

# Home Accessories - China - September 2019

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## This report looks at the following areas:

- Provide home design and style consultation to outstand
- Seeing is believing
- Win the heart of younger consumers to win the market

The home accessories market is under pressure from a slowing property market; however, the upgrading need of existing occupants and robust demand from younger consumers will take the market to the next level. As more consumers now show emotional attachment to their houses, they will put more effort in improving their living conditions, adding more personal touches to the home, and even make their home a showcase of their taste in fashion. Since the younger audience is the main force driving spending for home décor, brands should cater to their preference for photo-worthy and customisable design.

Although home accessory products sound as if they are designed more for decorative purposes, practical function still takes precedence over pure decoration. This partially explains why functional decorations like home linen products are most welcome. Meanwhile, living situations and family structure make a huge impact on consumers' lifestyles and thus the purchase and preference of home accessories. Brands should therefore provide different solutions for renters, parents and single people.

When it comes to home accessories purchase, the practical function and value for money still come first. That doesn't mean design and style aren't important. Actually Chinese consumers are having difficulties in matching decorations with large pieces home product like furniture. Thus home accessories brand can consider ushering style consultancy service to guide consumers and encourage shopping for the entire look to generate more sales.



"Home has become a place more than just a roof overhead to Chinese consumers and the majority have acknowledged that proper decoration can create relaxing ambience and enhance the living condition. Therefore, Chinese consumers now are more willing to invest in adding a personal twist to their living space, and this is especially true for the post-90s."

– Summer Xia, Research

analyst  
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- The facts
- The implications

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- Seeing is believing
- The facts
- The implications
- Win the heart of younger consumers to win the market
- The facts
- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

- Solid growth for the past five years
- Sluggish property market might add downward pressure
- Needs for home upgrades and home-leaving young consumers will sustain the growth

## MARKET SIZE

- Steady growth in the past five years and substantial growth is expected

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- Mass home retailing brands go head-to-head
- Trendy lifestyle retailers
- Fast-fashion retailers offer home fashion
- Other home retailing brands venture in home décor

## COMPETITIVE STRATEGIES

- Get closer to customers
- Home accessories for rent

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- **Dreams and worries are similar to the young couple without child**
- **In favour of the study room and bedroom**
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