

Attitudes towards Home Design - China - February 2021

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This report looks at the following areas:

- Housing status and concerns
- Ownership and interest in home equipment
- Household spending intentions
- Value-added features for home products
- Impressive marketing campaigns
- Attitudes towards home design

The home has always had great meaning attached to it in the Chinese tradition, accommodating and uniting the whole family. In the modern context, with living conditions improving remarkably during the past few decades, people are shifting their attention to home design, longing to create delightful private spaces. The outbreak of COVID-19 has further strengthened people's emotional attachments to their homes. New concepts like the smart home, home ambience and holistic wellbeing at home are the key industry driving forces today.

This Report investigates Chinese consumers' attitudes towards home design, starting with current housing status and concerns, and covering preferred home design style and whether they do home design themselves. In addition, this Report discusses product-related topics such as ownership and interest in home equipment and value-added features of home products, as well as impressive marketing campaigns from a promotion perspective.



"Along with improving housing conditions, Chinese consumers' desire to achieve and express their 'lifestyle' through home design has never been higher. Beyond basic functionalities, holistic wellbeing at home has become a priority, especially in the wake of COVID-19."

– Yuxi Shao, Research Analyst

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