

Home Retailing - China - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Home products bought online or offline in the last 12 months by category.
- Consideration factors influencing consumers' purchase of furniture.
- Consumers' perception of eco-friendly furniture.
- Consumers' preference of customised furniture.
- Consideration factors when purchasing home textiles.
- Reasons for visiting offline home retailing stores.

In 2021, retail sales of home furniture, textiles and accessories reached RMB601.3bn with a decent growth rate of 9.4%. Benefitting from the recovery of the economy from COVID-hit 2020, restored consumer financial confidence and premiumisation in the market, home furniture registered a strong growth of 14.5%, and home textiles and accessories enjoyed steady growth.

However, China has been hit by a resurgence of COVID-19 cases (due to the Omicron variants) in early 2022, and the home retailing market is estimated to be impacted on different levels depending on the situation of the new wave of outbreaks. The furniture market is expected to be affected seriously due to its reliance on offline channels whereas home textile and accessories tend to be less impacted.

The pandemic has made the external environment full of instability and uncertainty, which prompts consumers to seek a living situation that can bring inner peace and security in the future. As a shelter for the body and mind – also an area that affects physical and mental health – home will be more valued by consumers. In order to enhance the living environment at home, consumers' interests in and willingness to pay for premium products, such as customised furniture, high-end bedding, etc is increasing. In the long run, the home retailing market is expected to continue the growing trend.



“The home retailing market experienced decent growth of 9.4% in 2021, driven by consumers' pursuit of high-quality home products to elevate their home ambience. However, the resurgence of COVID-19 in early 2022 has impacted the growing momentum, and the uncertainty and insecurity has led consumers to desire comfort and more control at home.”

– Janie Lai, Research Analyst

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Report definition**
- **Excluded**

EXECUTIVE SUMMARY

- **The market**
- **Home retailing market experienced good growth in 2021**
Figure 1: Total sales value of home furniture, home textiles and accessories, China, 2016-21
- **The impact of the COVID-19 outbreak in 2022**
Figure 2: Summary of Mintel’s scenario expectations and the impact on the home retailing market, 2022
Figure 3: COVID-19 scenario value forecasts for home furniture, home textiles and accessories, 2016-26
- **Companies and brands**
- **Key players recorded strong sales growth in 2021**
- **Home brands and retailers focus on elevating experiences for consumers in offline marketing**
- **Traditional brands adopting up-to-date marketing to capture young consumers**
- **The consumer**
- **Increasing importance of omnichannel for home retailing brands**
Figure 4: Purchased home products by category, online vs offline, 2021
- **Health is primary consideration in furniture selection**
Figure 5: Consideration factors when purchasing furniture, 2021
- **Certification is essential to eco-friendly furniture**
Figure 6: Perception of eco-friendly furniture, 2021
- **Customised furniture for family members in great demand while pet owners represent niche market opportunity**
Figure 7: Preference of customised furniture, 2021
- **Fabric material matters the most in the selection of home textiles**
Figure 8: Consideration factors when purchasing home textiles, 2021
- **Experiencing products in person and design inspiration drive the footfall of physical stores**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 9: Reasons for visiting home retailing offline stores, 2021

- **What we think**

ISSUES AND INSIGHTS

- **Diverse opportunities in furniture customisation**
- **The facts**
- **The implications**

Figure 10: Suofeiya customised wardrobe, 2022

- **Growing significance of eco-friendliness**
- **The facts**
- **The implications**

Figure 11: OPPEIN's formaldehyde-free door and Fuanna's bedding made with green material, 2022

MARKET SIZE

- **Home retailing market experienced good growth in 2021**

Figure 12: Total sales value of home furniture, home textiles and accessories, China, 2016-21

MARKET FACTORS

- **Customisation driving growth of home furniture**
- **Premiumisation boosting home textile market**

