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### 厨房小家电 - China

“厨房小家电通过生活品质和健康理念与消费者建立联系。尽管人们仍面临新冠疫情带来的挑战，但这一趋势将延续下去。市场不断细分，新产品也持续涌现。激烈的品牌竞争令消费者受益，并推动产品渗透率逐步增长。不论是在电商还是实体零售店，消费者都更注重购物之旅中的产品体验。这将推动品牌进行零售和营销的差异化竞争，以求获得消费者忠诚度的优势。”

— 益振嵘，品类总监

### Small Kitchen Appliances - China

“Small kitchen appliances build links with consumers through the ideas of quality of life and health. This trend will continue, although people still face challenges from COVID-19. The market is constantly subdivided, and new products are constantly emerging. The fierce brand competition provides benefits for consumers and drives the product ...