

February 2022

大家电 - China

“健康化已成为大家电日趋重要的升级方向。在日益激烈的市场竞争中，提供差异化解决方案以满足不同细分群体的健康需求将为品牌带来新的增长机遇。长远来看，智能化产品将成为品牌的必争之地。品牌需投资于消费者教育以提升他们对新科技的认知和信心。”

— 姚媛妍，研究分析师

January 2022

Major Domestic Appliances -
China

“Health has become an ever more important direction for the upgrade of major domestic appliances. Amid increasingly fierce market competition, providing differentiated solutions to meet the health demands of diverse groups brings new growth opportunities for brands. In the long term, products with intelligent functions are the next frontier of ...

August 2021

厨房小家电 - China

“厨房小家电通过生活品质和健康理念与消费者建立联系。尽管人们仍面临新冠疫情带来的挑战，但这一趋势将延续下去。市场不断细分，新产品也持续涌现。激烈的品牌竞争令消费者受益，并推动产品渗透率逐步增长。无论是在电商还是实体零售店，消费者都更注重购物之旅中的产品体验。这将推动品牌进行零售和营销的差异化竞争，以求获得消费者忠诚度的优势。”

— 益振嵘，品类总监

Small Kitchen Appliances - China

“Small kitchen appliances build links with consumers through the ideas of quality of life and health. This trend will continue, although people still face challenges from COVID-19. The market is constantly subdivided, and new products are constantly emerging. The fierce brand competition provides benefits for consumers and drives the product ...

June 2021

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

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

与清洁电器市场将继续保持稳健增长。”

— 益振嵘，研究总监

May 2021

个人护理小家电 - China

“得益于消费者对更健康生活方式和更便捷个人护理的不懈追求，中国个人护理小家电市场在过去几年蓬勃发展，并且有望继续稳步向前。电商加速了产品在市面上的渗透，并降低了新产品进入市场的门槛，尤其是随着直播带货的兴起和全渠道购物体验的提高，个人护理小家电市场欣欣向荣。随着“她经济”的兴起，个人护理小家电市场已开发出更加多样化的产品来满足女性的新兴需求，例如专业级的效果，这促使品牌创新设计出更可靠和强大的功能，并打造更人性化的产品。”

— 吴梦莹，研究分析师

April 2021

家居零售 - China

“疫情后，家对于人们来说承载了更多意义，并成为多功能空间。随着新兴生活方式需求的出现，消费者更关注能提供健康、身份认同和优质体验的家居产品。家居零售品牌可借此契机，利用先进科技帮助消费者应对日新月异的品类环境，并成为消费者重要灵感来源，甚至是深受信赖的顾问。若品牌能成功做到这一点，那么未来家居零售市场将迎来进一步增长。”

— 吴梦莹，研究分析师

March 2021

Home Retailing - China

“Home has attained greater meaning after the COVID-19 outbreak and become a multi-functional space for people. With emerging lifestyle needs, consumers are paying more attention to home products that deliver health, identity and experience. Home retailing brands have a great opportunity to help consumers navigate the ever-changing category environment, leveraging ...

household and cleaning appliances, which poses challenges for brands to create ...

Personal Care Appliances - China

“Thanks to consumers’ constant pursuit of healthier lifestyles and easier personal care treatment, the China personal care appliances market has thrived in the past few years and may continue to expand at a steady pace going forward. E-commerce has accelerated product penetration and lowered the barrier to new products entering ...

对家居环境的态度 - China

“随着整体住房条件的改善，中国消费者更渴望通过家居设计来实现和表达自己对特定‘生活方式’的追求。消费者在基本的居住需求外，更加注重全面的身心健康，尤其是在新冠疫情爆发后。从健康相关的智能设备和环保材料到家庭娱乐系统，消费者愿意支付更多的钱来营造安全、轻松和愉悦的家居环境，这为家居品牌指明了未来的机遇所在。

此外，多数消费者都愿意亲自参与家装设计，并且认为值得为有设计感的和限量版的产品支付溢价。品牌需要抓住机会，借助综合性营销渠道或主题（包括综合性生活方式展览、媒体赞助、文化活动和科技创新等），帮助消费者了解并探索自己的个性需求。”

— 邵愉茜，研究分析师

Attitudes towards Home Design - China

“Along with improving housing conditions, Chinese consumers’ desire to achieve and express their ‘lifestyle’ through home design has never been higher. Beyond basic functionalities, holistic wellbeing at home has become a priority, especially in the wake of COVID-19.



Retail: Home - China

From health-related smart devices and sustainable materials, to home entertainment systems, consumers ...