

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

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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

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 ...

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 ...