



# CHINA'S SMART HOME APPLIANCES IN THE SPOTLIGHT: UNLOCK THE TREND OF QUALITY OF LIFE IN CHINA

As we enter the era of the Internet of Things, the global smart home industry is seeing exponential growth with a huge surge in demand for using new technology in living spaces to improve quality of life. According to Statista, China's smart appliance market is expected to grow at an annual rate of 18.54%, resulting in a projected market volume of US\$20.26B by 2025.

Based on iAudience data, we have tracked and profiled Chinese netizens who browsed smart home appliances, highlighting their audience profiles, preference and online behaviors as to deliver insightful visions for marketers in entering the huge smart home market in China at ease.

## AUDIENCE DEMOGRAPHICS

### BRAND SCALE



6.55M

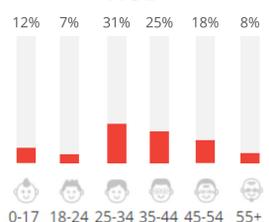
As of 20<sup>th</sup> September 2021

### GENDER

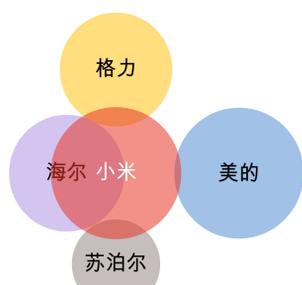


59% 41%

### AGE<sup>1</sup>

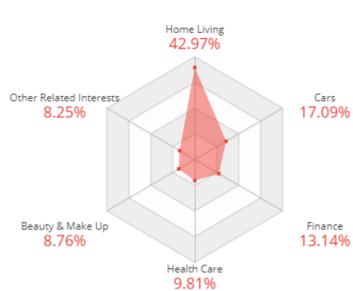


## MARKET LANDSCAPE OF SMART HOME APPLIANCES BRANDS IN CHINA



● Xiaomi	1.66M
● Midea	1.64M
● Haier	1.26M
● Gree Electric	1.24M
● Supor	751.33K

## AUDIENCE INTERESTED CATEGORIES<sup>2</sup>



Home Living	Cars	Finance
1.Consumer Digital Products	1.Car Sales	1.Investment and Financial
2.Life Service	2.Car Services	2.Real Estate
3.Home Living and Decora...	3.Japanese and Korean Cars	3.Insurance
4.Small Appliance	4.SUV	4.Trust
5.Family Life Service	5.Electric Vehicles	5.Other Finance and Invest...

## AUDIENCE INTERESTED KEYWORDS<sup>3-4</sup>

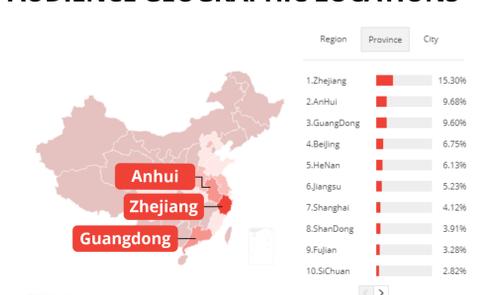
- **Kitchen Appliance:** Air Fryer<sup>1</sup>, Oven<sup>2</sup>, Microwave<sup>3</sup>, Rice Cooker<sup>4</sup>, Bread Maker<sup>5</sup>
- **Product Feature:** Portable<sup>6</sup>, Energy Saving<sup>7</sup>, Quiet<sup>8</sup>
- **Online Store/E-commerce Platform:** JD.com<sup>9</sup>, Suning<sup>10</sup>, Little Swan<sup>11</sup>, Wushang<sup>12</sup>
- **Promotion Channel:** Kuaishou<sup>13</sup>



## BRAND PREFERENCE INDEX BY AGE



## AUDIENCE GEOGRAPHIC LOCATIONS



<sup>1-4</sup>Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of Sep 2021

# KEY INSIGHTS ON CHINESE AUDIENCE BROWSING SMART HOME APPLIANCES RELATED TOPICS



01

The majority audience of smart home appliances is **Male Adult** (25-44).

02

Audiences interested in categories associated with **Home Living** and **Cars**.



03

Audiences tend to purchase smart home appliances via **Online Stores** or **E-commerce Platforms**.

04

Due to the pandemic situation, people prefer home cooking and smart **Kitchen Appliances** are popular among audiences.

