ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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The Profits of China Furniture Manufacturing Industry Fell 51.3% in the First 9 Months
China's furniture manufacturing sector posted 87 billion yuan ($12.99 billion) in total profits from January to September 2026, down 51.3% year on year, with the decline narrowing by 0.5 percentage point from the 51.8% drop seen in the first eight months. Profits in September alone stood at approximately 11.2 billion yuan ($1.67 billion), down from 17.3 billion yuan in August. **(China Furniture Association)**

China's Ceramic Exports Fall in Value Through September 2026
From January to September 2026, China's ceramic product exports amounted to 14.051 million tonnes, a 1.6% year-on-year decline, with export value falling 27.2% to $11,641.2 million. In September alone, exports reached 1.619 million tonnes, valued at $1,192.2 million. These figures indicate that China's ceramic export sector continues to face considerable pressure. **(General Administration of Customs of China)**

Over 200 Home-Industry Firms File for Bankruptcy in First Nine Months of 2026
A total of 212 firms across China's home-industry chain declared bankruptcy or entered bankruptcy proceedings in the first 9 months, 2026, with renovation firms accounting for 86 cases, followed by building materials at 58, furniture at 42, property developers at 9, sanitary-ware at 8, door-window at 4, lighting at 3 and 2 home-furnishing mall operators, reflecting continued pressure along the residential consumption chain. **(HOFUR)**

Three Italian Ceramic Upstream Leaders Open Joint Showroom in Foshan
On Oct. 28 2026, Italian ceramic leaders Vincent, Digital Design and Colorobbia opened a joint showroom and sales office in Foshan. It is the first time the three companies have adopted a co-built, shared model in South China's ceramic hub. The facility integrates exhibition, sales and technical services to deepen their localization in China. The project aims to introduce high-end materials, digital design and glaze technologies to China. **(https://www.ceramicschina.com/)**

China's Tile Kiln-Utilization Rate Falls Below 50% in First Half
China's building-ceramics industry saw its national kiln-utilization rate drop below 50% in the first half of 2026, with several production regions operating at only 30% to 40%, well below the 70%-plus level typical of peak seasons. Even active lines were not running at full capacity, as daily output was cut according to orders, making actual production lower than the kiln-utilization rate suggests. **(www.taocixinxi.cn)**