

February 2021**小家电 - China**

“小家电将是整个家电行业未来的增长引擎，也是品牌关注的焦点。随着消费者对健康和美好生活的追求不断提升，具备新功能、新技术、新设计的创新小家电将更加受到市场的青睐。虽然消费者主要通过线上渠道购买小家电，但实体店仍然是他们挑选产品的重要渠道，也为他们提供更完善的购物体验。此外，智能化是小家电发展的必然趋势，品牌可以加大对渠道和智能家居生态系统的投入以吸引消费者。”

— 施洋，研究分析师

December 2020**Small Home Appliances - China**

“Small home appliance is the future growth engine and brands' focus for entire home appliances industry. With the emerging pursuit on health and lifestyle by consumers, the innovative small home appliances with new function, technology and designs would be more popular in the market. Although the online channel is dominating ...

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。在较低线级城市，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



Retail: Home - China

potential for lower tier markets with the growing
demand for product upgrades with more functions ...