

Household Appliances - China - August 2018

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“The household appliance market is moderately growing in China, reflecting a steady economic status and a growing housing market. The healthy financial condition allows consumers to build a more relaxed and cosy environment at home, hence improving the quality of life works as the top trigger and motivates them to adopt more advanced appliances.”

– **Jessica Jin, Associate Director of Research**

This report looks at the following areas:

- Chinese consumers' adoption of niche household appliances
- Online purchase of household appliances
- Influence of new retail on kitchen appliances' selection

The household appliance market is growing steadily in China. This Report not only looks at common household appliances, but also checks the acceptance of niche appliances, eg sweeping robot, dishwasher. It is interesting to see some of the new and advanced products have already gained a certain group of users despite being present in the market for a short time.

Moreover, given the popularity of e-commerce, this Report diagnoses consumers' shopping journey between online and offline stores and their criteria of selecting household appliances online. Also the Report will provide analysis of the impact of new retail on consumers' choice of appliances.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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