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家居生活与清洁电器 - China

“随着消费者的需求更加多元化和新兴，家居生活与清洁电器也在向多元化方向发展。无论是单身人士、宠物主人还是有孩子的家庭，消费者购买家居生活与清洁电器的目的各有不同，这给品牌带来挑战，即要创造不同的产品细分以迎合这些多元化的使用场景。无论如何，随着消费能力的提升和健康生活方式的意识不断增强，中国家居生活与清洁电器市场将继续保持稳健增长。”

— 益振嵘，研究总监

Household & Cleaning Appliances - China

“With more diversified and emerging needs from consumers, household and cleaning appliances are also moving forward in a path of diversification. Whether they are single people, pet owners or families with children, consumers have their own reasons for buying household and cleaning appliances, which poses challenges for brands to create ...