

Small Home Appliances - China - October 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Health element is prevalent
- Consumer's lifestyle is urging convenience and design

Due to COVID-19, the small home appliance market is currently experiencing a slight decrease in retail sales; however, it has also accelerated consumer willingness to upgrade their spending on small home appliances. Their willingness to upgrade can be divided into two parts.



“Small home appliance is the future growth engine and brands’ focus for entire home appliances industry. With the emerging pursuit on health and lifestyle by consumers, the innovative small home appliances with new function, technology and designs would be more popular in the market.”

- Roger Shi, Research Analyst

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