ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

HOME/FURNITURE/DESIGN
24 - 30 August 2026

China Furniture Sales Dropped 8.8% in July on Property Weakness
Nationwide commercial housing sales area fell 11.8% year-on-year in the first seven months of 2026. Persistent macroeconomic headwinds and a sluggish property market continued to weigh on demand. China's furniture retail sales declined 8.8% year-on-year in July. The drop widened by 2.2 percentage points from the previous month. **(National Bureau of Statistics)**

2026: The Year Whole-Home Intelligence Goes Mainstream
The industry widely views 2026 as the breakout year for scaled whole-home smart technology adoption. Market size is projected to hit 800 billion yuan ($117.64 billion), with shipments exceeding 300 million units. Penetration rates are expected to surpass 35% nationwide. Analysts say this marks a tipping point from niche experimentation to mass-market ubiquity**. (www.awc-mr.com)**

Aging China Fuels Boom in Elderly-Friendly Smart Home Market
China's population aged 60 and above reached 320 million by the end of 2025. Over 9% of households have strong demand for age-friendly renovations, while more than 70% show varying degrees of interest. The elderly-oriented smart home market hit 54.7 billion yuan ($8.04 billion) in 2024, surging 27.5% year-on-year. The segment is projected to reach 66.2 billion yuan ($9.74 billion) in 2026. **(Research Report on the Development of China's Home Improvement Industry in 2026)**

China Building Material Trade Slows in June
In June 2026, China's building material exports fell 23.8% year-on-year to $2.48 billion, though the decline narrowed from the previous month. First-half exports totaled $16.32 billion, down 8.0% year-on-year. Building material imports rose 6.7% to $1.36 billion in June, while the imports slipped 2.0% year-on-year to $7.61 billion in the first half year. **(GACC)**

China Building Materials Index Dips in July, Yet Confidence Holds Firm
China's building materials and home furnishings index (BHI) stood at 110.31 in July, down 3.03 points month-on-month and 1.71 points year-on-year. The leading Manager Confidence Index remained robust at 141.89, rising 2.94 points from June, with its absolute value of 51.44 staying in expansionary territory. Industry players broadly anticipate a late-Q3 market rebound, buoyed by continued government support measures. **(China Building Materials Circulation Association)**