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对家居环境的态度 - China

“为了在高度分散的市场赢得成功，家居品牌需重视在品质、设计和性价比之间取得平衡。与此同时，品牌也需更积极地宣传自己在设计或生活方式方面的潮流引领者形象，正如时尚或美容行业一样。

社交媒体上的内容营销激增为新晋玩家带来了机遇，但同时也将进一步加剧市场竞争。长远来看，那些能够意识到家庭居住状况中人口以及生活方式价值观的动态变化的品牌有望成为赢家。”

– 甘倩，研究分析师

Attitudes towards Home Living - China

“It is important for home brands to strike a balance between quality, design and value to win in a very fragmented market. At the same time, they need to be more vocal in promoting themselves as design or lifestyle trendsetters, as in the fashion or beauty industry.

The proliferation of ...

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