



Euromonitor
International

Homewares in China

May 2024

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Homewares in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased focus on elevating the consumption experience drives value sales of beverageware

Kitchen utensils witnesses notable growth, thanks to culinary experimentation

Zwilling JA Henckels leads kitchen utensils through innovation and product development

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New regulations on PFOAs set to impact homewares

Convenience set to drive the popularity of retail e-commerce over the forecast period

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DISCLAIMER

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