ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

HOME/FURNITURE/DESIGN
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China's Smart Lock Sales Drop 8.3% in H1 as Market Shifts to Quality-Driven Competition
According to RUNTO Research, China's smart lock sales totaled 8.22 million units in H1 2026, down 8.3% year-on-year, with revenue falling 11.2% to 4.91 billion yuan (about $722.06 million). RUNTO projects full-year sales of 16.07 million units, a 10% decline that widens the H1 drop as downward pressure persists into H2. The industry is pivoting from price-driven elimination to standards-based competition**.**
(www.runtoglobal.com)

Cross-Category Design Integration Surges 63%
Cross-category joint design solutions combining furniture and building materials saw usage soar 63% year-on-year in 2026, signaling a structural shift toward integrated "space delivery" services. The trend reflects growing consumer demand for one-stop home solutions over fragmented product purchases. Industry players are pivoting from standalone product sales to full-space project delivery. **(Sohu.com)**

China Home Furnishing Market Sales Slip 4.4% in H1 2026
China's building materials and home furnishing stores generated 664.04 billion yuan ($97.65 billion) sales in H1 2026, down 4.39% year-on-year. The decline reflects persistent weakness in the property sector and cautious consumer spending on home improvement. Analysts note the market remains under pressure as housing transactions stay subdued and renovation demand fails to offset new construction shortfalls. **(China Building Materials Circulation Association)**

Italian Ceramic Machinery Revenue in China Plunges 32.2% on Domestic Rise, Sector Restructuring
According to the data from ACIMAC, the export of Italian ceramics machines to China tumbled 32.2% year-on-year, marking one of the steepest single-market declines globally, The drop reflects a dual squeeze from China's maturing domestic equipment sector and a deep restructuring of the local building ceramics industry. **(Sina.cn)**

China's New Zealand Log Imports Dip 3.2% in H1, June Rebound Signals Price Surge
China imported 8.99 million cubic meters of New Zealand logs in H1 2026, down 3.2% year-on-year, with import value falling 3.4% to $1.07 billion, June alone saw volume flip to +8.4% year-on-year growth, while value surged 23.1% and average unit price jumped 13.6% to a record H1 monthly high, the only month with positive year-on-year pricing. **(GACC)**