

Small Home Appliances - China - November 2019

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This report looks at the following areas:

- Smart is the starting point of consumption upgrade
- Health is valued more once it is convenient
- Younger males have woken up to their unmet needs



"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 in the industry."

– Roger Shi, Research Analyst

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