

Trends in Chinese Market First Tier Cities

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As an observer who works in the interior design marketing area for more than 4 years, I'd like to share some interesting facts about design trends in China.

Actually, the Chinese market is not a sophisticated market, which, like all markets, is influenced by many different factors. These last years, many people tend to cling to more traditional designs. When a very strong tradition meets up with the new trends and modern western taste, a whole array of different trends coexist.

1. Women decide

According to Chinese culture, women determine in general the way the interior looks. Chinese women often choose the furniture though the men might pay in the end. According to a new survey provided by Tencent, 60% of young men rather stay home with their computer than go outside. In Shanghai most guys are rare species at most social and networking events. However, this group is not the top level of Chinese society, though it is the majority of its county's youngsters.

And then one day, they get married and as tradition dictates the husband-to-be is supposed to offer his bride a new apartment for their new life in China. His new wife is the one who chooses the interior design.

Let's focus on Shanghai: marriage is quite expensive in Shanghai. In 2011 this was about 2million RMB (330 000 US\$) per couple. Interior decoration is the second biggest part (around 4.5%) of the marriage budget. And the budget is mostly controlled by the brides to be!



Average spending for a man getting married. Shenzhen, Beijing and Shanghai are the first three cities, all of them are over 2 millions RMB.



The biggest expense for the newlyweds, after new accommodation, is interior decoration, furniture included.

2. IKEA influences the youth

In general, IKEA, for the mass market, is of big influence in Chinese home decoration market. IKEA spent almost 7 years to establish the brand in Shanghai, and started to earn benefits from the 8th year.

Why start in Shanghai, you might ask? Well, white-collar in Shanghai earn the most nationwide, according to the research report by Zhaopin.com (spring 2014).



White-collar workers in Shanghai earn the most (+/- 7214 RMB/Month), Beijing: 6947RMB and Shenzhen: 6819RMB)

The young like the simple Scandinavian style more and more, especially in the big cities like Shanghai, Beijing, Chendu etc.

You can find a lot of young visitors in the interior design fairs like:



3. Middle-aged adults still like traditional design

Interior design market is changing and growing up fast since 2011 (Scandal of DaVinciHome), from single item brands (sofa, lamp, bathroom, ...) to entire home decoration brands. The brands below are already present in China. The interior design market is hot since 2014, from furniture to interior accessories.

However, in terms of sales best-sellers are still the more classical designs. The reason for this: the older generation still likes the more traditional designs, western or Chinese.



The market is always influenced by many components. While the younger generation grows up, contemporary design will have more fans!