

《趋势产品进化论》

奥维云网（AVC）商业洞察与咨询部

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引言：

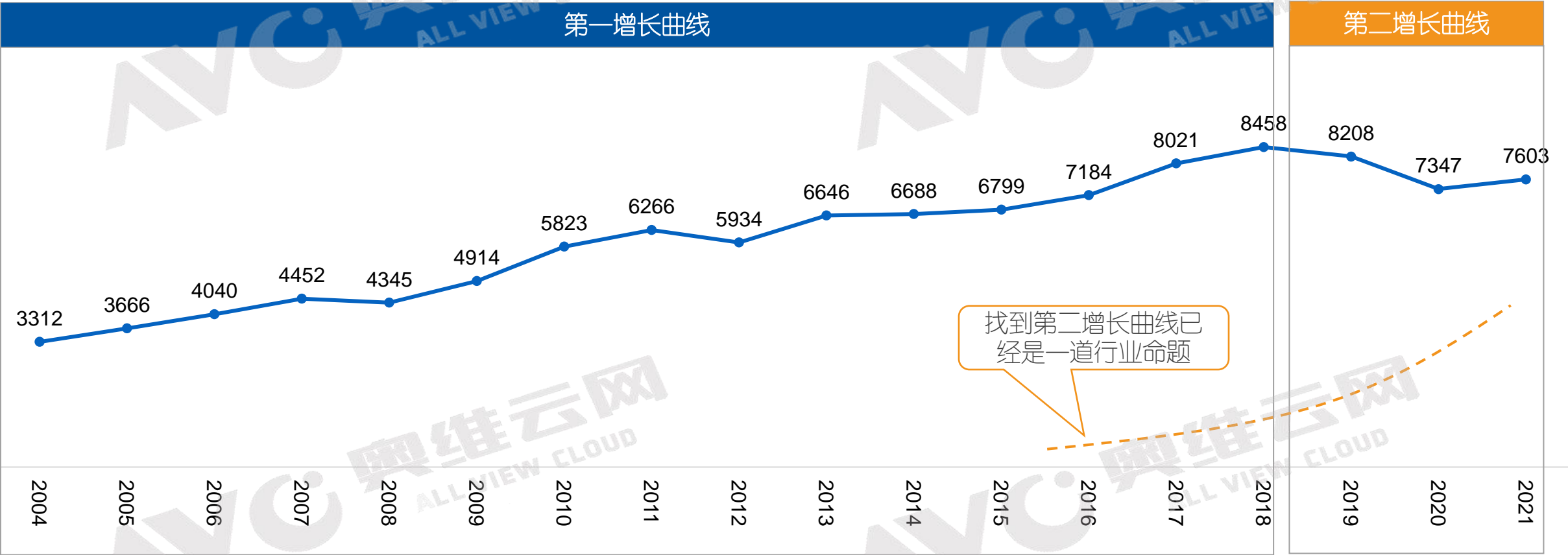
周期性拐点之后，中国家电市场发展底层驱动力已经从增量下的效率驱动切换为存量下的新知驱动，场景升级驱动，消费趋势的力量，从未如此清晰的被看见。2021年之后，市场最大的确定性就是来自于趋势产品成长的确定性。

商业洞察与咨询部作为驱动奥维云网数据价值进一步深化的先行部门，将扎根于奥维云网深厚的产业研究土壤，围绕前沿消费趋势洞察和全新共创方法，帮助品牌在新的时代背景下，解码趋势基因，把握趋势产品，共筑行业新象！

如何找寻第二增长曲线不仅是一道面向企业的问题，更是一道面向行业的问题



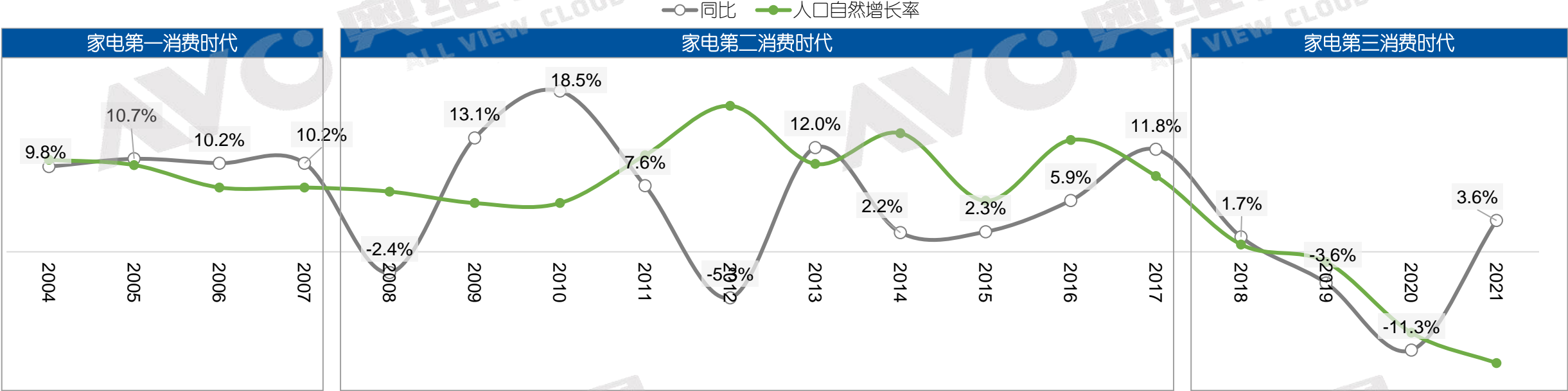
历年中国家电市场全品类零售额规模及同比变化（不含3C）



找到第二增长曲线已经是一道行业命题

注：包含品类彩电、冰箱、冷柜、洗衣机、干衣机、空调、厨电（烟灶消）、集成灶、电热水器、燃气热水器、小家电（煲磁压豆料水榨、电蒸炖锅、煎烤机、养生壶）、洗碗机、微波炉、电烤箱、清洁电器、净化器、净水器、电风扇、电暖器

2014-2021年中国人口自然增长与家电行业规模同步关系



家电第一消费时代：

人口较快增长，大家庭为主，消费起步初期，耐用性消费品刚刚具备一定市场认知。开始普及

家电第二消费时代：

人口增长平缓，向大城市迁移，基础耐用消费品（彩白）完成从0到100%渗透，进阶耐用消费品逐步开启渗透，家庭消费为主，越大越好，越多越好

家电第三消费时代：

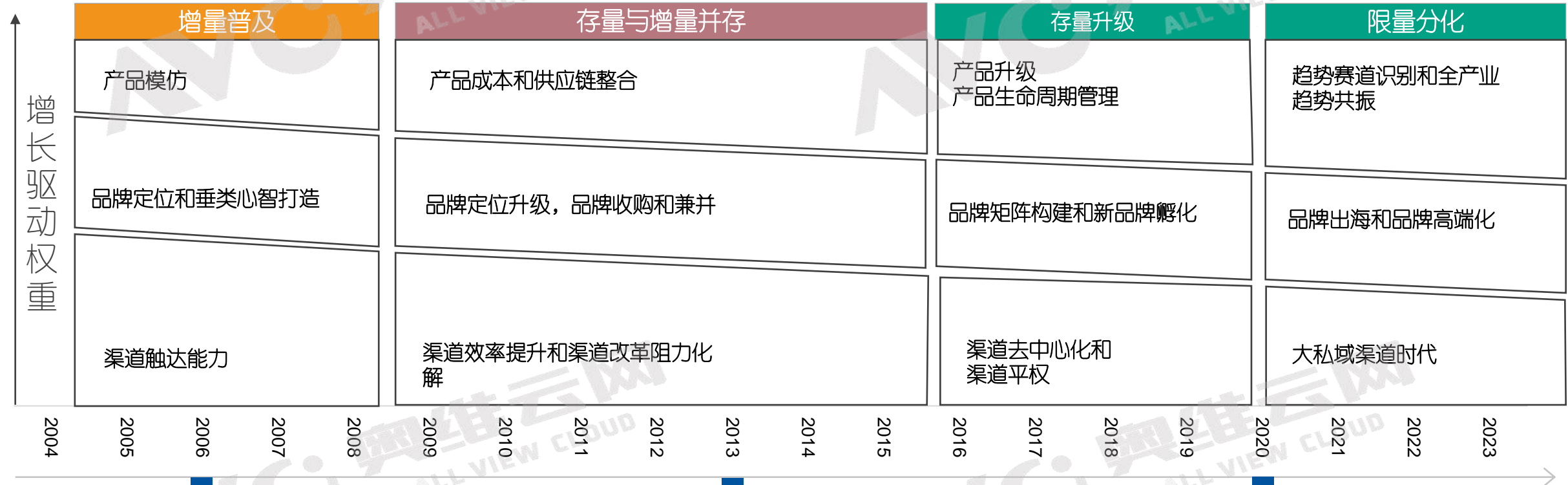
人口增速显著下滑，定居大城市，老龄化，单身独居，离婚率提升，消费需求从必需品转向情绪需求的满足，个人消费为主，品质个性，越精致越好

