ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

HOME/FURNITURE/DESIGN
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China's Furniture Retail Sales Dip 2.6% in October
China's furniture retail sales (above-designated-size units) reached 16.2 billion yuan ($2.41 billion) in October 2026, marking a 2.6% year-on-year decline. This monthly contraction follows a broader downward trend, with the sector facing continued pressure amid sluggish consumer demand. Cumulative furniture retail sales for the first ten months totaled 145.1 billion yuan ($21.59 billion), reflecting a 4.5% drop year on year. **(National Bureau of Statistics)**

US Finalizes Antidumping Order on Chinese Plywood at 187.27%
The U.S. Commerce Department has officially imposed a 187.27% antidumping duty on hardwood and decorative plywood from China. This punitive rate was applied as a direct result of Chinese exporters failing to participate in the ongoing trade investigations. When combined with an 88.96% countervailing duty, the comprehensive tariff burden on Chinese manufacturers reaches an overwhelming 276.23%. **(Federal Register)**

China's Building Materials Retail Sales Drop 11.2% in October
Retail sales of building and decoration materials reached 9.8 billion yuan ($1.46 billion) in October 2026 in China, an 11.2% year-on-year decline. Cumulative retail sales for the first ten months totaled 96.4 billion yuan ($14.35 billion), representing a 9.9% decrease year on year. The sustained downward trend highlights the ongoing challenges facing the building materials industry amid broader macroeconomic pressures. **(National Bureau of Statistics)**

China's Interior Design Market Shifts Toward Modern and Light Luxury Aesthetics
According to the 2026 Trend Insights on Comprehensive Design, modern style dominates national preferences at 53.8%, followed by light luxury at 16.6%. Matte-finish materials have emerged as a leading choice, with a 54%, reflecting the market's evolving aesthetic demands. Behind these diverse stylistic choices lies a strong consumer emphasis on spatial coherence and a unified design language throughout the home. **(the 2026 Trend Insights on Comprehensive Design)**

Surge in "Turnkey" and "Comprehensive Design" Searches on Xiaohongshu (RED)
According to data shared by Qiao Yi, an industry expert at Xiaohongshu (RED), Chinese consumers are increasingly shifting from purchasing individual furniture pieces to seeking integrated home solutions. Searches for "turnkey projects" on the platform surged by 26.5% between January and October 2026, while "comprehensive design" queries saw a steady increase of 1.1%. **(the 2026 Trend Insights on Comprehensive Design)**