November 2020

大家电 - China

“面对新冠疫情对整个行业的冲击，品牌和零售商应保持乐观。消费者升级现有家电的意愿更强烈，加速了行业向整体智能家居生态系统发展的步伐。在较低线级城市，消费者追求更多功能和更优设计，对产品升级的需求与日俱增，折射出较低线级城市的巨大市场潜力。中国大家电市场竞争激烈，智能家居和多功能性正在驱动市场的高端化进程。”

– 施洋，研究分析师

October 2020

Large Home Appliances - China

“Brands and retailers should stay positive about COVID-19’s effect on overall industry sales. Consumers’ increased willingness to upgrade their home appliances is expediting the industry’s development towards building more holistic smart home ecosystems. There is potential for lower tier markets with the growing demand for product upgrades with more functions ...

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