同时，经营核心三大经营要素在刺激增长的能力上进一步沿着长期趋势分化



渠道称王时代：
渠道决定收入，产品决定利润

产品称王时代：
产品决定收入，渠道决定利润



物流

信息流

资金流

2000~2021年，全国物流总额翻了12倍，
2021年全国货运总量为438.11亿吨，相比于
2005年186.21亿吨，增长近1.5倍

截至2021年6月，我国网民规模达10.11亿，
较2020年12月增长2175万，互联网普及率达
71.6%。

2021年~7月，全国网上零售额 71108 亿元，
同比增长21.9%，其中实物商品网上零售额
58130亿元，同比增长17.6%。

产品



趋势产品

01

更强的增长确定性

02

更强的新客获取能力

03

更有效的高端支撑

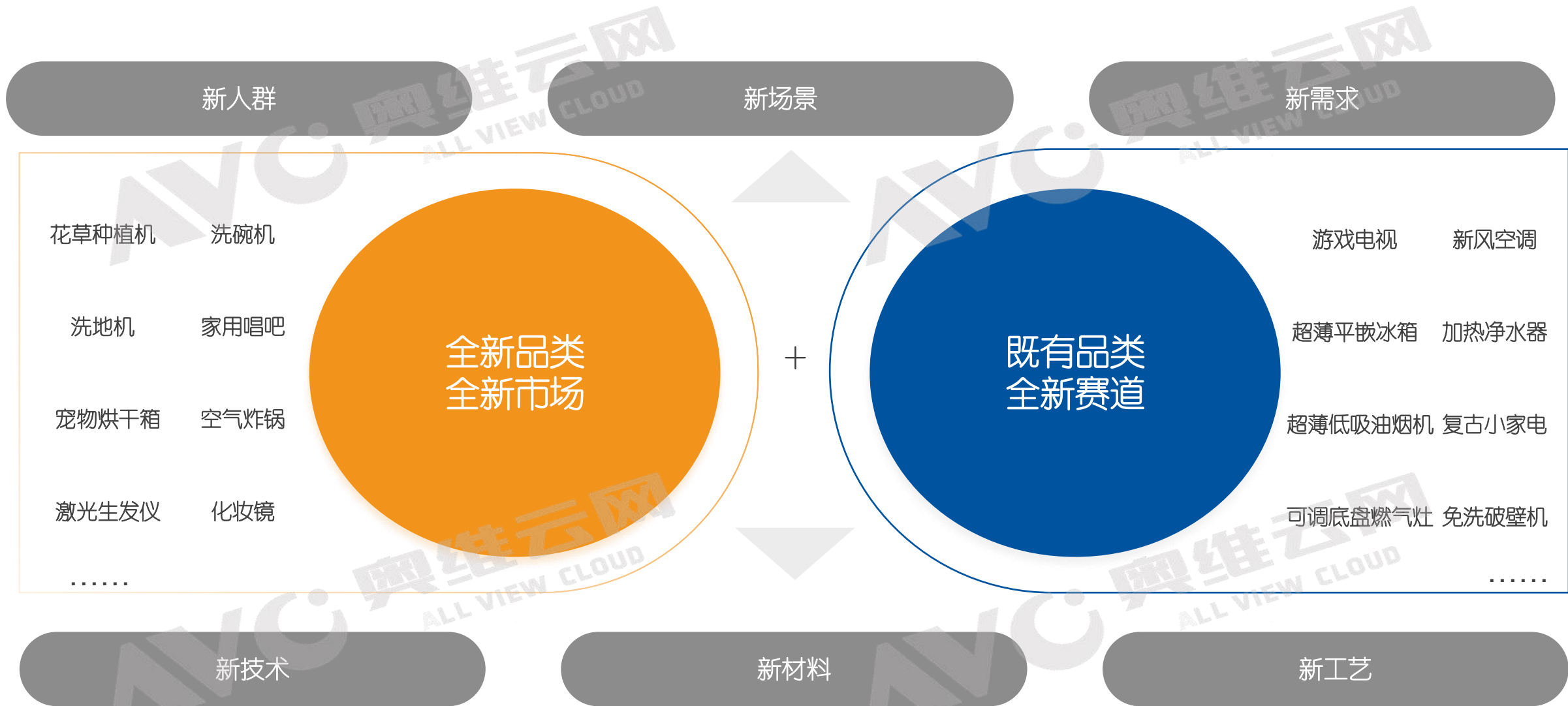
04

更大的爆款出圈概率

05

更迎合长期场景升级、消费升级诉求

趋势产品，具体指向全新品类全新市场和既有品类全新赛道两大分区



创新设计

通过颜色、造型形成显著的风格差异化，如可视化空气炸锅、复古小家电、可视窗冰箱，增强产品的景观价值，调动消费者的情绪认同。

01

创新概念

通过概念的创新和二次包装变革产品的定位，从而实现新品类的破圈例如三明治机从煎烤机中独立而成品类，养生壶在水壶中形成细分市场品类，游戏电视在电视中形成细分品类市场，美妆冰箱在冰箱中形成细分品类市场

02

创新功能

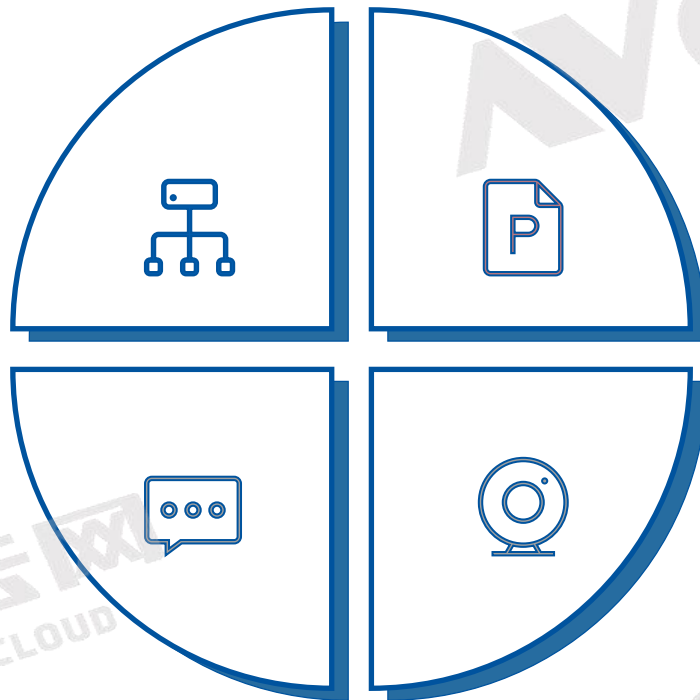
功能创新目前在家电品类上集中在三种表现形式，其一功能的复合如新风和空调的功能叠加，蒸和烤功能的叠加，加热和净化的功能叠加形成的新产品形态，其二是形态组合式的集成如集成灶，集成制冷油烟机；其三是原生性的技术突破如基于空化效应设计而成的超微气泡技术被广泛应用于洗碗机、洗衣机等洗涤类电器上

03

创新模式

通过产品创新直接带来商业模式的转变例如净水器的集成水路板直接将换芯服务牵引到品牌内部形成闭环，换成对商业模式的转型；冰箱的超薄平嵌通过产品形态设计直接打通前装市场

04



区别于传统新品概念和高流速爆品运营，趋势产品的经营逻辑是一次完全重构



传统新品

对既有老品进行市场竞争力评估，基于对品牌历史人群深度需求挖掘，对品牌存量用户价值分布及已购周期分布形成系统化梳理

基于核心性能升级方向，确定新品在产品矩阵中所处位置，确定高意向购买用户所在，并对既有老品在产销协同上制定逐步过渡迭代计划

在营销资源上陆续切换老品投入，在新品核心升级上进行比对式传播，联动品牌对新品系列赋能

根据新品实际爬坡情况，在产品矩阵上综合评估新品得失，进一步确定老品清退节奏，确保产品矩阵整体竞争力平稳过渡

存量唤醒

性能升级

营销切换

老品清退

高流速爆品

基于对主流市场的人群需求深挖，对主流人群的核心产品需求/功能需求进行聚焦，在成本结构优化上给予预判

以竞争驱动的定价方式进行错位竞争，基于品牌力锁定清空价位区间，持续追加营销投入，带动单品销量快速拉升，形成单品规模效应

基于单品表现，快速在分渠道间形成协同，进一步在单品声量销量上进行叠加

基于单品大规模销量基础上，驱动供应链成本结构优化，持续改善单品盈利空间，并逐步优化前端营销投放配比

人群锁定

错位清空

渠道扩散

成本优化

趋势产品

通过大数据手段和系统化的赛道诊断体系，捕捉消费趋势变化，精准圈选人群，洞悉趋势人群需求

基于趋势赛道识别和策略人群需求探查，在产业层面联动前沿科研能力平台协作技术研发，并基于柔性制造工厂能力快速验证可用性

联动全域渠道进行大范围趋势种草，联动行业标准机构、专家、KOL等进行背书引导心智塑造，同时基于仿真测试能力进行趋势认知评估

匹配趋势产品专属阵地和运营手法如常态化趋势洞察报告，双线联动新品发布会，精准锁定趋势产品第一波种子客群并沉淀至私域，专属服务通道持续引发言碑裂变

趋势识别

产业共振

新知种草

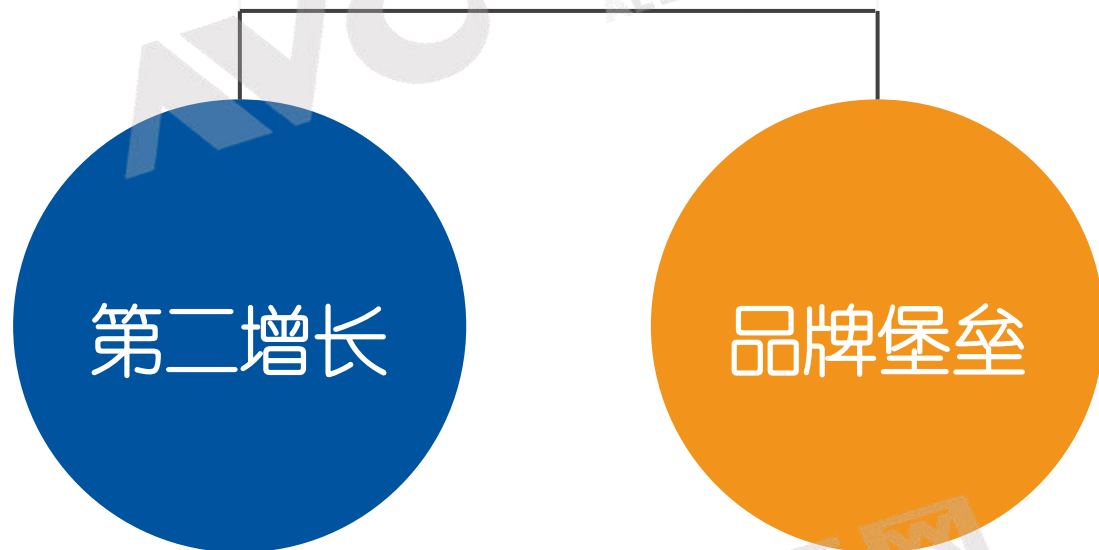
趋势引爆

在人、货、场、链四大视角上看，趋势产品的本质已完全不同



传统新品	品牌自有客群唤醒，存量客群需求激发，注重老客深耕等	矩阵式产品布局，性能导向下的货品升级，注重有序迭代，保障市场份额承接顺畅等	投放资源聚焦品牌或产品系列，以品牌带动产品矩阵提升等	主要链接上游供应链和渠道，以原生技术升级为溢价驱动，匹配渠道主推政策强落地等
高流速爆品	人群精准圈选，主流市场短周期迭代趋势判定，注重大市场客群竞争转移等	锁定核心客群核心刚需，聚焦单一产品/功能点心智击穿，产品技术红利转化适度前置等	投放资源聚焦单品，渠道主推协同，高强度透出匹配高频促销，多以单品带动品牌成长等	深度链接消费者、上游供应链和渠道，以极度精简的SKU满足80需求，同时匹配多链路货品供应，快速驱动成本优化等
趋势产品	趋势卡位，种子人群识别，主流人群心智再教育，注重高价值新客引入等	全产业深度卷入式共创研发，关注10年以上长周期下的货品趋势变化，产品技术投入前置等	长周期种草，购买兴趣激发，持续降低尝鲜尝新成本，多以单品带动品类成长等	链接产业全生态，包括但不限于高校技术转移，柔性制造工厂，全链路购买旅程数据要素平台打通，新产品标准制定委员会，敏捷售后服务商等

