



Home Improvement in China

June 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home improvement sales decline in 2024 due to struggling property market
Nippon Paint extends its lead in home improvement in 2024 while Seagull soars
E-commerce and grocery retailers gain ground in home improvement

PROSPECTS AND OPPORTUNITIES

Sales set to contract amid housing slump with kitchen sinks one of the few bright spots
E-commerce to redefine home improvement in China through innovation and omnichannel integration
Innovation expected to focus on delivering greener and healthier products

CATEGORY DATA

- Table 1 - Sales of Home Improvement by Category: Value 2019-2024
- Table 2 - Sales of Home Improvement by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Home Improvement: % Value 2020-2024
- Table 4 - LBN Brand Shares of Home Improvement: % Value 2021-2024
- Table 5 - Distribution of Home Improvement by Format: % Value 2019-2024
- Table 6 - Forecast Sales of Home Improvement by Category: Value 2024-2029
- Table 7 - Forecast Sales of Home Improvement by Category: % Value Growth 2024-2029

Home and Garden in China - Industry Overview

EXECUTIVE SUMMARY

Home and garden in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for home and garden?

MARKET DATA

- Table 8 - Sales of Home and Garden by Category: Value 2019-2024
- Table 9 - Sales of Home and Garden by Category: % Value Growth 2019-2024
- Table 10 - NBO Company Shares of Home and Garden: % Value 2020-2024
- Table 11 - LBN Brand Shares of Home and Garden: % Value 2021-2024
- Table 12 - Penetration of Private Label in Home and Garden by Category: % Value 2019-2024
- Table 13 - Distribution of Home and Garden by Format: % Value 2019-2024
- Table 14 - Distribution of Home and Garden by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Home and Garden by Category: Value 2024-2029
- Table 16 - Forecast Sales of Home and Garden by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-improvement-in-china/report.