



Euromonitor
International

Home Products Specialists in China

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Stable but slower growth for homewares and home furnishings stores
Rise in DIY projects drives continued growth for home improvement and gardening stores
Ikea’s share strengthens amidst competitors’ decline

PROSPECTS AND OPPORTUNITIES

Stable growth expected despite ongoing challenges, with non-toxic products sought
Players likely to invest in both online and offline resources to attract consumers
Pet shops and superstores set to see the most dynamic growth

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Digital and social media initiatives drive retail growth
Shifts in retail channels favour value-based retail and online sales
What next for retail?

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