

September 2020

可穿戴产品 (含新冠疫情分析) - China

“尽管2020年开始得跌跌撞撞，中国可穿戴设备市场仍坚韧不拔，保持着顽强的斗志。由于新冠疫情的爆发，消费者使用健康数据的意愿陡增。可穿戴设备的销售量或将因此而提升。一方面，健康和医疗使用场景是可穿戴设备市场开发时的重要突破点。另一方面，产品定位正在发展出更多具体细分，迎合不同年龄段群体。这将帮助品牌在激烈竞争中脱颖而出。”

许昕远，初级研究分析师

August 2020

Wearable Devices (Incl Impact of COVID-19) - China

“Despite a bumpy start to 2020, China’s wearables market has remained resilient and in good fighting spirit. Consumers’ willingness to engage with their health data is spiking due to the COVID-19 outbreak. This will likely result in higher sales volumes of wearable devices. On the one hand, the health and ...