

# Large Home Appliances - China - October 2019

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## This report looks at the following areas:

Smart household appliances are the big trend but there is a large gap between consumers' expectations of smartness learned from marketing and the everyday smart functions they want in large appliances.

- The young and single are setting new consumer norms
- TVs going social
- Smartness is the trend but lacks glamour



"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 automation."

– Roger Shi, Research Analyst

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- The facts
- The implications
- Smartness is the trend but lacks glamour
- The facts
- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

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