

The Luxury Furniture Market in China 2026

Navigating the Next Chapter of China's Luxury Furniture Market

Everything Brands need to know to breakthrough and dominate The Luxury Furniture Market in China

Opening Remarks

Navigating the Next Chapter of China's Luxury Furniture Market

About the report

China's luxury furniture market is undergoing a profound transformation. In the past, its growth was fueled by purchases for new homes; today, the momentum is shifting toward a cycle of "replacement and upgrades" for existing residences.

What forces are reshaping the market's future? How is the evolution of core consumer motivation rewriting the old rules of the game?

Scope of this report

This report delves into the complexities of China's **Luxury Furniture Market**, uncovering the key forces shaping spending habits and digital marketing trends.

With insightful data, real-world case studies, and emerging market trends, we examine how luxury furniture brands are navigating this shifting environment, balancing **innovation** with **evolving consumer expectations**.

What you'll learn

Discover the
The Current Chinese Furniture Market

Explore how
Digital Content Strategy for Brand Growth

Get Ahead with the
The Evolution of Consumer Behavior

Index

1. Understanding the Current Chinese Furniture Market
2. The Evolution of Consumer Behaviour
3. Furniture Digital Marketing Trends In China
4. Digital Content Strategy for Brand Growth

1. Understanding the Current Chinese Furniture Market

Current Chinese Furniture Market

The new home market's growth

The new home market' growth has slowed significantly.

The growth rate of China's real estate development investment has declined from its peak of **33.2%** in 2010 to a low level in recent years. In 2023, national real estate development investment **declined by 9.6%** compared to the previous year.

^[1] This directly implies a reduction in the total volume of demand for "first-time home furnishing."

The existing home market

The existing home market is becoming a key cornerstone.

Existing Home have become the market driver in key cities, making up of **37.1%** national transactions and **70-80%** in Beijing, Shanghai, and Shenzhen.^[2] Most of these homes are renovated or partially remodeled after purchase, directly driving consumption in the home furnishing sector.

^[1] National Bureau of Statistics of China, "National Real Estate Development and Investment in 2023," ^[2] Beike Research Institute, "Annual Report on China's Secondary Housing Market 2023," (Beijing: Beike Research Institute, 2023)

2.The Evolution of Consumer Behaviour

The Evolution of Consumer Behavior

First-Time Buys to Replacements

With **"improvement-oriented decoration"** claiming over 50% **(60-70% in key cities)** of demand^[1], the growth of "replacement and upgrade" purchases significantly outpaces "new home" orders.

Whole-home Renovations to Partial Upgrades

"Partial upgrades" are growing rapidly. Upholstered furniture (sofas, mattresses), due to their relatively short replacement cycles, have become the leading categories for improvement and replacement. Data shows that **mattresses are typically replaced every 8-10 years, and sofas every 5-8 years**. This indicates that the upholstered furniture of early home buyers has entered a peak replacement period.

Conspicuous to Well-being Consumption

The spending priorities of Chinese consumers, especially the new middle class and affluent, are evolving. The focus is moving from status-driven, conspicuous consumption toward personal and familial well-being. In their homes, this means less investment in expensive, logo-heavy goods and more in things that genuinely improve **daily comfort, health, and emotional satisfaction**.

^[1] China Building Decoration Association. (2023). Research Report on Home Renovation Consumption Trends in China

