

# Homewares in China

<https://marketpublishers.com/r/H96A9D2DFF7EN.html>

Date: May 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: H96A9D2DFF7EN

## Abstracts

In 2022, current value sales of cutlery continued to rise in China. Firstly, as many restaurants closed as a result of pandemic restrictions or could only accommodate a limited number of patrons, consumers cooked and ate more frequently at home. As a result, they were in need of more cutlery, including forks, knives, and spoons, to accommodate their increased cooking needs. In addition, greater time spent at home during the pandemic meant that many local consumers were also more likely to notice...

Euromonitor International's Homewares 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:** Dining, Kitchen.

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

### Why buy this report?

Get a detailed picture of the Homewares 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.

## Contents

### HOMEWARES IN CHINA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sales of cutlery continue to rise during home seclusion

Manufacturers are actively innovating with space-saving homewares

Multifunctional homewares receive a boost in demand

#### PROSPECTS AND OPPORTUNITIES

Sustainable materials used to produce homewares to gain prominence

Premiumisation of homewares expected to grow in the coming years

#### CATEGORY DATA

Table 1 Sales of Homewares by Category: Value 2017-2022

Table 2 Sales of Homewares by Category: % Value Growth 2017-2022

Table 3 Sales of Homewares by Material: % Value 2017-2022

Table 4 NBO Company Shares of Homewares: % Value 2018-2022

Table 5 LBN Brand Shares of Homewares: % Value 2019-2022

Table 6 Distribution of Homewares by Format: % Value 2017-2022

Table 7 Forecast Sales of Homewares by Category: Value 2022-2027

Table 8 Forecast Sales of Homewares by Category: % Value Growth 2022-2027

### 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

Table 9 Sales of Home and Garden by Category: Value 2017-2022

Table 10 Sales of Home and Garden by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Home and Garden: % Value 2018-2022

Table 12 LBN Brand Shares of Home and Garden: % Value 2019-2022

Table 13 Distribution of Home and Garden by Format: % Value 2017-2022

Table 14 Distribution of Home and Garden by Format and Category: % Value 2022

Table 15 Forecast Sales of Home and Garden by Category: Value 2022-2027

Table 16 Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Homewares in China

Product link: <https://marketpublishers.com/r/H96A9D2DFF7EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H96A9D2DFF7EN.html>

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

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.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