

August 2022

## 智能家居 - China

“智能家居”对于很多中国消费者来说是非常熟悉的字眼，不仅市面上有多种智能家居产品，品牌也在不断推广各种家用电器和设备的“智能性”。虽然消费者对拥有智能的家有着强烈的兴趣，但各种智能产品（不包括智能电视）的拥有率却没有预计中的高。两者之间的差距表明，消费者购置智能家居设备仍存在阻碍，这为品牌带来了刺激进一步增长的机遇。虽然由于技术限制，现阶段难以实现全面互联、全自动之家，智能家居品牌仍可以不断改进产品的智能功能，并提供全屋智能方案，从而提升消费者的智能家居体验。”

— 邵娟，品类总监

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## Smart Home - China

“The words ‘smart home’ have become highly familiar to many Chinese consumers, with various smart devices available in the market and brands constantly marketing ‘smartness’ across all types of home appliances and devices. Despite consumers’ strong interest in having a smart home, ownership of various smart devices (excluding smart TVs ...