3. Furniture Digital Marketing Trends In China

Furniture Digital Marketing Trends In China

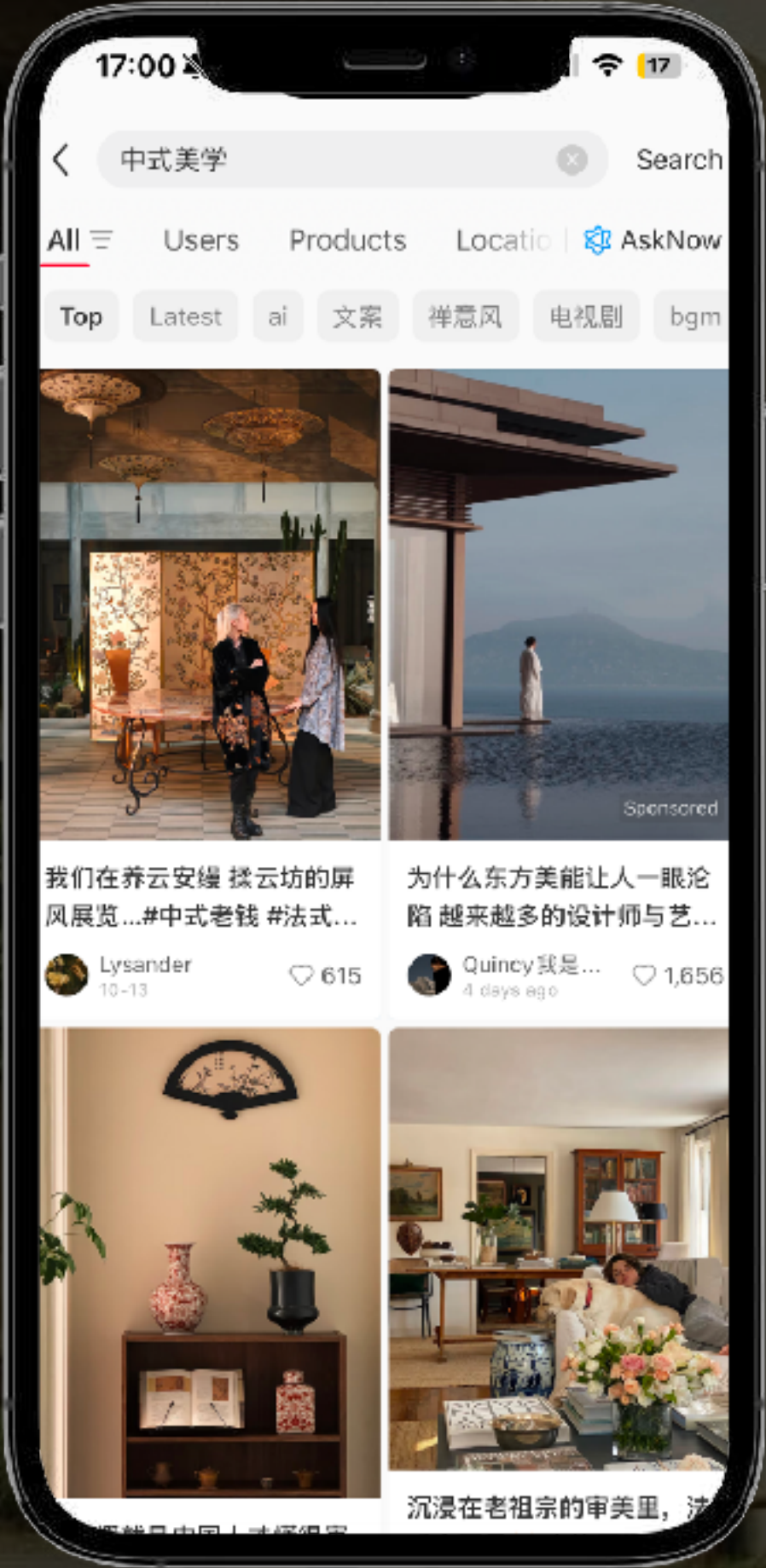
1. New Chinese & Oriental Zen Style

Song-style aesthetics, minimalism and negative space

Moves beyond simple replication of Ming and Qing dynasty furniture. Instead, it extracts the essence of Eastern aesthetics using techniques like **symmetry, blank space, and borrowed scenery** to create a serene and profound atmosphere.

Chinoiserie

Seamlessly blends traditional Chinese elements with modern Italian design. It captures the elegance of the East while embodying the modern sensibility of the West, creating a richly layered aesthetic.



#Chinese Aesthetics 中式美学

1.4B

Views on Rednote

Furniture Digital Marketing Trends In China

2. Wabi-Sabi Style

Wabi-Sabi finds beauty in imperfection and rustic simplicity

It often uses materials with natural textures like micro-cement, artisanal coatings, and untreated wood, featuring soft tones and organic, rounded forms. It pursues a quiet luxury that feels weathered and steeped in time.

"External perfection" to embracing "Inner authenticity."

