

## 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场上的渗透，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

## 直播带货 - China

“直播带货利用的是大众消费者对促销和打折的热情，也利用品牌将直播带货作为一大重要营销渠道这一点。直播带货不仅拥有人气，预计还会迎来更多监管，以确保其健康发展。长远来看，直播带货将进一步渗透到消费者的日常生活中，成为购物与娱乐的一个关键渠道，为消费者和品牌双方都带来更大的价值。赋予直播带货以新的方式将给消费者带来非凡的购物体验。”

— 张鹏俊，研究分析师

## 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

## March 2021

## Home Retailing - China

## 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 ...

## 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

## Live Streaming Commerce - 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 ...

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

“Live streaming commerce leverages mass consumers’ enthusiasm for promotions and discounts as well as brands’ focus on it as a key marketing channel. Along with the popularity, live streaming commerce can expect more regulation to ensure healthy growth. In the long run, live streaming commerce will further penetrate consumers’ daily ...