ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

HOME/FURNITURE/DESIGN
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China's Building Ceramics Sector Accelerates Shakeout
At least 25 building ceramics companies entered bankruptcy proceedings nationwide in 2026. Most failures were triggered by insolvency amid severe overcapacity. highlighted by a 17.8% year-on-year drop in national ceramic tile output to 4.86 billion M² in 2025. The steep production decline underscores deepening structural pressures, leaving smaller, debt-laden manufacturers most exposed to the ongoing market purge.（**Ceramics Information)**

New-Tier-1 Cities Drive China's Home Renovation Boom
New-tier-1 cities have become China's top growth engine for home renovation, capturing 45.70% of national demand in 2026 as population inflows and active second-hand housing markets fuel a surge in owner-occupied upgrades. With tier-1 and lower-tier city shares declining amid saturated housing stocks, industry players are pivoting to region-specific strategies to capture the shifting market. **(Sohu.com)**

Texture, Eco-Friendliness, and Smart Tech Reshape China's Home Material Standards
China's renovation sector is moving beyond basic functionality, with texture, environmental performance, and smart features now forming the new baseline for material selection. Products like anti-glare matte tiles and ultra-thin sintered stone are gaining traction as brands deepen R&D in health, comfort, and intelligence to meet evolving consumer demands. **(www.zhitongcaijing.com)**

Digitalization and Standardization Rebuild Trust in China's Home Renovation Sector
China's home renovation industry is cracking its long-standing trust crisis through digitalization, with platform-based fund escrow penetration surging to 93.5%，transforming a value-added service into an industry standard. AI-driven tools are redefining the entire value chain: consumer demand has pivoted from low-price hunting to quality living. **(www.zhitongcaijing.com)**

China's Furniture Exports Rebound in June 2026
China's furniture exports rose 9.0% year-on-year in June 2026, rebounding sharply from May's decline. The sector's recovery was driven by improved demand from European and ASEAN markets. Analysts attributed the turnaround to diversified market strategies and tariff mitigation efforts. The data signals resilience in China's labor-intensive manufacturing amid global trade headwinds. **(Sina.cn)**