

December 2019

小家电 - China

“智能家电仅仅是开始。未来5年，健康和好看的产品外观设计是品牌和公司需要投入的战略性考虑因素。为了保持快速增长，这一行业的每位决策者都应考虑如何让年轻男性认识到他们未得到满足的需求。”

— 施洋，研究分析师

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大家电 - China

“大家电市场应该满足不同消费群体的需求。我们期待看到更多家电瞄准小家庭。年轻未婚的消费者看重可以一手操控大家电的能力，而年长消费者更关心实用性和自动化。智能家电是一大趋势，但消费者通过营销宣传对智能化形成的期待与其希望大家电具备的日常功能之间存在巨大差异。”

— 施洋，研究分析师

Small Home Appliances - China

“Smart home appliances are only the beginning. Health and good product appearance design will be strategic considerations for brands and companies to invest in over the next five years. In order to maintain rapid growth, educating younger males about their unmet needs should be on the table for every executive ...

Large Home Appliances - China

“The large home appliance market should cater to the needs of different consumer groups. We expect to see more household appliances targeting small families. Young, single consumers value the ability to control large household appliances from the palm of their hands, while older consumers are more concerned about practicality and ...