Figure 13: Luxury bedding by Luolai and designer Louis Barthélemy, 2022

Figure 14: SANLI bath towel with PolarBearHair™ technology, 2022

- **Sense of ceremony at home putting decorative accessories in demand**

Figure 15: Home fragrance Santorini Eternal Blue launched by BEAST, 2022

COVID INFLUENCES (INCLUDING MARKET FORECAST)

- **COVID-19 China context**
- **COVID-19 impact on the market and consumer**
- **Furniture market to be hit the most**
- **Spending on home textile and decorative accessories expected to be less affected**
- **Market forecast**
- **Home retailing market is likely to maintain growth under minimum impact**
- **Home retailing market is estimated to decline under medium impact**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Home retailing market is expected to be hit hard under high impact**

Figure 16: COVID-19 scenario forecasts for home furniture, home textiles and accessories, 2016-26

KEY PLAYER PERFORMANCE

- **Key players recorded strong sales growth in 2021**

MARKETING ACTIVITIES

- **Marketing in offline focusing on elevating consumers' experience**

Figure 17: IKEA's "home experience of tomorrow" retail mall, 2021

Figure 18: KUKA HOME's new product launch in the form of an immersive detective social game, 2021

- **Traditional brands adopting up-to-date marketing to capture young consumers**

Figure 19: Jackson Yee as spokesperson of Luolai and IP collaborated bedding of Shuixing, 2022

Figure 20: "Dancing with Kingshore towel" campaign on Douyin, 2021

WHO'S INNOVATING?

- **Creative storage by LEGO and IKEA**

Figure 21: The Bygglek storage collection, 2021

- **Kohler's 'forest bathing' bathtub enhances wellbeing at home**

Figure 22: Kohler's 'forest bathing' bathtub, 2022

PURCHASED HOME PRODUCTS BY CATEGORY

- **Purchased home product categories remain stable**

Figure 23: Purchased home products by category, 2021 vs 2020

- **Increasing importance of omnichannel for home retailing brands**

Figure 24: Purchased home products by category, online vs offline, 2021

CONSIDERATION FACTORS WHEN PURCHASING FURNITURE

- **Health is primary consideration**

Figure 25: Consideration factors when purchasing furniture, 2021

- **Certification is essential to eco-friendly furniture**

Figure 26: Perception of eco-friendly furniture, 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Material and design are equally important for selecting furniture**

Figure 27: Consideration factors when purchasing furniture, by family structure, 2021

PREFERENCE OF CUSTOMISED FURNITURE

- **Customised furniture for family members in great demand**

Figure 28: Selected preference of customised furniture, 2021

- **Function still comes first**

Figure 29: Selected preference of customised furniture, 2021

- **Affordable customised furniture for families with low monthly household income**

Figure 30: Interested but not willing to pay more for customised furniture, by monthly household income, 2021

CONSIDERATION FACTORS WHEN PURCHASING HOME TEXTILES

- **Fabric material matters the most and design is essential to bedding**

Figure 31: Consideration factors when purchasing home textiles, 2021

- **Precise marketing and branding targeting consumers of different ages**

Figure 32: Selected consideration factors when purchasing home textiles, by age, 2021

REASONS FOR VISITING OFFLINE STORES

- **Experiencing products and design inspiration drive the footfall of physical stores**

Figure 33: Reasons for visiting home retailing offline stores, 2021

Figure 34: TURF Analysis on reasons for visiting home retailing offline stores

- **Offline-themed exhibition appealing to middle- and high-income earners**

Figure 35: Reasons for in-store visit, by monthly personal income, 2021

APPENDIX – MARKET SIZE AND FORECAST

Figure 36: Total sales value of home furniture, textiles and accessories in minimum-impact scenario, China, 2016–26

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

APPENDIX – COVID SCENARIO FORECAST METHODOLOGY AND ASSUMPTIONS

- **Minimum-impact, medium-impact and high-impact scenarios outline**
- **Scenario methodology**

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.