

China Wood Furniture Market By Application (Home Furniture, Office Furniture, Hospitality Furniture, Others), By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The China wood furniture market was valued at USD 40.41 billion in 2024 and is projected to reach USD 60.21 billion by 2030, growing at a compound annual growth rate (CAGR) of 6.93% during the forecast period. The market is witnessing steady expansion, fueled by rapid urbanization, increasing disposable incomes, and shifting consumer preferences.

Demand for high-quality, eco-friendly, and customized furniture is playing a pivotal role in shaping the industry landscape. Technological innovations—such as automation and the integration of smart functionalities—are further enhancing production efficiency. Additionally, China's wood furniture export sector remains robust. In the first seven months of 2024 alone, exports surged by 24%, with total export volume reaching 256 million pieces.

Key Market Drivers

Urbanization and Rising Disposable Incomes

Rapid urban development in China continues to be a primary driver of the wood furniture market. The ongoing migration to urban centers has resulted in growing demand for both residential and commercial furnishings. Government initiatives focused on infrastructure development, smart city projects, and large-scale housing construction are accelerating the need for home and office furniture.

Moreover, China's expanding middle class with higher disposable income levels is fueling consumption in the home décor and furnishings segment. Consumers are increasingly drawn to premium, stylish, and functional wooden furniture. The market is witnessing a clear shift away from mass-produced, budget options toward branded, customized, and higher-end products, reflecting evolving lifestyle preferences.

Key Market Challenges

Rising Raw Material Costs and Supply Chain Disruptions

The escalating cost of raw materials—particularly wood—poses a significant challenge for industry players. Global supply chain disruptions, environmental regulations, and trade barriers have driven up timber prices, placing pressure on manufacturing costs.

China depends on both domestic and imported wood sources. However, stringent environmental policies around logging and timber harvesting have curtailed domestic supply, forcing manufacturers to import more expensive timber from markets such as Canada, Russia, and the United States. Price volatility, influenced by geopolitical tensions and tariffs, adds further complexity.

Key Market Trends

Rising Demand for Customization and Smart Furniture

Customization is gaining prominence in China's wood furniture market, driven by consumer desire for personalized living spaces. Buyers are increasingly looking for furniture that matches their specific style preferences, space configurations, and functional needs. In response, manufacturers are expanding made-to-order and modular product offerings.

Many companies now provide customization tools that allow customers to select materials, finishes, dimensions, and color schemes. The use of augmented reality (AR) and online design platforms enables buyers to visualize products prior to purchase, further enhancing the buying experience. This trend is encouraging digital transformation across the industry, with firms investing in AI-powered design technologies and automated production systems.

Concurrently, demand for smart furniture is on the rise. Tech-enabled wooden

furniture—featuring wireless charging stations, smart storage solutions, and voice-activated controls—is gaining traction. Integration of Internet of Things (IoT) technology is fostering innovation, catering to a growing segment of tech-savvy consumers who prioritize convenience and multifunctionality in home furnishings.

Key Market Players

Interi Furniture

Qumei Furniture

Zhejiang Huafeng Furniture

Guangdong Landbond Furniture Group Co., Ltd.

Chengdu Sunhoo Industry Co

IKEA (China) Investment Co., Ltd.SS

Honland Group Furniture

Guangzhou Holike Creative Home Co., Ltd.

Huafeng Furniture Group Co., Ltd

Zhejiang Huaweimei Group Co., Ltd.

Report Scope:

In this report, the China Wood Furniture Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

China Wood Furniture Market, By Application:

Home Furniture

Office Furniture

Hospitality Furniture

Others

China Wood Furniture Market, By Sales Channel:

Supermarket/Hypermarket

Specialty Stores

Online

Others

China Wood Furniture Market, By Region:

East

South-West

South-Central

North-East

North-West

North

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the China Wood Furniture Market.

Available Customizations:

China Wood Furniture Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

China Wood Furniture Market By Application (Home Furniture, Office Furniture, Hospitality Furniture, Others),...

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. CHINA WOOD FURNITURE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Application (Home Furniture, Office Furniture, Hospitality Furniture, Others)

5.2.2. By Sales Channel (Supermarket/Hypermarket, Specialty Stores, Online, Others)

5.2.3. By Regional

5.2.4. By Company (2024)

5.3. Market Map

6. CHINA HOME FURNITURE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Sales Channel

7. CHINA OFFICE FURNITURE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Sales Channel

8. CHINA HOSPITALITY FURNITURE MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Sales Channel

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Merger & Acquisition (If Any)

10.2. Product Launches (If Any)

10.3. Recent Developments

11. CHINA ECONOMIC PROFILE

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles

13.1.1. Interi Furniture

13.1.1.1. Business Overview

13.1.1.2. Company Snapshot

13.1.1.3. Products & Services

13.1.1.4. Financials (As Per Availability)

13.1.1.5. Key Market Focus & Geographical Presence

13.1.1.6. Recent Developments

13.1.1.7. Key Management Personnel

13.1.2. Qumei Furniture

13.1.3. Zhejiang Huafeng Furniture

13.1.4. Guangdong Landbond Furniture Group Co., Ltd.

13.1.5. Chengdu Sunhoo Industry Co

13.1.6. IKEA (China) Investment Co., Ltd.SS

13.1.7. Honland Group Furniture

13.1.8. Guangzhou Holike Creative Home Co., Ltd.

13.1.9. Huafeng Furniture Group Co., Ltd

13.1.10. Zhejiang Huaweimei Group Co., Ltd.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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