

NEWSLETTER

HOME/FURNITURE/DESIGN

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China's export of ceramic products decreased in October and the first 10 months

From January to October 2025, China exported 15.94 million tons of ceramic products, edging down 0.1% year-on-year, with a total value of 125.13 billion yuan (\$17.64 billion), 0.3% lower than in the same period of 2024. October alone saw 1.66 million tons leave the docks for 10.36 billion yuan (\$1.456 billion), down 1.2% month-on-month and 28.5% year-on-year. (**General Administration of Customs**)

Domestic air-conditioner output scheduled down 22.6% in December

October domestic air-conditioner sales sank 23.8% year-on-year. Online volumes slid 22.2%, while offline plummeted 42.3%, extending their tail-spin. On the production front, AVC's latest rollout plan pegs December domestic orders at 4.82million units (-22.6% YoY) and export orders at 9.07million (-8.2% YoY). With both schedules contracting, the customary December surge has failed to materialise for the first time on record.

([All View Cloud](#))

The floor area of of large-scale building-materials and home-furnishing markets shrank sharply

In 2025, the nationwide floor area of large-scale building-materials and home-furnishing markets reached approximately 181.635 million m², down 11.38% year-on-year. The market expanded continuously from 2012 to 2021, but its growth rate narrowed every year after 2017, until 2021, total floor area entered negative territory. The year-on-year contraction widened further in 2025.

([China Building Materials Circulation Association](#))

Italy retained its position as China's leading furniture supplier

In October 2025, China's furniture imports were valued at 1.01 billion (\$142.68 million), up 3.3% year-on-year. In the first 10 months, the cumulative total reached 9.26 billion yuan (\$1.31 billion), down 2.5%. Wood seats remained the dominant category, accounting for 3.28 billion yuan (\$463,34 million) of the ten-month total. Italy was the leading source, supplying 2.44 billion yuan (\$410.13 million) worth of furniture in the same period. ([Furniture Today](#))

Zhejiang's furniture sales edged up slightly in September

Zhejiang, long China's furniture bellwether, posted an industrial-sales output of 80.99 billion yuan (\$ 11.42 billion) in the first three quarters, a 3.3% dip year-on-year. September alone delivered 9.88 billion yuan (\$ 1.39 billion), up 1.8% year-on-year. Nine-month profits totaled 3.72 billion yuan (\$524.31 million), and September's came in at 572 million yuan (\$80.62 million) respectively. ([Zhejiang Furniture Association](#))