成熟品牌的“恐惧”



趋势产品天生具备高溢价的能力，且持续满足用户新生需求，在品牌从第一增长向第二增长过渡时，对品牌整体形成强劲拉动。

通过趋势产品带动让品牌在细分市场成长中快速成长，以此建立起心智堡垒，同时赋能品牌年轻化

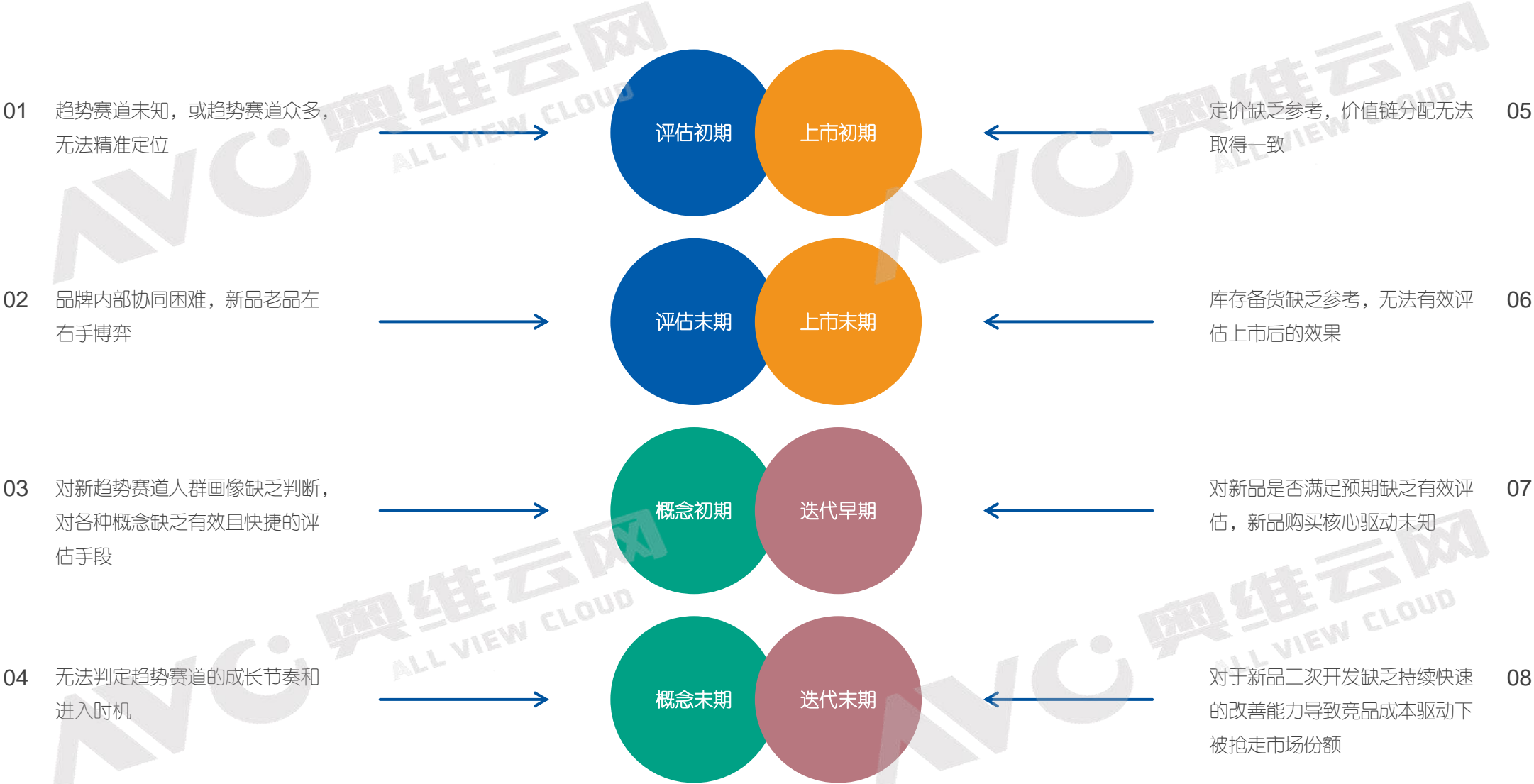
新兴品牌的“贪婪”

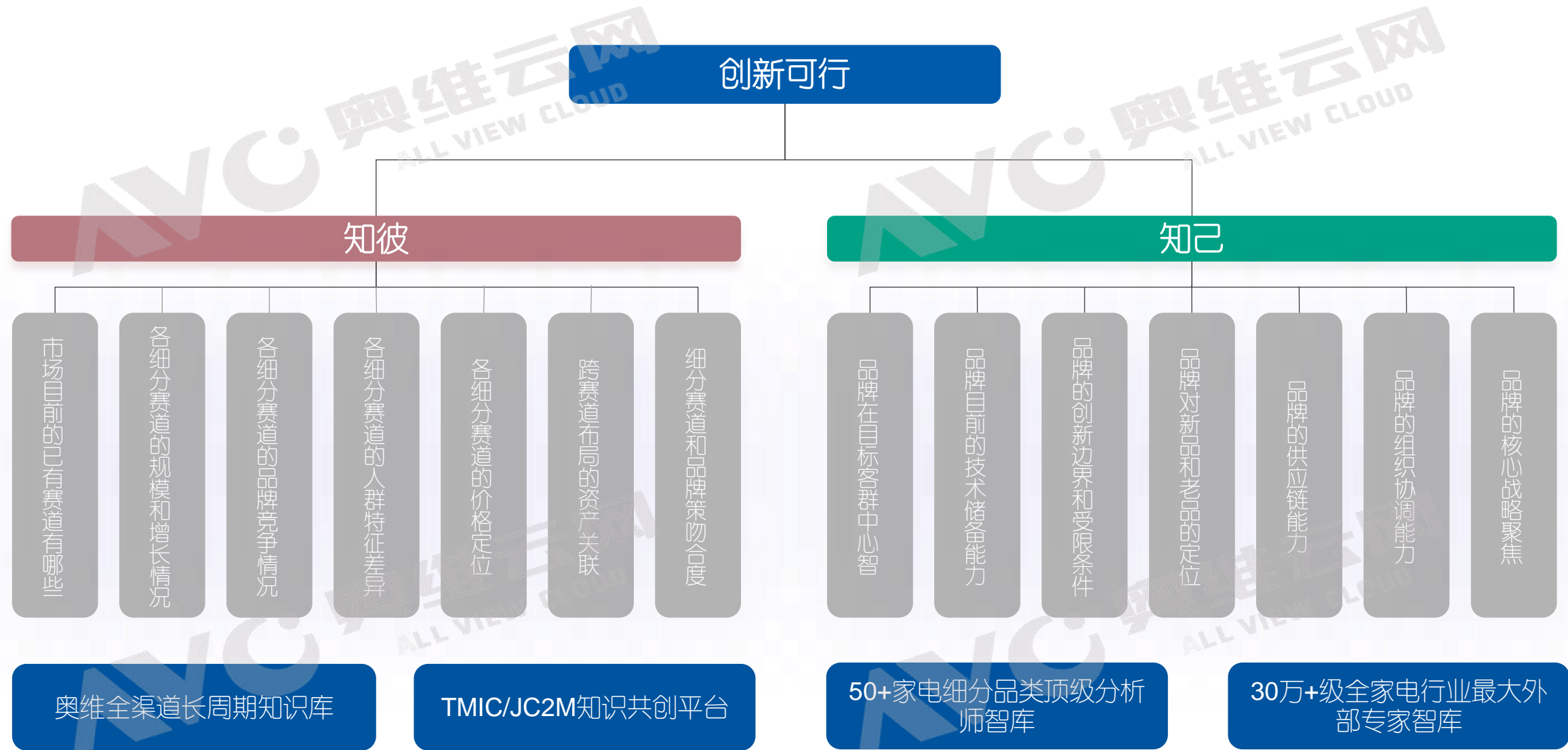


助力新品牌以低成本的方式快速获得市场认知，同时积累品牌原始客户资产

通过趋势产品效应快速放大品牌影响力，带来渠道的快速开发和资本层面的强化支持

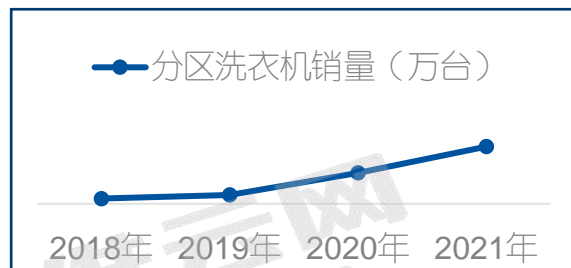
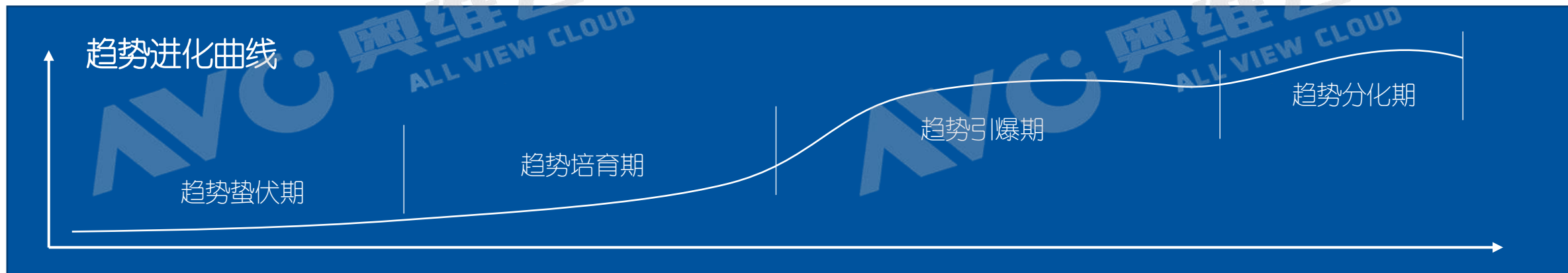
趋势产品重要性不言而喻，但品牌在趋势产品识别和发展中也面临诸多痛点





