

February 2021

## 小家电 - China

“小家电将是整个家电行业未来的增长引擎，也是品牌关注的焦点。随着消费者对健康和美好生活的追求不断提升，具备新功能、新技术、新设计的创新小家电将更加受到市场的青睐。虽然消费者主要通过线上渠道购买小家电，但实体店仍然是他们挑选产品的重要渠道，也为他们提供更完善的购物体验。此外，智能化是小家电发展的必然趋势，品牌可以加大对渠道和智能家居生态系统的投入以吸引消费者。”

— 施洋，研究分析师

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## Small Home Appliances - China

“Small home appliance is the future growth engine and brands' focus for entire home appliances industry. With the emerging pursuit on health and lifestyle by consumers, the innovative small home appliances with new function, technology and designs would be more popular in the market. Although the online channel is dominating ...