

Research Report On China's Furniture Industry

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Abstracts

According to recent years consumption and the next five years development plan of China furniture industry, it is estimated conservatively that the annual demand in China furniture market from 2007 to 2010 will be up to RMB 270 to 300 billion. Excellent development prospect will be offered for domestic and oversea furniture manufacturers.

From 2002 to 2006, China had maintained the gross import of furniture growing sharply in succession for four years. In 2006, the gross import of furniture was up to about USD 780 million, a growth of about 17% over the previous year, 3.8 times of the gross import of furniture in 2002.

The total export value of furniture products was USD 17.4 billion in 2006. Hence, China has been one of the largest country in manufacturing and export of furniture products in the world. Although the total scale of China furniture manufacturing is large currently, but there still few corporation with the annual sales income of up to RMB 1 billion. There are still mainly local SME in China furniture industry, without topping corporations with competitive advantage. For China furniture corporations have lower centralization, it is easy for corporations with higher production rate and advanced management experiences to obtain the leading predominance;

Based on the relative survey, among the consumers shopping in the furniture market, consumers aged 20-30 account for 42%, consumers aged 31-40 account for about 22%, and consumers aged 41-60 account for about 26%; the main consumers have higher quality, among the consumers frequently shopping in the furniture market, above 78% own the education level above junior college. They have unsatisfied with the functions of furniture products, but with the hope to enjoy new living style, requiring the product to meet their taste. On the main focus on the furniture, 80% of consumers believed that the furniture shall be comfortable and practical firstly; over 60% of consumers regarded the green, environmental protection and harmless as the first

indexes; 52% of consumers attached more attention to the price-performance ratio, without regarding the price advantage as the main selecting standard.

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