

International first-line furniture brand into the Chinese market contrarian

March 13, from Italy, Germany, Japan, France, Sweden, Iran and the United States seven countries nine international first-line furniture brands simultaneously State Shanghai Hongqiao International Furniture flagship store Expo Center in Shanghai furniture market sales the volume of year-on-year decline since the second half of last year when three into contrarian approach, demonstrating the international front-line furniture brand is still optimistic about the Chinese high-end market confidence.

And advanced fashion, automotive and other high-end consumer goods, international first-line furniture brand also bear the brunt of the crisis hit, not the same as these brands are also facing a foothold in the Chinese market have to overcome the special difficulties: Chinese furniture industry in the domestic market accounted for a strong advantage ; high-end imported furniture industry are usually brand in the mass in the well-known is not high; according to the custom of opening an independent store brand, on their own higher costs to promote the brand.

However, many international brands have their own line of furniture optimistic about the China market. Ranks the leading position of the domestic furniture industry, a franchise high-grade furniture State Chairman analysis, comparison, the crisis on the impact of high-end furniture is less than middle and low furniture, such as, Shanghai furniture market sales declined 30 percent, state sales volume of only 15% -20% decline. It should be noted in a considerable number of high-end consumers are difficult at the beginning of the family, high-end furniture for the new demands are being activated, this is an international first-line furniture brand continued to adhere to and continue into the Chinese market, the main reason for the high-end furniture.

In previous years, Shanghai's real estate market is booming, as part of its downstream products also thriving furniture industry, furniture professional market as a result of lower barriers to entry, market operating throughout the city. The financial crisis spread to the real estate industry, some furniture down a part of the rental market, hoping to keep the operators, but a lot of high-end furniture or select "Departure", a number of international first-line furniture brand stores are to close down.

International first-line furniture brand coincidentally state phase Hongqiao International Furniture Expo Center is here to cultivate a number of specific high-end consumer group, Shanghai and the Yangtze River Delta region surrounding each of 50%, consumers want the furthest delivery to Wenzhou City, Zhejiang Province.

Crisis had caused a lot of the first to enter the Chinese market's international front-line furniture brand to change its policy, from the intention to open an independent store to store to enter the profession, but also turn off some brands or other store store store store switch state. State Hongqiao International Furniture Expo Center last year, since the second half of the average 10% lower rents, but operators are taking more attention to state strategic brand positioning and route can be shared surrounding district Hongqiao source high-end consumer group.

According to state Hongqiao International Furniture Expo Center, the center of shops 100% occupancy rate, has been gathered from 30 internationally renowned brands, of which one third are international first-line furniture brands, domestic brands have 83 , state Hongqiao International Furniture Expo Center has become the largest international brands together, the highest grade of furniture shopping malls.

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