



Home Improvement in Hong Kong, China

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Home painting emerges as the most dynamic category in home improvement
Nippon Paint (HK) solidifies position in competitive landscape
Home improvement and gardening stores remain the primary channel

PROSPECTS AND OPPORTUNITIES

Wall coverings to support sales as home improvements category faces trading conditions
Eco-conscious living drives smart home integration and sustainability in homes
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DISCLAIMER

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