

NEWSLETTER

HOME/FURNITURE/DESIGN

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Nan'an Sanitary Ware Hub Faces Shakeout as Industry Shifts from Volume to Value

Fujian's Nan'an city, which commands over 70% of China's plumbing and sanitary ware market share, is seeing a wave of bankruptcies sweep through its SME sector. At least 26 local bathroom and faucet firms have entered bankruptcy proceedings since 2023. Industry analysts say smaller players are being squeezed out, while leading firms accelerate M&A to capture market share in a zero-sum environment. **(CeramicsChina)**

China's Home Renovation Market to Hit \$500B in 2026

China's home decoration market is projected to reach 3.65 trillion yuan (\$502 billion) in 2026, with growth engines shifting decisively from new housing to existing stock renovation, as the latter's share of total renovation spending has surpassed 50% for the first time. Consumer preferences have also pivoted from price-driven to quality-oriented. **(ciff-sh.com)**

China Tightens Formaldehyde Limits for Wood Panels

A mandatory national standard, GB 18580-2025, took effect on June 1, 2026, raising formaldehyde emission limits for wood-based panels to E0 grade ($\leq 0.050 \text{ mg/m}^3$) while retaining the stricter ENF grade ($\leq 0.025 \text{ mg/m}^3$) as the top voluntary tier. The higher environmental bar, is forcing home service providers to urgently pivot from marketing-driven to delivery-driven models. **(www.hqol.cn)**

AI Reshapes China's Home Design Sector, Cutting Costs and Unlocking Demand

Artificial intelligence is rapidly transforming China's home design industry, lowering professional entry barriers while boosting supply-chain efficiency from concept to production. Analysts say AI-driven personalization is shifting competition from price wars to value-added services, potentially sparking a new wave of consumer demand. **(www.zhitongcaijing.com)**

China's Home Renovation Market Exits Price War as Quality-Driven Spending Takes Hold

According to a Tubatu Big Data Institute report, China's consumers are increasingly prioritizing material quality, construction craftsmanship, and living comfort over rock-bottom prices, while whole-house renovation commands an 82.40% share as the dominant service model. The shift signals a fundamental pivot in industry competition from "who is cheaper" to "who delivers a superior residential experience." **(SINA.CN)**