

# Home Furnishings in China

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## Abstracts

The pandemic led to an economic downturn in China, with GDP growth slowing and job losses increasing. This led to a reduction in consumer spending, especially on perceived non-essential items such as home furnishings. Moreover, during the pandemic, many physical retailers were closed or operated limited hours, making it difficult for consumers to visit stores to purchase home furnishings. This forced many consumers to delay their purchases or turn to online shopping, which can be less appealing...

Euromonitor International's Home Furnishings in China report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

**Product coverage:** Indoor Living, Lighting, Outdoor Living.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Home Furnishings market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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