

November 2020

大家电 - China

“面对新冠疫情对整个行业的冲击，品牌和零售商应保持乐观。消费者升级现有家电的意愿更强烈，加速了行业向整体智能家居生态系统发展的步伐。在较低线城市，消费者追求更多功能和更优设计，对产品升级的需求与日俱增，折射出较低线级城市的巨大市场潜力。中国大家电市场竞争激烈，智能家居和多功能性正在驱动市场的高端化进程。”

– 施洋，研究分析师

October 2020

Large Home Appliances - China

“Brands and retailers should stay positive about COVID-19’s effect on overall industry sales. Consumers’ increased willingness to upgrade their home appliances is expediting the industry’s development towards building more holistic smart home ecosystems. There is potential for lower tier markets with the growing demand for product upgrades with more functions ...

社交电商 - China

“过去几年，社交媒体发展迅速。越来越多社交媒体加入社交电商行列，将视频直播和购物功能直接融入自身平台，使消费者可以在平台内完成一站式购物，而不需要跳转至传统电商平台。新冠疫情的爆发和直播的热潮大大提高了消费者对社交电商的关注度。但消费者仍旧难以把“良好的质量、配送、售后服务”等特征与拼多多和微信微商此类的社交电商联系起来。社交电商可更好地利用上述特征与传统电商产业的竞争对手一争高下，夯实它们在赢得消费者青睐方面的领头羊地位。”

– 夏月，研究分析师

September 2020

Fresh Grocery Retailing - China

“Spending per family will keep increasing, leading to a healthy growth rate for fresh grocery retailing industry. Online retailers, as the growing sector, will have to provide values that are more than just convenience for consumers. Younger demographics are pragmatist utilizing both online and offline channels to get the best ...

生鲜零售 - China

“每个家庭的支出将持续增长，从而推动生鲜零售行业的健康发展。作为不断发展的行业，线上零售商必需为消费者提供便利性之外的价值。年轻群体是实用主义者，他们利用线上和线下渠道货比三家寻找最划算的产品，这使资金雄厚的全渠道零售商在不久的将来占据优势。”

– 施洋，研究分析师

Social Commerce - China

“Social commerce has evolved quickly during the past few years. Increasingly more social media platforms have jumped on the bandwagon officially by incorporating the livestreaming and shopping function directly into the platform so that consumers don’t have to be redirected to e-commerce platforms to make the final purchase. The outbreak ...