It is more than just an aesthetic of "weathered" or "minimal" appearance; it offers a philosophical and aesthetic remedy for modern individuals overwhelmed by consumerism and social media, a way to heal anxiety and nurture the mind and body.



#Wabi-Sabi Style 侘寂美学

850M

Views on Rednote

Furniture Digital Marketing Trends In China

3. Modern Minimalism Style

Less is More

Emphasizes spatial awareness, clean lines, and light/shadow effects. Utilizes crisp lines, a neutral color palette (black, white, gray, beige), and extensive use of negative space.

From "Owning" to "Experiencing"

The core consumer insight of minimalism is to liberate people from the burden of *possessing things*, freeing up more time, money, and attention for life experiences, personal growth, and emotional connections. The communication should sell this sense of "liberation" and "space".



#Minimalist Decor 极简风

512M

Views on Rednote

4. Digital Content Strategy for Brand Growth

User Search Keywords

This diagram outlines a structure for organizing user search keywords on Rednote, categorized sequentially from broad to specific: Category Keywords at the top level, followed by Strategy Keywords, then Scenario Keywords, and finally more detailed classifications including Style, Brand, and Material Keywords.

Category keywords

(e.g. Sofa, bed, chair)

Strategy keywords

(e.g. Foldable bed)

Scenario keywords

(e.g. Fitness/yoga space)

Style keywords

(e.g. Wabi-sabi, Minimalism)

Brand keywords

Material keywords

Hashtag Trend Analysis

Home design that prioritizes multifunctional and smart space optimization, featuring modular furniture and convertible pieces. The concept is enhanced by a focus on tech-driven experiences like smart lighting and the narrative of home transformation.

Aesthetically, it leans into creamy color palettes, minimalist styles, and vintage decor to create a specific visual identity. Ultimately, the core appeal is emotional, catering to a desire for cozy, healing, and relaxed living spaces that resonate strongly with younger audiences.

Aspects	Hashtags	Insights
Functionality	#AdjustableSofa #ModularBed #BalconyMakeove #ConvertibleSofaBed	High demand for multifunctional furniture and smart space optimization.
Experience	#SmartLighting #HomeTransformation	Strong interest in tech-enhanced home experiences and renovation storytelling.
Aesthetics	#CreamStyle #MinimalistHome #VintageDecor #Wabi-sabi	Visual identity matters, trending styles include minimalism, new Chinese style and vintage décor.
Emotion	#CozyHome #HealingHome #RelaxedLivingSpace	Emotional comfort and “healing homes” are gaining traction among young users.

Let’s take a closer look at the most critical insights from the report



By crafting narratives that resonate with these evolving core values, brands can build deeper loyalty and capture a dominant position in the upgrade-focused market.

The Rise of Partial Upgrades Over Whole Home Renovations

Furniture replacement behaviour is becoming more targeted, with upholstered items like sofas and mattresses, which have shorter renewal cycles of 5 to 10 years, driving a fast-growing segment of the market.

The Shift from New Home Focus to Replacement-Driven Demand

Consumer spending is transitioning from **furnishing new properties** toward **upgrading and replacing furniture** in existing homes, with improvement-oriented decoration now accounting for over 50% of demand—reaching 60–70% in key cities.

The Move from Conspicuous Consumption to Well Being Focus

Affluent Chinese consumers are increasingly prioritizing personal and familial comfort over logo heavy luxury, investing in products that **enhance daily living through emotional satisfaction** and **health oriented design**.

The Popularity of New Chinese and Oriental Zen Aesthetics

Content views **exceeding 1.4 billion** on platforms like Red note reflect strong consumer interest in styles that blend traditional Eastern elements, such as symmetry and negative space, with modern sensibilities.

The Embrace of Wabi Sabi and Modern Minimalism

There is growing aesthetic and philosophical appeal in styles that **celebrate imperfection, authenticity, and simplicity**, offering an emotional antidote to consumerism and digital overload.

The Demand for Multifunctional and Emotionally Resonant Interiors

Younger audiences are driving trends centered around **modular furniture, smart home integrations, and cozy aesthetics**, valuing functionality, visual harmony, and spaces that promote healing and relaxation.

Branding Records

Thank you.