

Household Goods in China

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Abstracts

Production of household goods in China continued to perform strongly in 2019, although growth slowed from the previous year. The industry's performance was driven by rising internal consumption, with domestic expenditure on furnishings and related home products seeing healthy growth. However, the domestic market is maturing, limiting the potential for further strong growth. In addition, Chinese household goods producers endured difficulties in export markets, due to the rising prominence of prod...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Household Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Furniture, Imitation Jewellery, Brushes and Other Personal Items, Jewellery and Related Articles, Musical Instruments, Sports Goods, Toys and Games, Watches and Clocks.

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

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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.

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