

Home Retailing - China - December 2018

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“Consumers in China are more willing to decorate and upgrade their home. They have become more generous on budget and are seeking a balance of functions and styles.

The demands of the home retail market will shift from renovating new housing property to upgrading ‘old’ ones.”

– **Jaslien Chen, Senior Analyst**

This report looks at the following areas:

It will be crucial for retailers/brands to act with strategies such as streamlining the distribution, making the products multifunctional and multi-scaling the business to win over more market share.

- **Retailers need to be more approachable online and offline**
- **Consumers care more for lifestyle brought by brands than prices**
- **Extra functions on home retail products will become essential**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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