

Furniture Sales via Key Retail Formats in China to 2014

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Abstracts

Introduction

Datamonitor's 'Furniture Sales via Key Retail Formats in China to 2014' databook provides market value data for five key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Furniture retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include living room furniture, bedroom furniture, other furniture, dining room furniture and home office

Current and forecast analysis of sales via major retail channels

in the furniture market as well as its sub-categories

Highlights

Furniture retail sales in China increased at a compound annual growth rate of 11% between 2004 and 2009.

Living room furniture sales led the furniture market with a share of 49.1% in 2009. Home

furniture and homewares retailers were the leading retail format for living room furniture in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the furniture market in China

Understand the future direction of the market with reliable historical data and full five year forecasting

Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology
Table of Contents
List of Figures
List of Tables

FURNITURE RETAIL SALES OVERVIEW

Furniture retail market definition
Furniture sales overview
Furniture retail sales value, 2004-09
Furniture retail sales value, 2009-14

FURNITURE MARKET SEGMENTATION

Market sales analysis by category, 2004-09
Market sales analysis by category, 2009-14

FURNITURE SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Furniture sales analysis by key retail formats, overview
Furniture sales analysis by key retail formats actual, 2004-09
Furniture sales analysis by key retail formats forecast, 2009-14

BEDROOM FURNITURE SALES ANALYSIS BY KEY RETAIL FORMATS

Bedroom furniture sales analysis by key retail formats, overview
Bedroom furniture sales analysis by key retail formats actual, 2004-09
Bedroom furniture sales analysis by key retail formats forecast, 2009-14

DINING ROOM FURNITURE SALES ANALYSIS BY KEY RETAIL FORMATS

Dining room furniture sales analysis by key retail formats, overview

Dining room furniture sales analysis by key retail formats actual, 2004-09
Dining room furniture sales analysis by key retail formats forecast, 2009-14

HOME OFFICE SALES ANALYSIS BY KEY RETAIL FORMATS

Home office sales analysis by key retail formats, overview
Home office sales analysis by key retail formats actual, 2004-09
Home office sales analysis by key retail formats forecast, 2009-14

LIVING ROOM FURNITURE SALES ANALYSIS BY KEY RETAIL FORMATS

Living room furniture sales analysis by key retail formats, overview
Living room furniture sales analysis by key retail formats actual, 2004-09
Living room furniture sales analysis by key retail formats forecast, 2009-14

OTHER FURNITURE SALES ANALYSIS BY KEY RETAIL FORMATS

Other furniture sales analysis by key retail formats, overview
Other furniture sales analysis by key retail formats actual, 2004-09
Other furniture sales analysis by key retail formats forecast, 2009-14

APPENDIX

Methodology
Exchange rates
Related research
Datamonitor consulting
Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Furniture retail market definition

Table 2: China, sales of furniture, value (\$m), 2004-14

Table 3: China, sales of furniture, value (\$m and CNYm), 2004-09

Table 4: China, forecast sales of furniture, value (\$m and CNYm), 2009-14

Table 5: China, sales of furniture, value break down by category (\$m), 2004-09

Table 6: China, forecast sales of furniture, value break down by category (\$m), 2009-14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: China, furniture, revenues split by key retail formats (\$m), 2004-09

Table 11: China, furniture forecast, revenues split by key retail formats (\$m), 2009-14

Table 12: China, bedroom furniture, revenues split by key retail formats (\$m), 2004-09

Table 13: China, bedroom furniture forecast, revenues split by key retail formats (\$m), 2009-14

Table 14: China, dining room furniture, revenues split by key retail formats (\$m), 2004-09

Table 15: China, dining room furniture forecast, revenues split by key retail formats (\$m), 2009-14

Table 16: China, home office, revenues split by key retail formats (\$m), 2004-09

Table 17: China, home office forecast, revenues split by key retail formats (\$m), 2009-14

Table 18: China, living room furniture, revenues split by key retail formats (\$m), 2004-09

Table 19: China, living room furniture forecast, revenues split by key retail formats (\$m), 2009-14

Table 20: China, other furniture, revenues split by key retail formats (\$m), 2004-09

Table 21: China, other furniture forecast, revenues split by key retail formats (\$m), 2009-14

List Of Figures

LIST OF FIGURES

- Figure 1: China, sales of furniture, value (\$m), 2004-14
- Figure 2: China, sales of furniture, value (\$m), 2004-09
- Figure 3: China, forecast sales of furniture, value (\$m), 2009-14
- Figure 4: China, sales of furniture, value break down by category (%), 2009
- Figure 5: China, sales of furniture, value break down by category (\$m), 2004-09
- Figure 6: China, sales of furniture, value break down by category (%), 2014
- Figure 7: China, forecast sales of furniture, value break down by category (\$m), 2009-14
- Figure 8: China, furniture, revenue split by key retail formats (%), 2009
- Figure 9: China, bedroom furniture, revenue split by key retail formats (%), 2009
- Figure 10: China, dining room furniture, revenue split by key retail formats (%), 2009
- Figure 11: China, home office, revenue split by key retail formats (%), 2009
- Figure 12: China, living room furniture, revenue split by key retail formats (%), 2009
- Figure 13: China, other furniture, revenue split by key retail formats (%), 2009

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