

Usage of Appliances and Devices in Lower Tier Cities - China - 2022

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This report looks at the following areas:

- Purchase occasions for major domestic appliances: looking for reasons to buy without hesitation
- Purchase occasions for small household appliances: an important source of 'little bliss'
- Smart upgrade scenarios: not upgrading just for the sake of it
- Purchase occasions for smartphones: not seeking the best but the most suitable

In 2022, with a resurgence in the pandemic, consumers in lower tier cities placed greater importance on home appliances following increased time spent at home. Even though the future financial situation is uncertain, consumers in lower tier cities still want to trade up their home appliances.

When it comes to major domestic appliances, consumers in lower tier cities would like to combine the advantages of online information with the experience of offline stores, as part of their search for products that guarantee a long-term, high-quality experience and that bring a sense of peace of mind and affinity. As for small household appliances, consumers in lower tier cities expect them to 'free up their hands' and help to complete household tasks more efficiently. At the same time, the details and functional design features of small household appliances will add to consumers' sense of 'little bliss', which will gain the favour of consumers in lower tier cities.

While intelligence has always been an important direction for the future upgrading of home appliances, many consumers in lower tier cities do not consider 'highly intelligent' to be a necessity, but rather look for intelligent features with more practical application scenarios. They have a similar attitude towards smartphones. Smartphones that are durable and suit their usage habits are considered to be 'practical' and provide a better 'sense of value'.



"Overall, consumers in lower tier cities are 'light on concepts, heavy on practicality' when it comes to home appliances and digital products. They have higher expectations for the long-term quality and durability of consumer durables such as home appliances and mobile phones."

– Frank Zhang, Senior Research Analyst

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