

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 ...