并面向全行业首次发布-趋势进化曲线

基于50+趋势品类成长曲线提炼拟合，完整复盘趋势爆发路径



1、趋势潜伏期：定位趋势，测算趋势成长空间，判定市场进入时机

Y: 绝对规模增长

趋势定位：

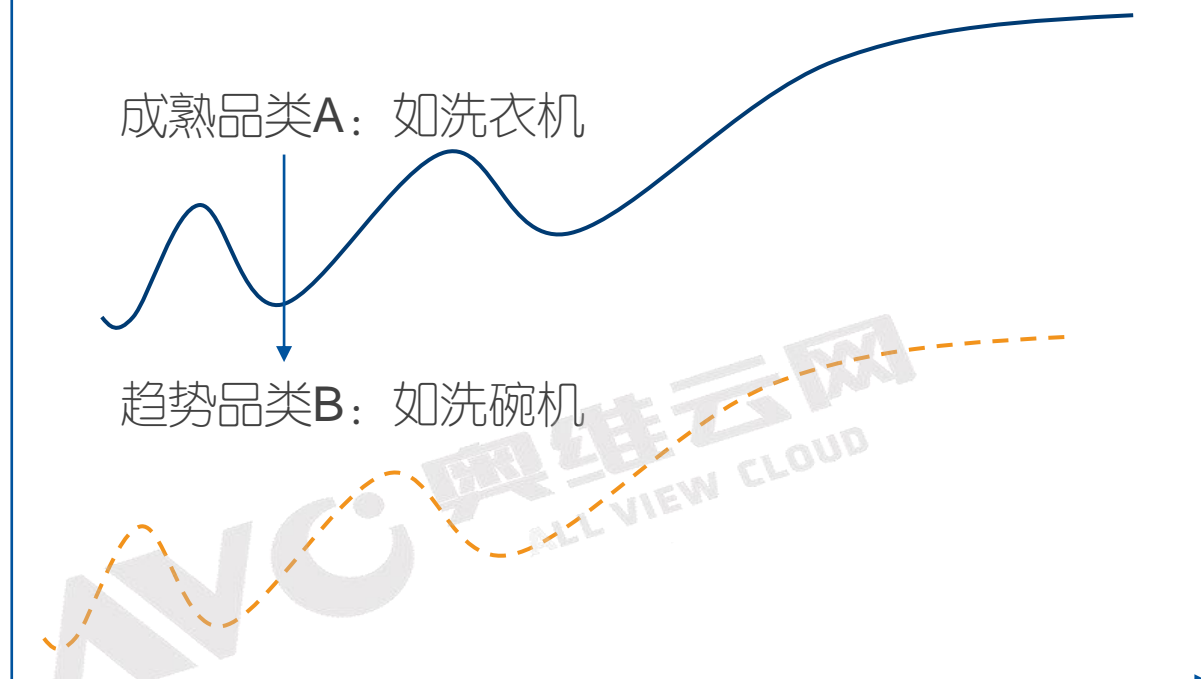
趋势产品不仅意味着新品更具备广阔的成长空间，需综合评估需求刚性，规模、增速成长性等



X: 绝对增速表现

趋势预估：

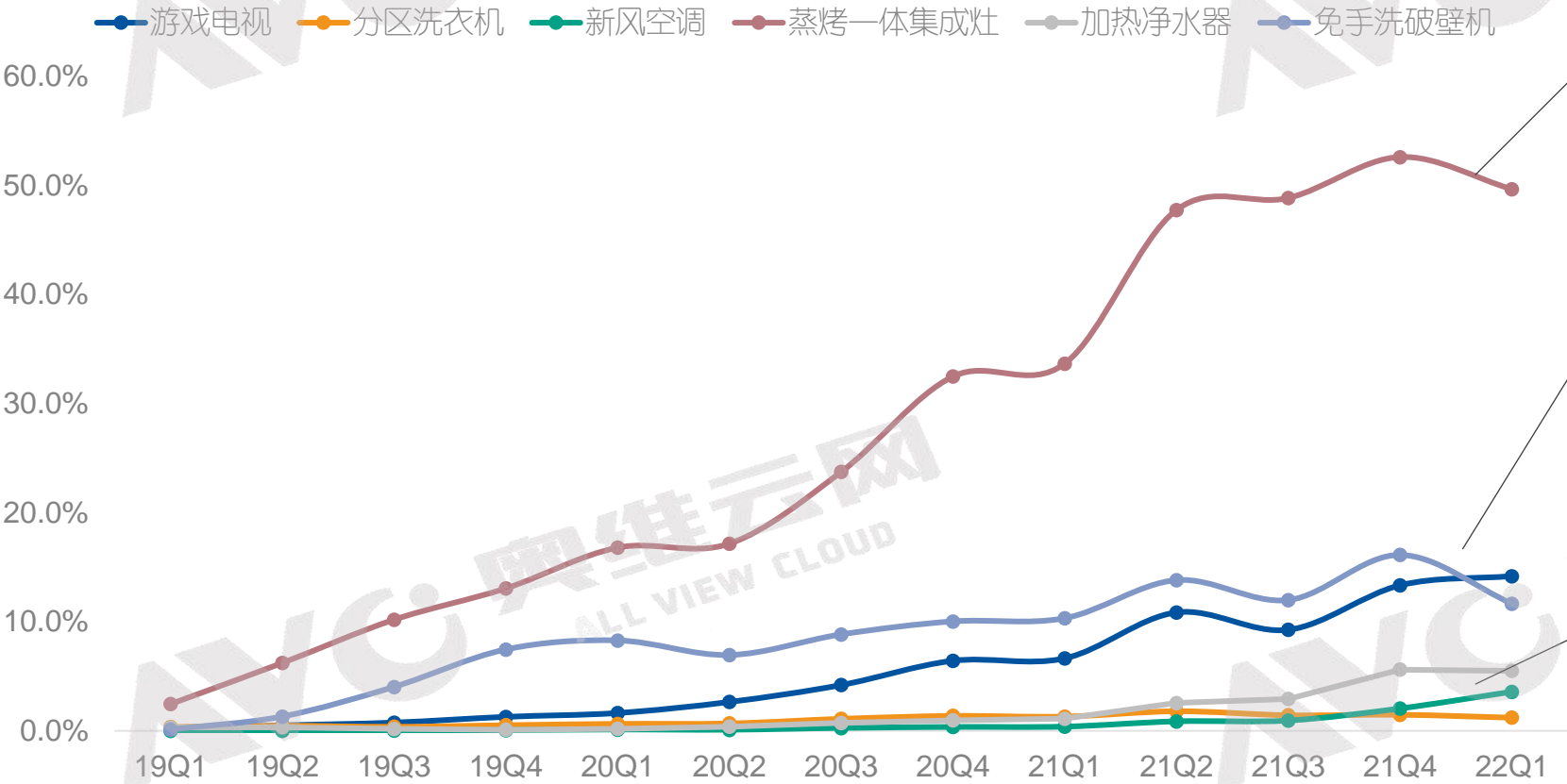
测算品类发展相似度，回溯对标品类发展趋势，整合历史数据和模型进行品类成长空间测算



