

NEWSLETTER

HOME/FURNITURE/DESIGN

6-12 July 2026



China's Home Decoration Market Sees May Rebound

In May 2026, China's sales at large-scale building materials and home decoration stores reached 128.69 billion yuan (\$18.93 billion) surging 15.07% month-on-month and rising 2.86% year-on-year. Cumulative sales from January to May totaled 548.50 billion yuan (\$80.66 billion), down 4.01% compared to the same period last year, signaling a gradual recovery in the sector despite persistent headwinds. **(China Building Materials Circulation Association)**

China's Home Renovation Market Set to Hit \$3.65 Trillion in 2026

China's home decoration market is expected to reach 3.65 trillion yuan (\$536.76 billion) in 2026, with the figure expected to surpass 4.5 trillion yuan (\$661.76 billion) by 2030 as the sector accelerates quality upgrades. The continued expansion reflects robust consumer demand and ongoing structural transformation across the furniture, home furnishing, and interior decoration industries. **(www.comnews.cn)**

Chinese Home Brands Hit Record 98.1% Consumer Penetration: HNBI 2026 Report

The 2026 HNBI report reveals 98.1% of surveyed consumers have purchased domestic home goods, with nearly half increasing spending over the past year. Over 90% of buyers expressed willingness to repurchase and recommend these brands to friends and family. The findings signal a shift from patriotic sentiment to rational drivers, value, quality, and innovation, as homegrown brands become mainstream. **(China Building Materials Circulation Association)**

China's High-End Furniture Market to Hit \$68 Billion by 2035

China's premium furniture market is projected to expand from \$44 billion in 2026 to \$68 billion by 2035, registering a 5.2% CAGR. The forecast reflects sustained demand among affluent consumers for design-driven, aspirational home furnishings. Analysts note the decade-long growth trajectory signals a structural shift from functional buying to lifestyle-centric home investment. **(Global Market Insights Inc.)**

China Extends Home Subsidies for 2026, Favoring Industry Giants

China's national subsidies for home renovation, furniture purchases, and living-condition upgrades are set to continue through 2026. The policy extension aims to sustain demand in a maturing, stock-driven housing market. However, the bulk of financial support is expected to flow toward large-scale enterprises, intensifying pressure on smaller competitors. **(Sina.cn)**