

December 2022**厨房小家电 - China**

“虽然厨房小家电市场整体承压，但自动烹饪炒菜机、空气炸锅等契合健康和便捷饮食方式的电器表现出较大增长潜力。家庭烹饪场景为厨房小家电开辟了新领域（如烹饪作为一项亲子活动，赋予小家电更多的教育意义）。此外，预加工食品和厨房小家电的组合或可成为吸引年轻消费者的饮食解决方案。”

— 姚滨妍，研究分析师

November 2022**Small Kitchen Appliances - China**

“Though the overall small kitchen appliance market is under pressure, appliances apt for a healthy and convenient diet, such as automatic cooking machines and air fryers, see greater growth potential. The family-cooking scenarios (eg cooking as a parent-children activity and appliances as educational tools) help uncover new territory for small ...

October 2022**家居与清洁电器 - China**

“随着本土公司在产品创新方面不断进步，新产品满足了越来越多的消费者需求。家用清洁电器的科技创新将一直是市场的主要驱动力，而本土化创新将是企业成功的重要因素。”

— 李泓佳，中国区报告总监

厨房大家电 - China

“消费者乐于升级厨房，尤其是通过那些可以提升他们生活品质的产品（如净水设备、集成灶和洗碗机）。通过智能化和多功能集成实现高端化，是刺激消费需求和市场发展的主要动力。不过，品牌也应该关注中老年消费者的消费潜力，并重视厨房清洁难题的综合性解决方案所蕴藏的机遇。”

September 2022**Household & Cleaning Appliances - China**

"With the continuous advancement of local companies in product innovation, more and more consumer needs are being met by new products. Technological innovation in household cleaning appliances will always be the main driving force of the market. Localised innovation will be an important success factor for enterprises."

Large Kitchen Appliances - China

"Consumers show significant interest in upgrading their kitchens with products that improve their quality of life, such as water purification equipment, integrated cookers and dishwashers. Premiumisation with intelligent features and multi-function integration serves as the primary stimulus to consumers' demand and market development. However, brands should also pay attention to ...

个人护理小家电 - China

“个人护理小家电市场在2021年取得了良好增长，消费者对更换现有电器和尝试新产品的兴趣十分浓厚。随着新兴品牌不断进入市场，竞争加剧，品牌应专注于以产品为中心的策略，以满足消费者日益多元化且不断变化的个人护理需求，在竞争中脱颖而出。此外，消费者的整体健康需求和男性消费者的购买潜力也为品牌提供了高端化和打开小众市场的机遇。”

August 2022

Personal Care Appliances - China

“The personal care appliance market achieved good growth in 2021, with consumers' high interest in both replacing their existing products and trying new ones. As competition intensifies with new players constantly entering the market, brands should focus on a product-centric strategy to meet consumers' ever-diversifying and changing demands for personal ...

July 2022

家居零售 - China

“2021年，家居零售市场实现了9.4%的可观增长，主要由消费者对能提升家中氛围感的高品质家居产品的追求所驱动。然而，2022年初新冠疫情的复发影响到了该市场的增长势头，不确定性和不安全感促使消费者想要在家中寻求慰藉和更多掌控感。品牌需要对新一轮疫情影响下消费者生活方式的转变保持关注，并推出更多不仅能为身体健康带来慰藉，也能抚平心理焦虑的家居产品。”

— 赖江怡，研究分析师

Home Retailing - China

“The home retailing market experienced decent growth of 9.4% in 2021, driven by consumers' pursuit of high-quality home products to elevate their home ambience. However, the resurgence of COVID-19 in early 2022 has impacted the growing momentum, and the uncertainty and insecurity has led consumers to desire comfort and ...

April 2022

对家居环境的态度 - China

“为了在高度分散的市场赢得成功，家居品牌需重视在品质、设计和性价比之间取得平衡。与此同时，品牌也需更积极地宣传自己在设计或生活方式方面的潮流引领者形象，正如时尚或美容行业一样。

社交媒体上的内容营销激增为新晋玩家带来了机遇，但同时也将进一步加剧市场竞争。长远来看，那些能够意识到家庭居住状况中人口以及生活方式价值观的动态变化的品牌有望成为赢家。”

— 甘倩，研究分析师

Attitudes towards Home Living - China

“It is important for home brands to strike a balance between quality, design and value to win in a very fragmented market. At the same time, they need to be more vocal in promoting themselves as design or lifestyle trendsetters, as in the fashion or beauty industry.

The proliferation of ...