2、趋势培育期：识别趋势产品在不同历史时期增长周期差异，匹配特定培育模式



2019Q1-2022Q1部分趋势产品线上渗透率变化表现



暴增型：

头部玩家有绝对市场影响力大或是未开发刚需市场，一般趋势由头部玩家推动，市场快速印证，后被市场大量玩家追随，市场短期大量上新

稳增型：

头部市场相对格局平衡，在趋势推动上由单一玩家推动，暂未引发大规模行业跟随，但在市场接受度已得到充分验证，上新数量逐步提升

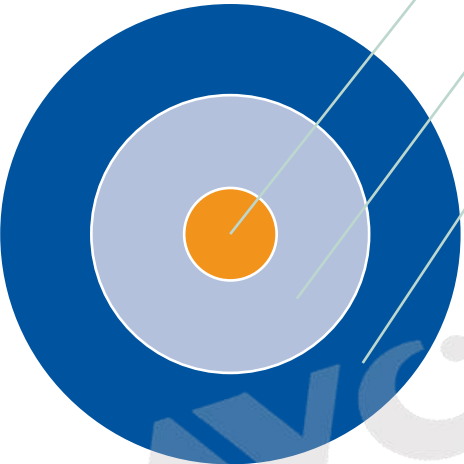
潜力型：

多出现于趋势初期，头部或新品牌均有可能成为趋势推动者，但因为单品影响力有限或客群定位偏窄，短期没有明显成长，但并不意味未来不具备快速打开可能

趋势流行三大法则

个别人物法则

精准匹配趋势产品种子客群，找到趋势产品的联系员、内行和推销员三大角色



趋势人群+尝新人群+功能溢价人群：

对创新对创新事物有专业的认知能力，并有一定包容度，积极尝新并愿意为新事物支付溢价

趋势人群+尝新人群：

对趋势产品核心功能价值有专业的认知能力，并有一定包容度，积极尝新

趋势人群：

对趋势产品核心功能价值有专业的认知能力



环境威力法则

联动线上线下，种草转化，B端C端共振



附着力法则

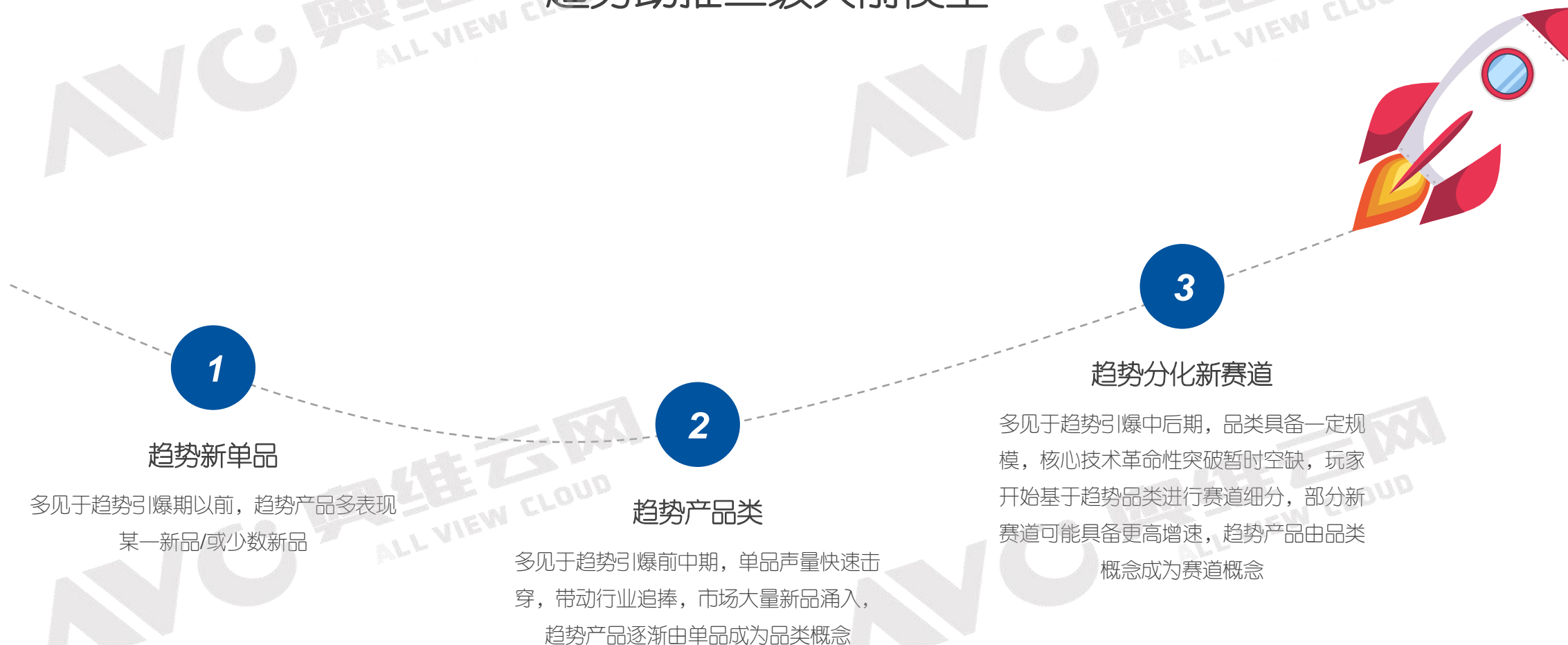
关注受众理解力，通过抽象替代，缩短理解新事物时长



举例：
4000pa水压强大冲击力--- 鲸喷洗
新风--- 森林自然呼吸

4、趋势分化期：趋势叠加，在品类形成过程中加速细分赛道发展

趋势助推三级火箭模型





关于奥维云网 商业洞察与咨询部

扎根于奥维云网大数据土壤，以深度专项咨询服务和前沿消费者洞察，助力行业把握趋势产品，协同家电3C产业供给侧升级，赋能品牌在新周期下把握趋势，持续增长，持续盈利。如需进一步咨询了解我们的服务，欢迎联系我们，邮箱：bic@avc-mr.com

趋势赛道识别

趋势产品共创

趋势发展追踪

1

市场评估期

专项服务：

《新市场进入策略研究》
《品类创新机会识别》
《跨品类布局策略研究》
《目标市场标杆研究》
《目标市场长期战略规划》

2

新品概念期

专项服务：

《新品定位研究》
《私域用户新品概念共创》
《产品概念测试》

3

新品设计期

专项服务：

《新品画像研究》
《新品外观测试》
《新品功能测试》

4

新品研发期

专项服务：

《新品定价研究》
《新品可用性测试》
《新品留置测试》

5

新品预热期

专项服务：

《新品引爆策略研究报告》
《新品仿真测试》
《新品触媒沟通策略研究》
《新品渠道价值链设计研究》

6

新品上市期

专项服务：

《新品趋势报告白皮书》
《新品共创故事》

7

加速上量期

专项服务：

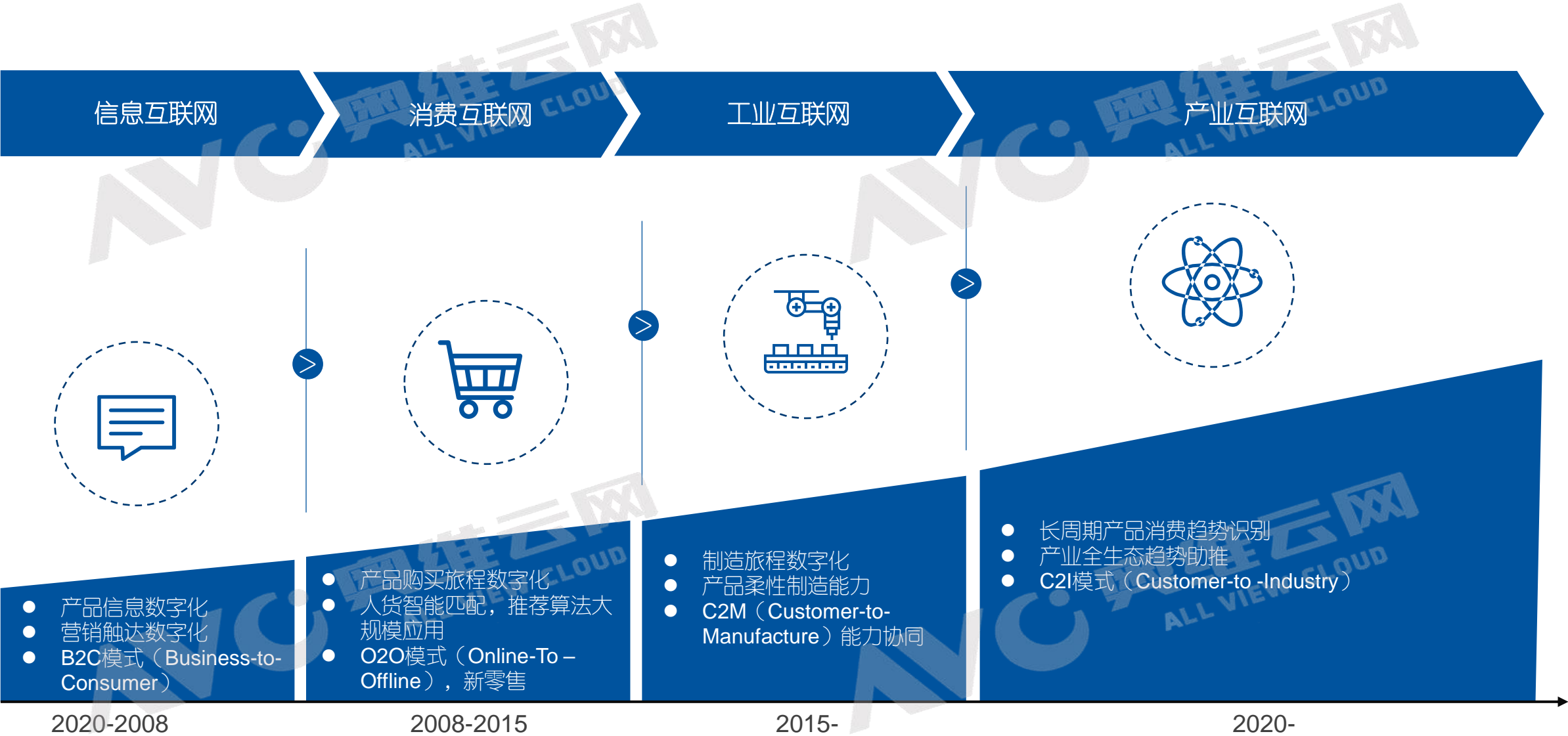
《产品增长驱动要素研究》
《竞争跟随策略研究》
《产品满意度研究》

8

产品迭代期

专项服务：

《产品二次开发方向探索》
《产品组合策略研究》
《产品生命周期策略研究》



关于奥维云网

- 北京奥维云网大数据科技股份有限公司是一家专注于智慧家庭领域的大数据综合解决方案服务商，为行业内企业提供数据研究和大数据服务。**2014年8月**，奥维云网(**NEEQ: 831101**)在新三板挂牌上市，经历十多年的发展目前已成为国内智慧家庭领域当先的第三方大数据公司。
- 围绕数据这一核心资源，奥维云网构建了“数据+技术+产品+场景化应用服务”的全方位的大数据服务模式，秉持“让营销更精准 让决策更智慧”的核心理念，奥维云网(**AVC**)积极探索数据融合、数据运营、数据交易服务等全新的业务模式，为客户提供全方位的大数据综合解决方案和咨询服务。

关于奥维云网商业洞察与咨询部

奥维云网商业洞察与咨询部扎根于奥维云网大数据土壤，以深度专项咨询服务和前沿消费趋势洞察，助力行业把握趋势产品，协同推进家电**3C**产业供给侧升级，赋能品牌在新周期下把握增长趋势，改善盈利结构，未来我们将持续关注产业趋势产品变化，洞察创新升级风向，更多精彩报告陆续推送中，敬请关注！

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《Trending Product Evolution Report》

AVC Business Insights and Consulting Department

May.2022





Li Xiaoxian

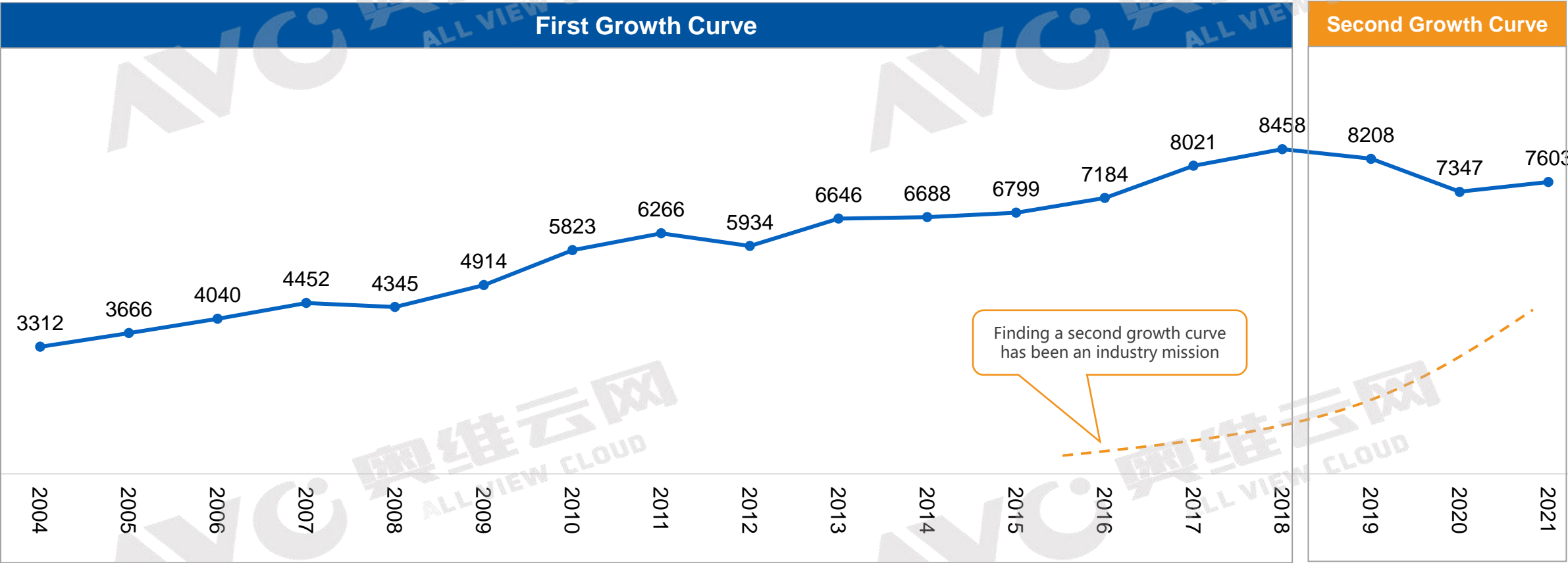
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Introduction:

After the cyclical inflection point, the underlying driving force of the development of Chinese home appliance market has switched from incremental efficiency to new knowledge driven, scene upgrade driven, and the power of consumption trend has never been so clearly seen. After 2021, the biggest certainty in the market will come from the certainty of trend product growth.

