

February 2022

大家电 - China

“健康化已成为大家电日趋重要的升级方向。在日益激烈的市场竞争中，提供差异化解决方案以满足不同细分群体的健康需求将为品牌带来新的增长机遇。长远来看，智能化产品将成为品牌的必争之地。品牌需投资于消费者教育以提升他们对新科技的认知和信心。”

— 姚滨妍，研究分析师

January 2022

**Major Domestic Appliances -
China**

“Health has become an ever more important direction for the upgrade of major domestic appliances. Amid increasingly fierce market competition, providing differentiated solutions to meet the health demands of diverse groups brings new growth opportunities for brands. In the long term, products with intelligent functions are the next frontier of ...