

# Home and Garden in China

May 2024

Table of Contents

## Home and Garden in China

### EXECUTIVE SUMMARY

Home and garden in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home and garden?

### MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2018-2023

Table 2 - Sales of Home and Garden by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Home and Garden: % Value 2019-2023

Table 4 - LBN Brand Shares of Home and Garden: % Value 2020-2023

Table 5 - Penetration of Private Label in Home and Garden by Category: % Value 2018-2023

Table 6 - Distribution of Home and Garden by Format: % Value 2018-2023

Table 7 - Distribution of Home and Garden by Format and Category: % Value 2023

Table 8 - Forecast Sales of Home and Garden by Category: Value 2023-2028

Table 9 - Forecast Sales of Home and Garden by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Home Improvement in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising disposable incomes aid growth in home improvement in China

Resurgence of home renovation projects supports sales of floor covering

Nippon Paint remains the leading brand in home improvement, owing to its good reputation

#### PROSPECTS AND OPPORTUNITIES

Innovation in cordless tools set to negatively impact sales of corded power tools

Bathroom and sanitaryware set to perform below overall home improvement as it reaches saturation

### CATEGORY DATA

Table 10 - Sales of Home Improvement by Category: Value 2018-2023

Table 11 - Sales of Home Improvement by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Home Improvement: % Value 2019-2023

Table 13 - LBN Brand Shares of Home Improvement: % Value 2020-2023

Table 14 - Distribution of Home Improvement by Format: % Value 2018-2023

Table 15 - Forecast Sales of Home Improvement by Category: Value 2023-2028

Table 16 - Forecast Sales of Home Improvement by Category: % Value Growth 2023-2028

## Gardening in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for green spaces drives growth for gardening in China

Sales of pots and planters increase as a result of the rise in DIY culture

Hongyue remains the top brand, supported by its wide portfolio of products

## PROSPECTS AND OPPORTUNITIES

Increasing focus on aesthetic appeal set to be beneficial for gardening  
Preference for in-store shopping experience set to drive sales in offline channels

### CATEGORY DATA

- Table 17 - Sales of Gardening by Category: Value 2018-2023
- Table 18 - Sales of Gardening by Category: % Value Growth 2018-2023
- Table 19 - NBO Company Shares of Gardening: % Value 2019-2023
- Table 20 - LBN Brand Shares of Gardening: % Value 2020-2023
- Table 21 - Distribution of Gardening by Format: % Value 2018-2023
- Table 22 - Forecast Sales of Gardening by Category: Value 2023-2028
- Table 23 - Forecast Sales of Gardening by Category: % Value Growth 2023-2028

## Homewares in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased focus on elevating the consumption experience drives value sales of beverage ware  
Kitchen utensils witnesses notable growth, thanks to culinary experimentation  
Zwilling JA Henckels leads kitchen utensils through innovation and product development

## PROSPECTS AND OPPORTUNITIES

New regulations on PFOAs set to impact homewares  
Convenience set to drive the popularity of retail e-commerce over the forecast period

### CATEGORY DATA

- Table 24 - Sales of Homewares by Category: Value 2018-2023
- Table 25 - Sales of Homewares by Category: % Value Growth 2018-2023
- Table 26 - Sales of Homewares by Material: % Value 2018-2023
- Table 27 - NBO Company Shares of Homewares: % Value 2019-2023
- Table 28 - LBN Brand Shares of Homewares: % Value 2020-2023
- Table 29 - Distribution of Homewares by Format: % Value 2018-2023
- Table 30 - Forecast Sales of Homewares by Category: Value 2023-2028
- Table 31 - Forecast Sales of Homewares by Category: % Value Growth 2023-2028

## Home Furnishings in China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Subdued housing market impacts home furnishings in China  
Health and environmental concerns negatively impact sales of gas barbecues  
Sales of curtains increase along with the resurgence in home renovation projects

## PROSPECTS AND OPPORTUNITIES

Sustainability concerns set to help drive value sales of LED lamps  
Continuation of remote working expected to benefit home office furniture  
Rapid urbanisation to improve the presence of international brands

### CATEGORY DATA

- Table 32 - Sales of Home Furnishings by Category: Value 2018-2023
- Table 33 - Sales of Home Furnishings by Category: % Value Growth 2018-2023
- Table 34 - NBO Company Shares of Home Furnishings: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Furnishings: % Value 2020-2023

Table 36 - LBN Brand Shares of Light Sources: % Value 2020-2023

Table 37 - Distribution of Home Furnishings by Format: % Value 2018-2023

Table 38 - Forecast Sales of Home Furnishings by Category: Value 2023-2028

Table 39 - Forecast Sales of Home Furnishings by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/home-and-garden-in-china/report](http://www.euromonitor.com/home-and-garden-in-china/report).