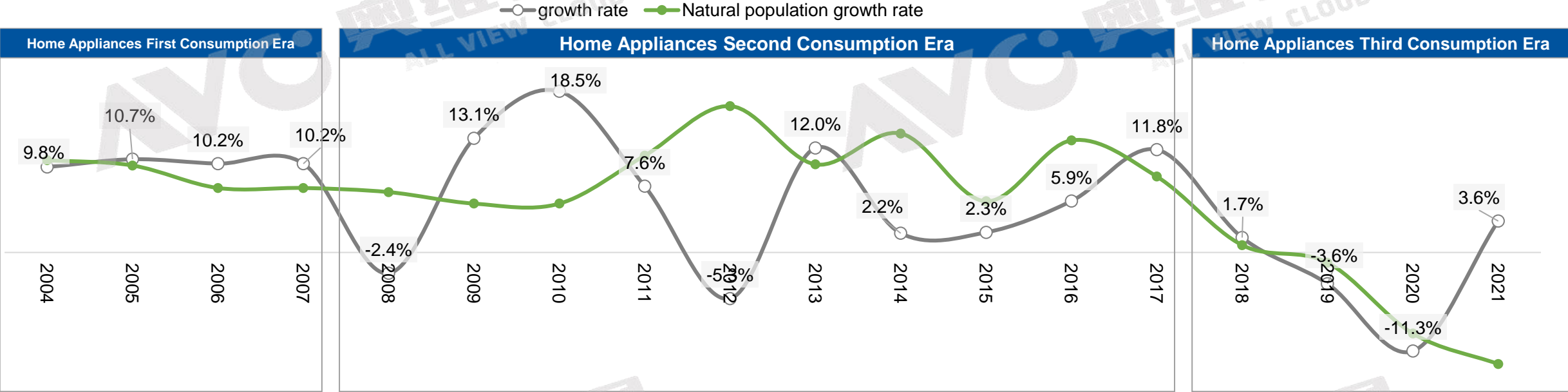
Business insight and consulting as driving the AVC data value to further deepen the leading department, will be rooted in AVC deep industry research soil. We focus on the front consumer trend insights and create new methods, helping the brand in the new era background, decoding the trend of genes, grasping the trend of products, building new industries!

Retail Sales Scale and Growth Rate of All Categories in China Home Appliance Market Over the Years (Excludes 3C)



Note: contains color TV, refrigerator, freezer, washing machine, dryer, air conditioner, kitchen electricity (smoke elimination oven), integrated cooker, electric water heater, gas water heater, small home appliance (magnetic pressure bean blender, electricity steamed, baked machine, stew pot), dishwasher, microwave oven, electric oven, cleaning appliances, purifier, water purifier, electric fan and electric heater.

2014-2021 The synchronous relationship between the natural growth of Chinese population and the scale of household appliance industry



Home Appliances First Consumption Era:

With a rapidly growing population, large families dominated, and consumer durables have just acquired a certain market awareness in the initial stage of consumption. Began to spread.

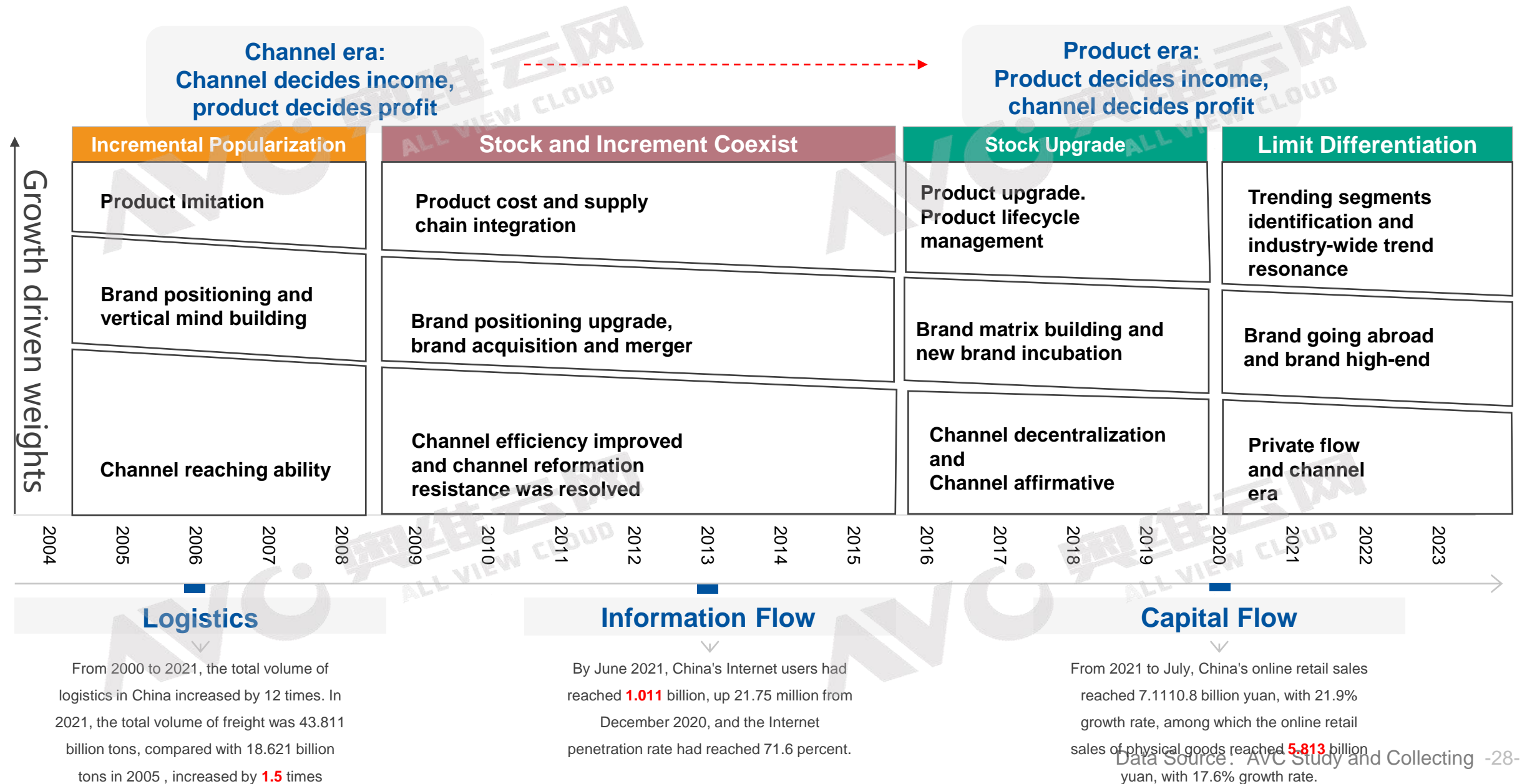
Home Appliances Second Consumption Era :

Population growth is gentle; migration to big cities; basic durable consumables (color and white) completed from 0 to 100% penetration. Advanced durable consumables gradually penetrated. Household consumption is dominant, the bigger the better, the more the better.

Home Appliances Third Consumption Era :

Population growth significantly declined, with features of being settled in big cities, aging, single living alone, and rising divorce rate. Consumer demand from necessities to emotional demand meet and personal consumption. Pursing quality and personality and delicate life-style.

At the same time, the three core operating factors in the ability to stimulate growth further along the long-term trend of differentiation



