

October 2023

厨房小家电 - China

"随着过去几年疫情带来的需求大规模释放，以及人们对非必需品更趋理性的消费心理，进一步提升厨房小家电的渗透率将愈发困难。尽管如此，消费者仍然对能够提供便利和改善生活质量的厨房电器抱有很高的期待。品牌可以利用卓越的服务来带动新兴高端小厨电的购买，通过探索多样化的使用场景来拓宽客户群，并利用潮流小厨电挖掘低线城市的市场潜力，以在竞争激烈的红海市场中保持增长。"

—— 姚滨妍，研究分析师

报告关键议题

August 2023

厨房大家电 - China

"随着人们对高品质厨房生活的需求不断增长，厨房大家电仍然保持乐观的发展前景。然而，在不确定性持续存在和消费态度更加审慎的情况下，市场完全恢复到疫情前的水平尚需时日。通过提供更多优质的产品和有效的市场教育，推动洗碗机等新兴品类的进一步渗透，将为市场带来增长机遇。品牌也可提供细致专业的厨房翻新服务和布局适老化家电，从而驱动增长。"

—— 姚滨妍，研究分析师

Small Kitchen Appliances - China

"With the massive release of demand due to COVID-19 pandemic in the past few years and people's more rational consumption sentiment towards non-necessities, it has become increasingly difficult to drive growth in the ownership of small kitchen appliances. Despite this, consumers still have high expectations for kitchen appliances that provide ...

Large Kitchen Appliances - China

"With the growing demand for high-quality kitchen life, the outlook for large kitchen appliances remains positive. However, it will take longer for the market to return to pre-pandemic levels due to continued uncertainty and a more rational spending sentiment among consumers. Growth opportunities lie in driving the adoption of emerging ...