market Analysis
Product link: <http://marketpublishers.com/r/HCFD775932AEN.html>
Product ID: HCFD775932AEN
Price: US\$ 1,875.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/HCFD775932AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**

