

October 2023

厨房小家电 - China

"随着过去几年疫情带来的需求大规模释放，以及人们对非必需品更趋理性的消费心理，进一步提升厨房小家电的渗透率将愈发困难。尽管如此，消费者仍然对能够提供便利和改善生活质量的厨房电器抱有很高的期待。品牌可以利用卓越的服务来带动新兴高端小厨电的购买，通过探索多样化的使用场景来拓宽客户群，并利用潮流小厨电挖掘低线城市的市场潜力，以在竞争激烈的红海市场中保持增长。"

—— 姚镔妍，研究分析师

报告关键议题

August 2023

厨房大家电 - China

"随着人们对高品质厨房生活的需求不断增长，厨房大家电仍然保持乐观的发展前景。然而，在不确定性持续存在和消费态度更加审慎的情况下，市场完全恢复到疫情前的水平尚需时日。通过提供更多优质的产品和有效的市场教育，推动洗碗机等新兴品类的进一步渗透，将为市场带来增长机遇。品牌也可提供细致专业的厨房翻新服务和布局适老化家电，从而驱动增长。"

—— 姚镔妍，研究分析师

July 2023

家居与清洁电器 - China

"随着消费者对洁净和健康的家居生活环境的需求日益提升，家居与清洁电器的前景依然乐观。增长机遇在于解决清洁痛点，如不同的地面材质以及死角。采用先进技术的智能清洁解决方案是一个关键的创新方向。与此同时，提供有效清洁且只需最低限度维护的地面清洁电器将很难让消费者拒绝。为宠物主人等特殊消费群体提供更多量身定制的产品也是一种差异化方式。"

—— 姚镔妍，研究分析师

Furniture Retailing - China

"Consumers prioritise practicality and functionality when choosing furniture products, while still valuing the unique design and aesthetics of furniture that allow them to express their personality and taste. Furniture

Small Kitchen Appliances - China

"With the massive release of demand due to COVID-19 pandemic in the past few years and people's more rational consumption sentiment towards non-necessities, it has become increasingly difficult to drive growth in the ownership of small kitchen appliances. Despite this, consumers still have high expectations for kitchen appliances that provide ...

Large Kitchen Appliances - China

"With the growing demand for high-quality kitchen life, the outlook for large kitchen appliances remains positive. However, it will take longer for the market to return to pre-pandemic levels due to continued uncertainty and a more rational spending sentiment among consumers. Growth opportunities lie in driving the adoption of emerging ...

家具零售 - China

"消费者在挑选家具产品时会优先考虑实用性和功能性，但也仍然看重可以展现自身个性与品味的独特设计和美学风格。家具品牌应该在功能性和独特设计之间取得良好平衡。此外，儿童家具和宠物家具的市场需求与日俱增。品牌应该抓住这些细分市场中的机遇，以实现差异化竞争。"

—— 任敏惠，研究分析师

brands should strike a good balance between functionality and distinctive design. Additionally, there is increasing demand for furniture specially designed for ...

June 2023

Household & Cleaning Appliances - China

“With rising demand for a clean and healthy home living environment, the outlook for household and cleaning appliances remains positive. The growth opportunity lies in solving cleaning pain points, such as different flooring materials and dead corners. Smart cleaning solutions using advanced technologies is a key innovation direction. Meanwhile, floor ...

个人护理小家电 - China

“相比前一年，2022年个人护理小家电市场的增速明显放缓。不过，消费者对更换现有产品和购买新兴产品均表现出强烈兴趣，体现出该市场的未来增长潜力。有助于消费者改善个人健康状况、提升自我形象管理的个人护理小家电将具有很大的吸引力。此外，品牌需要拓展个人护理小家电的使用场景，突破日常场景的局限，更多地关注小众消费群体，发掘新的增长机会。”

—— 姚槟妍，研究分析师

May 2023

Personal Care Appliances - China

“The growth of personal care appliance market slowed down significantly in 2022 compared to the previous year. Nevertheless, the strong purchasing interest of consumers (whether to replace the existing products or buying new ones) indicates the future growth potential of the market. Personal care appliances that can help improve personal ...

April 2023

对家居环境的态度 - China

“消费者对家居环境不妥协的态度，不仅体现在功能和设计上，还体现在他们对家居服饰和季节性装饰的选择上。他们倾向于寻找符合自己风格的产品，并寻求耐用性，远离‘一次性’快时尚思维。消费者对扩展家居功能（特别是在社交场景中）的需求，推动了人们打造属于自己的家居环境的需求。注重健康、嵌入式家电设计和智能家居概念是主要趋势。尽管线下家居市场依然不可替代，但如何整合数字营销和零售渠道是一个重要问题，这将在很大程度上决定品牌在消费者中曝光的广度和深度。”

—— 张泽龙，高级研究分析师

March 2023

浴室与浴室产品 - China

“翻新需求有望成为卫浴产品的主要购买驱动力。除了功能性产品之外，消费者还追求更愉悦的卫浴体验。卫浴品牌可以将卫生间的角色定位拓展为所有家庭成员（包括宠物）可以放松和享受的家居空间。此外，提供更多周到细致的全流程服务（如面向卫生间翻新）将是推动产品销售和赢得消费者忠诚度的决定性因素。”

— 姚滨妍，研究分析师

Bathroom and Bathroom Accessories - China

“Renovation needs will likely become the main driving force for bathroom products purchase. Beyond functional products, consumers are pursuing a more enjoyable bathroom experience. Bathroom product brands can expand the role of the bathroom to a home space where all family members (pets included) can relax and enjoy. Moreover, delivering ...

Attitudes Towards Home Living - China

“Consumers’ no-compromise attitude towards home living is reflected in not only utility and design, but also in their choices of homewear and seasonal decorations. They tend to look for products that align with their style; and they are seeking durability, with a move away from a ‘disposable’ fast-fashion mentality. The ...

Upcoming Reports

Major Domestic Appliances - China - 2023

大家电 - 中国 - 2023年