

NEWSLETTER

HOME/FURNITURE/DESIGN

24 - 30 November 2025



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 left 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)**