

## NEWSLETTER

### HOME/FURNITURE/DESIGN

16 - 22 March 2026



#### **China's Ceramic Exports Surged 26.9% in Early 2026**

China's ceramic product exports reached RMB 27.04 billion (approximately \$3.7 billion) during January-February 2026, marking a robust year-on-year increase of 26.9%, according to official customs data. The double-digit growth reflects strong international demand for Chinese ceramics and the sector's continued export competitiveness. **(China National Furniture Association)**

#### **China's Trillion-Yuan Renovation Market Awakens**

With nearly 300 million existing housing units, 70% to 80% built before 2014, millions of kitchens and bathrooms remain untouched for over a decade, creating vast untapped demand. The theoretical annual market potential for renovation and remodeling is estimated to reach 10 trillion yuan (\$1.4 trillion), as policy shifts from new construction to upgrading aging homes. **(Tencent news)**

#### **The retail sales of furniture surged 8.8% in the first two months in China**

China's furniture retail sales reached 27.6 billion yuan (\$3.94 billion) in January-February, up 8.8% year-on-year. The robust performance reflects rising demand for personalized and eco-friendly furnishings as consumers prioritize living quality upgrades. Meanwhile, sustained trade-in policies further unlocked market potential, driving stronger-than-expected sector momentum. **(China National Furniture Association)**

#### **The retail sales of building and decoration materials declined 2.2% in January-February 2026**

China's building and decoration materials retail sales totaled 20.4 billion yuan (\$2.91 billion) in January-February 2026, marking a 2.2% year-on-year decline. The modest contraction reflects ongoing weakness in the property sector as new construction starts remain sluggish and home renovation demand stays subdued. **(Sina.cn)**

#### **The sales of home appliances surged in the first two months 2026**

China's home appliance trade-in program has sold 17.13 million units since the beginning of this year, generating 69.44 billion yuan (\$9.92 billion) in sales revenue. The robust performance underscores the policy's effectiveness in stimulating replacement demand and unlocking pent-up consumption potential across households nationwide. **(Xinhua)**