

July 2023

家居与清洁电器 - China

“随着消费者对洁净和健康的家居生活环境的需求日益提升，家居与清洁电器的前景依然乐观。增长机遇在于解决清洁痛点，如不同的地面材质以及死角。采用先进技术的智能清洁解决方案是一个关键的创新方向。与此同时，提供有效清洁且只需最低限度维护的地面清洁电器将很难让消费者拒绝。为宠物主人等特殊消费群体提供更多量身定制的产品也是一种差异化方式。”

—— 姚滨妍，研究分析师

Furniture Retailing - China

“Consumers prioritise practicality and functionality when choosing furniture products, while still valuing the unique design and aesthetics of furniture that allow them to express their personality and taste. Furniture brands should strike a good balance between functionality and distinctive design. Additionally, there is increasing demand for furniture specially designed for ...

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Household & Cleaning Appliances - China

“With rising demand for a clean and healthy home living environment, the outlook for household and cleaning appliances remains positive. The growth opportunity lies in solving cleaning pain points, such as different flooring materials and dead corners. Smart cleaning solutions using advanced technologies is a key innovation direction. Meanwhile, floor ...

May 2023

Personal Care Appliances - China

“The growth of personal care appliance market slowed down significantly in 2022 compared to the previous year. Nevertheless, the strong purchasing interest of consumers (whether to replace the existing products or buying new ones) indicates the future growth potential of the market. Personal care appliances that can help improve personal ...

家具零售 - China

“消费者在挑选家具产品时会优先考虑实用性和功能性，但也仍然看重可以展现自身个性与品味的独特设计和美学风格。家具品牌应该在功能性和独特设计之间取得良好平衡。此外，儿童家具和宠物家具的市场需求与日俱增。品牌应该抓住这些细分市场中的机遇，以实现差异化竞争。”

—— 任敏惠，研究分析师

个人护理小家电 - China

“相比前一年，2022年个人护理小家电市场的增速明显放缓。不过，消费者对更换现有产品和购买新兴产品均表现出强烈兴趣，体现出该市场的未来增长潜力。有助于消费者改善个人健康状况、提升自我形象管理的个人护理小家电将具有很大的吸引力。此外，品牌需要拓展个人护理小家电的使用场景，突破日常场景的局限，更多地关注小众消费群体，发掘新的增长机会。”

—— 姚滨妍，研究分析师