

NEWSLETTER

HOME/FURNITURE/DESIGN

5 - 11 October 2026



Nation Builds up Resilience to Push Growth

China's domestic-demand-driven growth lifts resilience, consumption and investment drove over 80% of first-half 4.7% GDP growth. Despite property headwinds, pro-consumption policies continue, including 187.5 billion yuan (\$27.96 billion) in trade-ins. Analysts stress higher household incomes to unlock untapped consumption potential. **(China Daily)**

China Unveils Measures to Spur Demand

China unveiled fiscal and monetary measures to spur domestic demand, introducing central subsidies of 1 percentage point on up to 1 million yuan (\$149,040) of home loans for first-time buyers, capped at 5 years. Eligible households must use newly issued mortgages to purchase their first homes, with a floor area of no more than 120 square meters and a price of no more than 1.5 million yuan (\$223,727). **(China Daily)**

Platform Taking Home Furniture Global

Global Home Furnishing Hub, China's first integrated platform helping home and appliance brands expand overseas, debuted at the September 5th Home Brands Going Global Summit in Shanghai. It offers market insights, channel connections, compliance consulting and brand development to meet the overseas expansion needs of Chinese home and appliance brands. **(China Daily)**

Trade-In Plus Holiday Promotions Speed Smart-Home Adoption in Ordinary Households

During National Day, Beijing's smart-home sales boomed on trade-in subsidies and promotions. The city offers a 15% subsidy, up to 1500 yuan (\$223.7), for 10 smart-home product categories. AI-powered smart homes achieve voice awareness and non-inductive interaction. Immersive showrooms ease users' operation worries, pushing smart devices into ordinary households. **(China Business Herald)**

China's Holiday Consumption Market Posts Steady Growth

China's National Day holiday consumption grew steadily. In the first three days, sales at 78 major shopping districts rose 5.3%, with foot traffic up 3.4%. Trade-in sales hit 19.63 billion yuan (\$2.93 billion), benefiting 3.48 million consumers, including 46,000 vehicles, 1.51 million home appliances, and 1.71 million digital devices. benefiting 3.48 million consumers, while authorities projected 2.13 billion passenger trips. **(Global Times)**