Product



Trending Product

01

Stronger growth
certainty

02

Stronger ability to
acquire new
customers

03

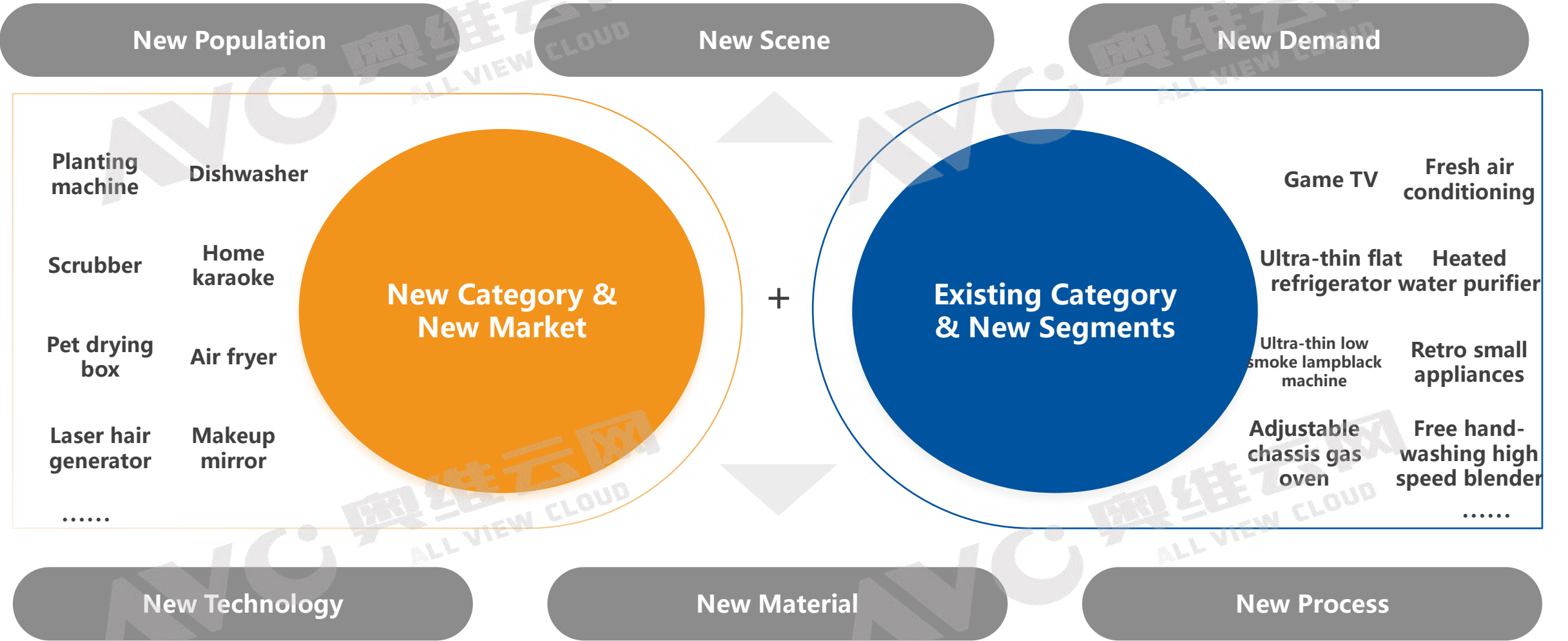
More effective high-
end support

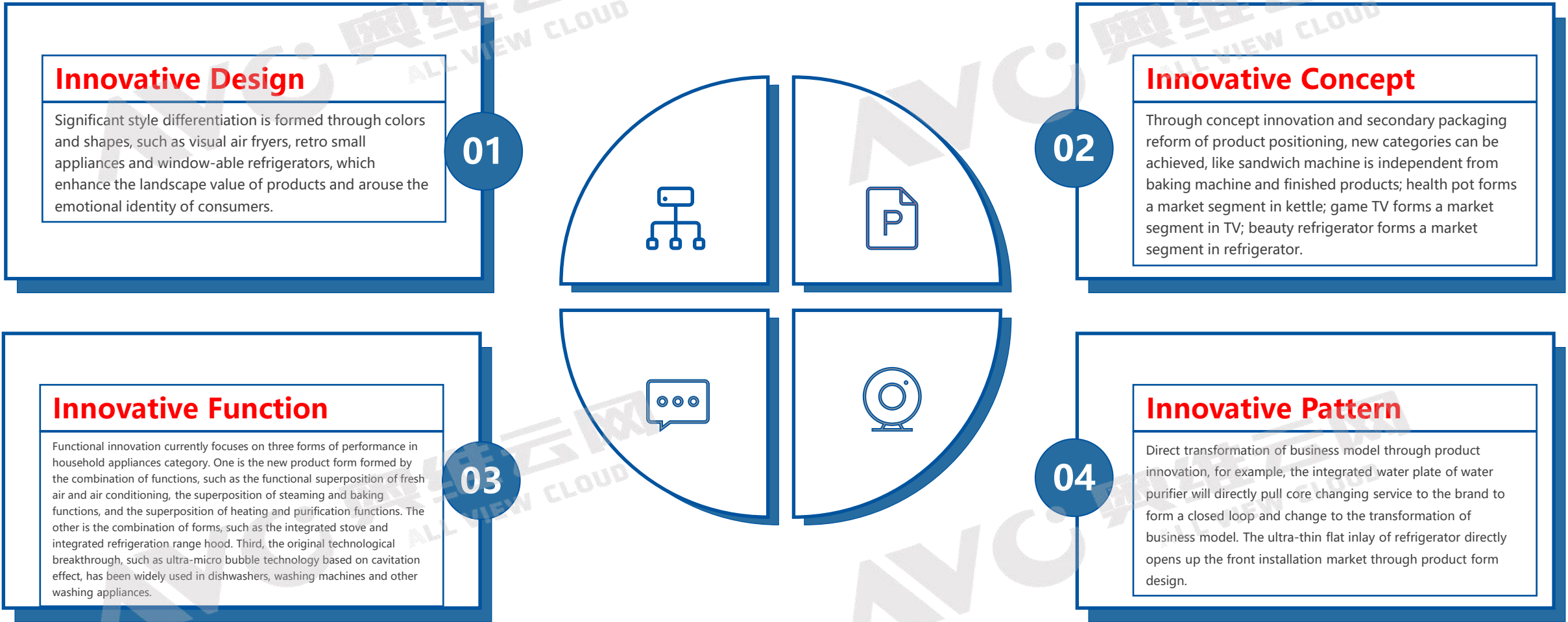
04

Greater probability
of being widely
known and shaping
merchandise

05

It is more suitable
for long-term scene
upgrade and
consumption
upgrade





Traditional New Product

Evaluate the market competitiveness of existing old products, and systematically comb the value distribution of brand stock users and the distribution of purchased period based on the in-depth mining of the demand of brand history group.

Based on the upgrading direction of core performance, determine the position of new products in the product matrix, determine the location of users with high intention to buy, and make a gradual transition and iteration plan for the production and marketing coordination of existing products.

In terms of marketing resources, investment in old products will be switched one after another, and comparative communication will be carried out in the core upgrade of new products, so as to empower new product series through linkage with brands.

According to the actual situation of new products, comprehensively evaluate the gain and loss of new products on the product matrix, further determine the pace of old products to ensure the smooth transition of the overall competitiveness of the product matrix.

Stock Arouse

Function Upgrade

Marketing Switch

Old product Repel

Booming product with high flow

Based on the deep digging of the demand of the mainstream market, focus on the core product demand/functional demand of the mainstream population, and predict the cost structure optimization.

To carry out dislocation competition through competition-driven pricing, clear the price range based on brand power, continue to increase marketing input, drive the sales volume of single products to rise rapidly, and form the scale effect of single products.

Based on the performance of a single product, quickly form synergies between sub-channels, and further superimpose the volume of sound sales of a single product.

Based on the large-scale sales of single product, drive the optimization of supply chain cost structure, continuously improve the profit space of single product, and gradually optimize the proportion of front-end marketing.

Lock Group

Dislocated Empty

Channel Spread

Cost Optimization

Trending Product

Through big data and systematic track diagnosis system, we can capture the change of consumption trend, accurately select the crowd, and understand the needs of the trend crowd

Based on the trend track identification and strategic crowd demand detection, the industry level is linked to the frontier scientific research capability platform for collaborative technology research and development, and the availability is quickly verified based on the flexible manufacturing plant capacity.

It also linked with industry standard institutions, experts, and KOL to conduct endorsement and guide mental shaping, and conducted trend cognitive assessment based on simulation test ability.

Matching the exclusive position and operation methods of trend products, such as regular trend insight report, two-line linkage new product release conference, accurately lock the first wave of seed customers of trend products and precipitation to the private domain, exclusive service channels continue to trigger the fission of public praise

Trend Recognition

Industry resonance

Product Desire

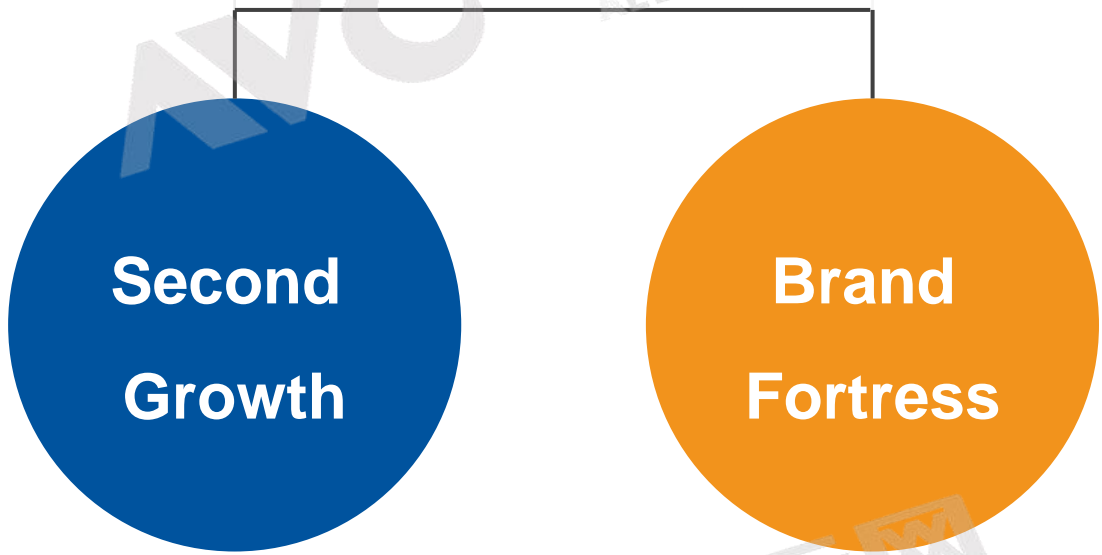
Trend Booming

From the perspectives of consumer, products, scene and channel, the essences of trending products are different



Traditional Product	Arouse the brand's own customer group, stimulate the demand of the stock customer group, pay attention to the old customer deep cultivation, etc.	Matrix product layout, performance-oriented product upgrade, focus on orderly iteration, ensure smooth market share	Put resources to focus on the brand or product series, and promote the product matrix with the brand	It mainly links the upstream supply chain and channels, takes the upgrading of native technology as the premium drive, and strongly implements the main promotion policy of matching channels
Booming Product with High Flow	Accurate crowd selection, short cycle iteration trend determination of mainstream market, focus on the transfer of customer competition in large markets, etc.	Focus on the core needs of core customers, focus on the mental breakdown of a single product/function point, and moderately advance the transformation of product technology dividend	Put resources on single products, channel main promotion coordination, high intensity transparent matching high-frequency promotion, more single products to drive brand growth	Deep links to consumers, upstream supply chains and channels, with extremely streamlined SKU to meet 80 needs, while matching multi-link goods supply, fast drive cost optimization, etc.
Trending Product	Trends, seed population identification, mainstream population re-education, focus on the introduction of high-value new customers	The whole industry is deeply involved in co-creation research and development, focusing on the trend change of goods under the long cycle of more than 10 years, and the advance of product technology investment	Stimulating desire for long time, arousing interest in buying, continuously reducing the cost of taste new taste, and driving the growth of categories with single products	Link the whole ecosystem of the industry, including but not limited to university technology transfer, flexible manufacturing factory, full link purchase journey data element platform, new product standard setting committee, agile after-sales service provider, etc,

“Fear” of Mature Brand



The new product is endowed with the ability of high premium, and continues to meet the new needs of users. When the brand transitions from the first growth to the second growth, it forms a strong pull on the whole brand.

New categories can drive the brand to grow rapidly in the segmented market, thus establishing a mental fortress and endowing the brand with youth.

