

# Furniture and Floor Coverings in China

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## Abstracts

Furniture and Floor Coverings in China

### SUMMARY

Furniture and Floor Coverings in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The furniture and floor coverings market consists of the following two segments: furniture and floor coverings.

The Chinese furniture and floor coverings market had total revenues of \$172.2bn in 2018, representing a compound annual growth rate (CAGR) of 12.9% between 2014 and 2018.

The homewares segment was the market's most lucrative in 2018, with total revenues of \$137.5bn, equivalent to 46.2% of the market's overall value.

Chinese consumer confidence remains extremely high - 104.5 index points as of September 2019 although this has dropped since the beginning of the year. This is translating in to higher spending as aspirational shoppers spend on improving their standard of living.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the furniture & floor coverings market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the furniture & floor coverings market in China

Leading company profiles reveal details of key furniture & floor coverings market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China furniture & floor coverings market with five year forecasts

## **REASONS TO BUY**

What was the size of the China furniture & floor coverings market by value in 2018?

What will be the size of the China furniture & floor coverings market in 2023?

What factors are affecting the strength of competition in the China furniture & floor coverings market?

How has the market performed over the last five years?

What are the main segments that make up China's furniture & floor coverings market?

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