



Home Improvement in China

May 2024

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Home Improvement in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising disposable incomes aid growth in home improvement in China

Resurgence of home renovation projects supports sales of floor covering

Nippon Paint remains the leading brand in home improvement, owing to its good reputation

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Innovation in cordless tools set to negatively impact sales of corded power tools

Bathroom and sanitaryware set to perform below overall home improvement as it reaches saturation

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DISCLAIMER

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