

Press

ASSARREDO: LAUNCHED A RESEARCH FOCUSED ON CHINESE MARKET

The analysis, commissioned by the Politecnico di Milano, aims to offer a detailed picture of the Chinese furniture market and create opportunities for business matching

China has been regarded as one of the emerging markets with the greatest potential for development for some time now. According to recent figures issued by the **Agenzia ICE**, over the next ten years, about 200 million rural Chinese will be moving to the cities, generating a **new process of urbanisation** that will have **the development of the construction market** as its centre.

The opportunities that are opening up in this market are driving an ever larger number of Italian furniture businesses to invest in China, thanks also to the high reputation Italian products enjoy.

Giovanni Anzani, president of Assarredo, the FederlegnoArredo association grouping the most important Italian furniture and furnishing companies, stresses: "For the Chinese, owning a home is a dream. We have to ensure that they perceive the lifestyle that lies behind our products as being the culmination of that dream".

The figures concerning imports of furniture into China confirm the scenario: **in 2011, Italy was the most important exporter to the Chinese market with about €152 million** (source: worldwide statistics on the furnishings macro-system, processed by the Cosmit/FederlegnoArredo Studies Centre from official statistics), with **numerous first places in various sectors** (leading exporter of padded furniture, commercial furniture and furnishings and bedrooms).

So China is eager for Italian-made products, although the figures would suggest that the Chinese market cannot yet be seen as a major one for the Italian furniture sector. According to the latest figures from the Cosmit/FederlegnoArredo

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Studies Centre (Focus abroad - the furnishing macro-system), **between January and August 2012, China was only the 13th export market for Italy.**

It is therefore fundamental that faced with the great potential of China, Italian businesses be prepared to tackle this market.

This is why FederlegnoArredo has been working for some time to develop initiatives able to provide material support for Italian businesses in this country, first of all to encourage **knowledge of the market**: recently, **Assarredo** commissioned research into the **Chinese furniture market** from the **Politecnico di Milano**, which will enable member companies – once the study has been completed – to have a detailed picture of this market at their fingertips.

The research will take three main directions: a) analysis of the country and delineation of the market (identification of economic and socio-demographic trends, estimate of potential demand, analysis of competitors); b) analysis of purchase behaviour of Chinese consumers and of the distribution processes; c) business matching activities to facilitate the development of the market for Italian companies in the sector.

The research will consider the so-called **'first tier' areas** (prevalently the major cities on or near the coast, like Beijing and Shanghai), and, above all, the **'second tier' areas** (cities like Tianjin, Nanjing and Hangzhou), which are already showing **rates of growth** well above the national average.

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