ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

HOME/FURNITURE/DESIGN

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China’s Sanitary Ceramic Exports Plunge 60.7% in Q2

China's sanitary ceramic exports fell sharply in the second quarter of 2026, with export value dropping about 60.7% year on year to around $599 million. Export volume reached approximately 25.96 million pieces, a more moderate 6.3% decline, showing that shipments continued while revenue collapsed. The average export price fell to $23.06 per piece from $39.56 in the first quarter, a near halving, and a 58.2% year-on-year drop. **(https://www.ceramicschina.com/)**

Zhejiang’s Furniture Industry: Output Up, Profits Halved

Zhejiang Province is the leader of furniture production and export in China. In the first three quarters of 2026, the industrial sales value in this sector rose 2.9% to 84.48 billion yuan ($12.66 billion). Revenue edged up 1.5% to 89.22 billion yuan ($13.32 billion), but operating profit slumped 58.9% to 1.398 billion yuan ($208.66 million), and total profit fell 58.8% to 1.489 billion yuan ($222.24 million). **(Zhejiang Furniture Association)**

September BHI Rebound Driven by Foot Traffic and Sales Conversion

China's Building Material and Home Furnishing Prosperity Index (BHI) rebounded in September 2026. The recovery was driven jointly by the foot traffic index and the sales capability index. The foot traffic index climbed 12.39 points to 149.39. The sales capability index rose 11.81 points to 113.27, corroborating the 11.28% month-on-month increase in sales at above-scale malls and indicating stronger transaction conversion. **(China Building Materials Circulation Association)**

China's Furniture Exports Grow 13.2% in October

China's exports of furniture and parts rose 13.2% year on year in October 2026, remaining in double-digit territory. The growth rate, however, eased 8.8 percentage points from September's 22.0%, a pullback analysts attribute to fading "front-loaded shipping" effects and a higher base. Exports posted a 4.5% year-on-year gain in the first ten months of 2026. **(GACC)**

US Cuts Anti-Dumping Duties for Four Chinese Cabinet Exporters to 7.48%

The US Commerce Department finalized its administrative review of wooden cabinets and vanities from China on November 10, 2026, with the ruling effective November 12. Four Chinese firms won on a separate rate of just 7.48%. That is a sharp drop from the 251.64% China-wide entity rate that applies to exporters without a separate rate, though some previously assigned firms keep their own rates. **(Federal Register**）