

April 2023

## 对家居环境的态度 - China

“消费者对家居环境不妥协的态度，不仅体现在功能和设计上，还体现在他们对家居服饰和季节性装饰的选择上。他们倾向于寻找符合自己风格的产品，并寻求耐用性，远离‘一次性’快时尚思维。消费者对扩展家居功能（特别是在社交场景中）的需求，推动了人们打造属于自己的家居环境的需求。注重健康、嵌入式家电设计和智能家居概念是主要趋势。尽管线下家居市场依然不可替代，但如何整合数字营销和零售渠道是一个重要问题，这将在很大程度上决定品牌在消费者中曝光的广度和深度。”

——张泽龙，高级研究分析师

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## 浴室与浴室产品 - China

“翻新需求有望成为卫浴产品的主要购买驱动力。除了功能性产品之外，消费者还追求更愉悦的卫浴体验。卫浴品牌可以将卫生间的角色定位拓展为所有家庭成员（包括宠物）可以放松和享受的家居空间。此外，提供更多周到细致的全流程服务（如面向卫生间翻新）将是推动产品销售和赢得消费者忠诚度的决定性因素。”

— 姚滨妍，研究分析师

## Attitudes Towards Home Living - China

“Consumers’ no-compromise attitude towards home living is reflected in not only utility and design, but also in their choices of homewear and seasonal decorations. They tend to look for products that align with their style; and they are seeking durability, with a move away from a ‘disposable’ fast-fashion mentality. The ...

## Bathroom and Bathroom Accessories - China

“Renovation needs will likely become the main driving force for bathroom products purchase. Beyond functional products, consumers are pursuing a more enjoyable bathroom experience. Bathroom product brands can expand the role of the bathroom to a home space where all family members (pets included) can relax and enjoy. Moreover, delivering ...