

# Homewares in China

May 2024

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## Homewares in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increased focus on elevating the consumption experience drives value sales of beverageware

Kitchen utensils witnesses notable growth, thanks to culinary experimentation

Zwilling JA Henckels leads kitchen utensils through innovation and product development

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Convenience set to drive the popularity of retail e-commerce over the forecast period

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