“Greed” of Emerging Brand

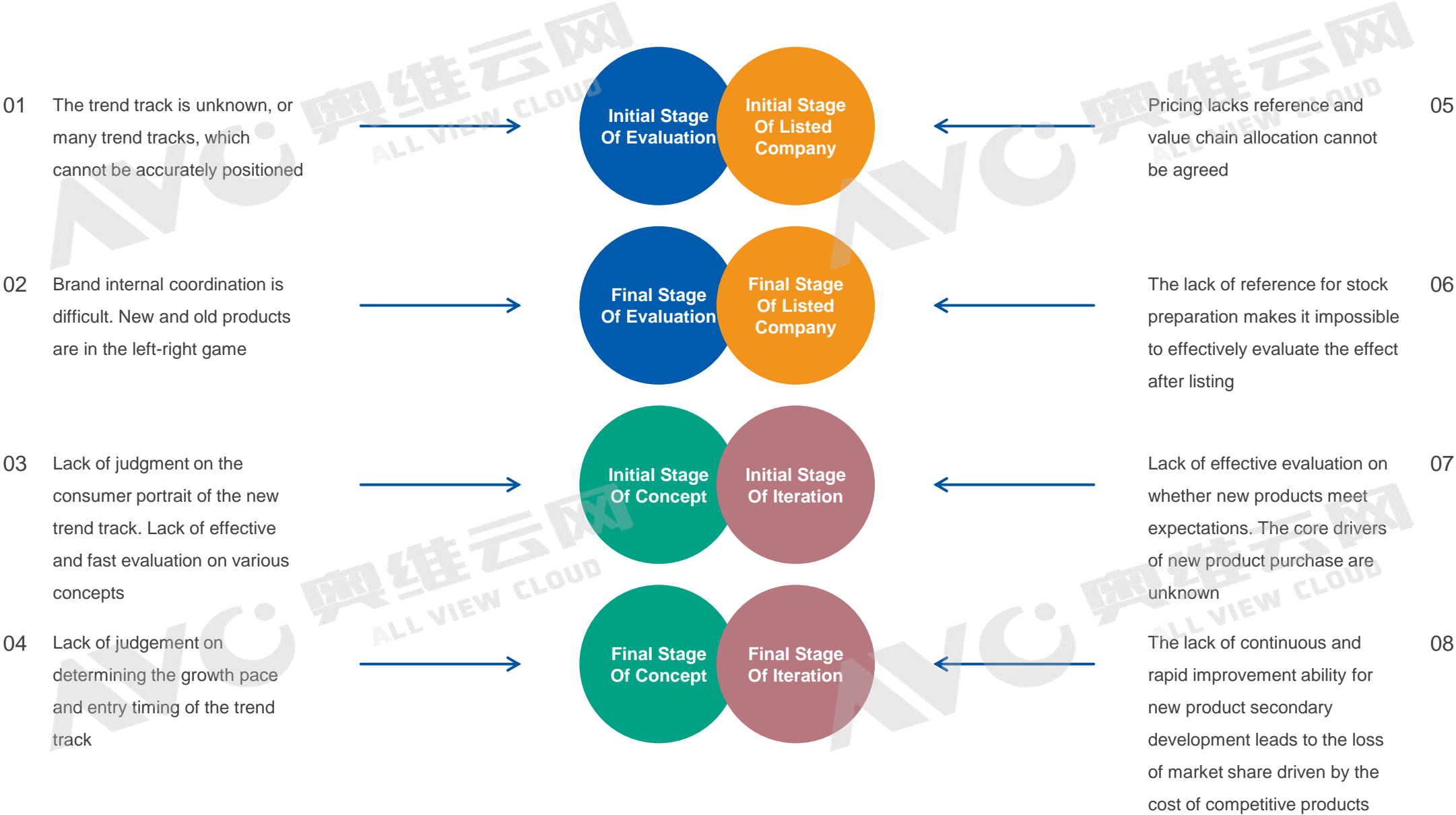


Help new brands quickly gain market recognition in a low-cost way, while accumulating original customer assets of brand.

Through the new product effect, the brand influence can be rapidly amplified to bring the rapid development of channels and the enhanced support of capital.

The importance of new trend is self-evident, but brands also face many pain points in the respects of trend recognition and development of trending product

AVC



Trending product co-creation methodology based on global data knowledge integration



Feasible Innovation

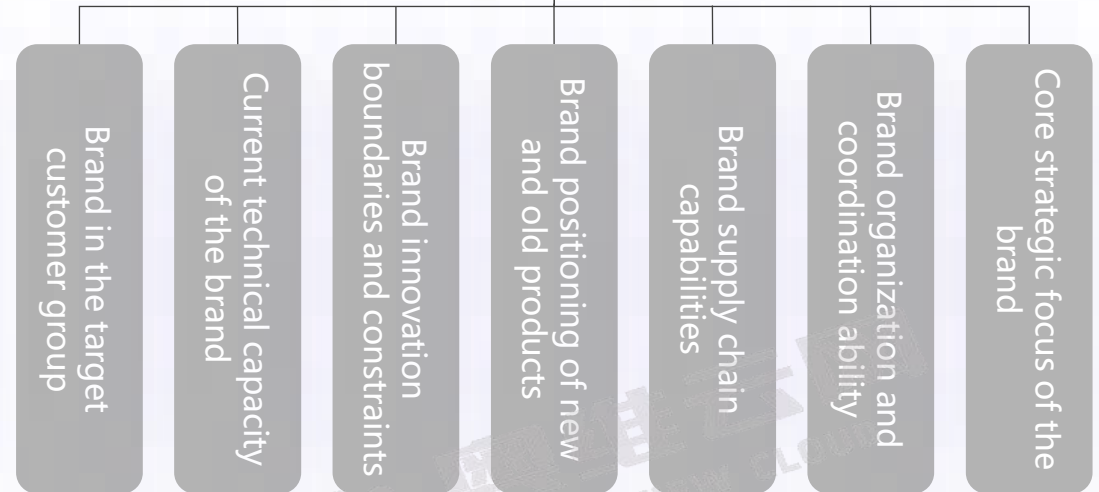
Knowing Your Competitor



AVC all-channel & long period knowledge base

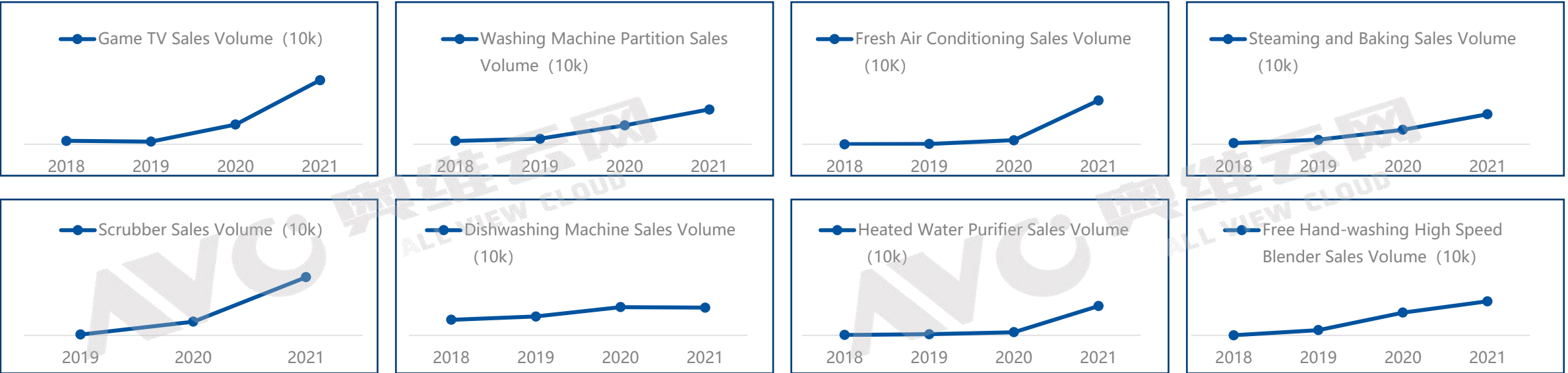
TMIC/JC2M knowledge co-creation platform

Knowing Our Brand



50+ top analysis think tank for home appliance segment

300k+ largest external expert think tank of family appliance industry



Trend Dormant Period: Positioning the trend, measuring the growth space of the trend, and judging the market entry opportunity

Y: Growth in absolute size

Trend Positioning:

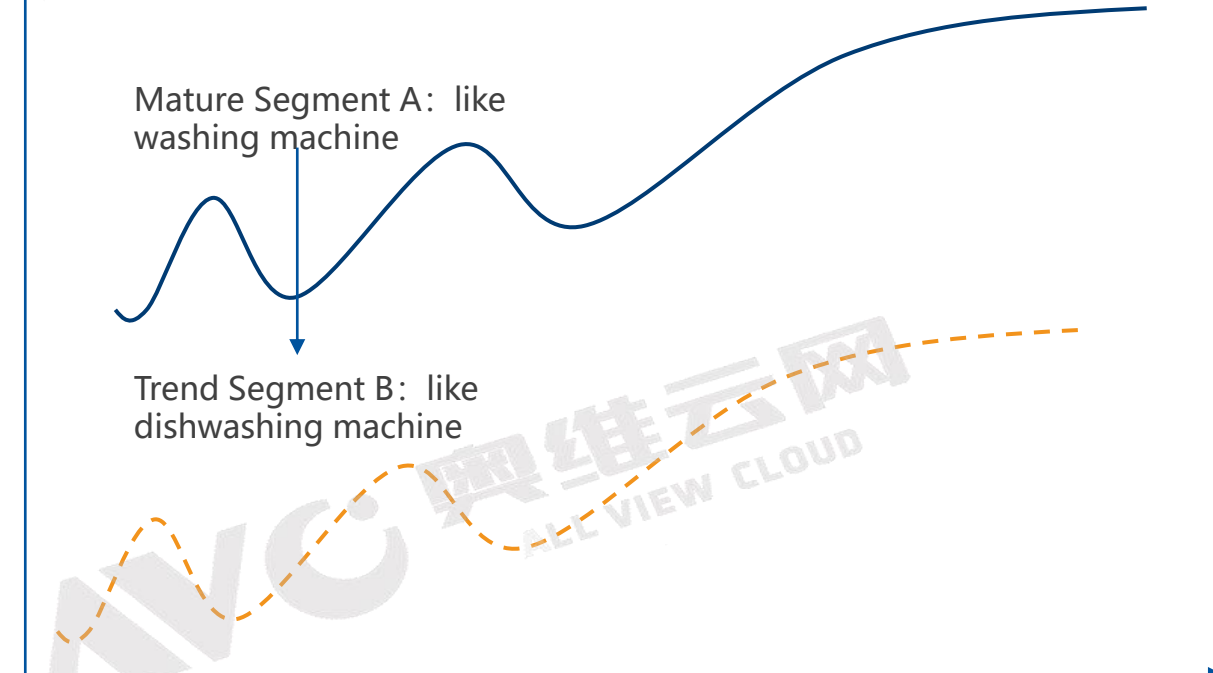
The trending product not only means that new products have a broad space for growth, also needs to comprehensively evaluate the rigidity of demand, scale, growth rate, etc.



X: 绝对增速表现

Trend Prediction:

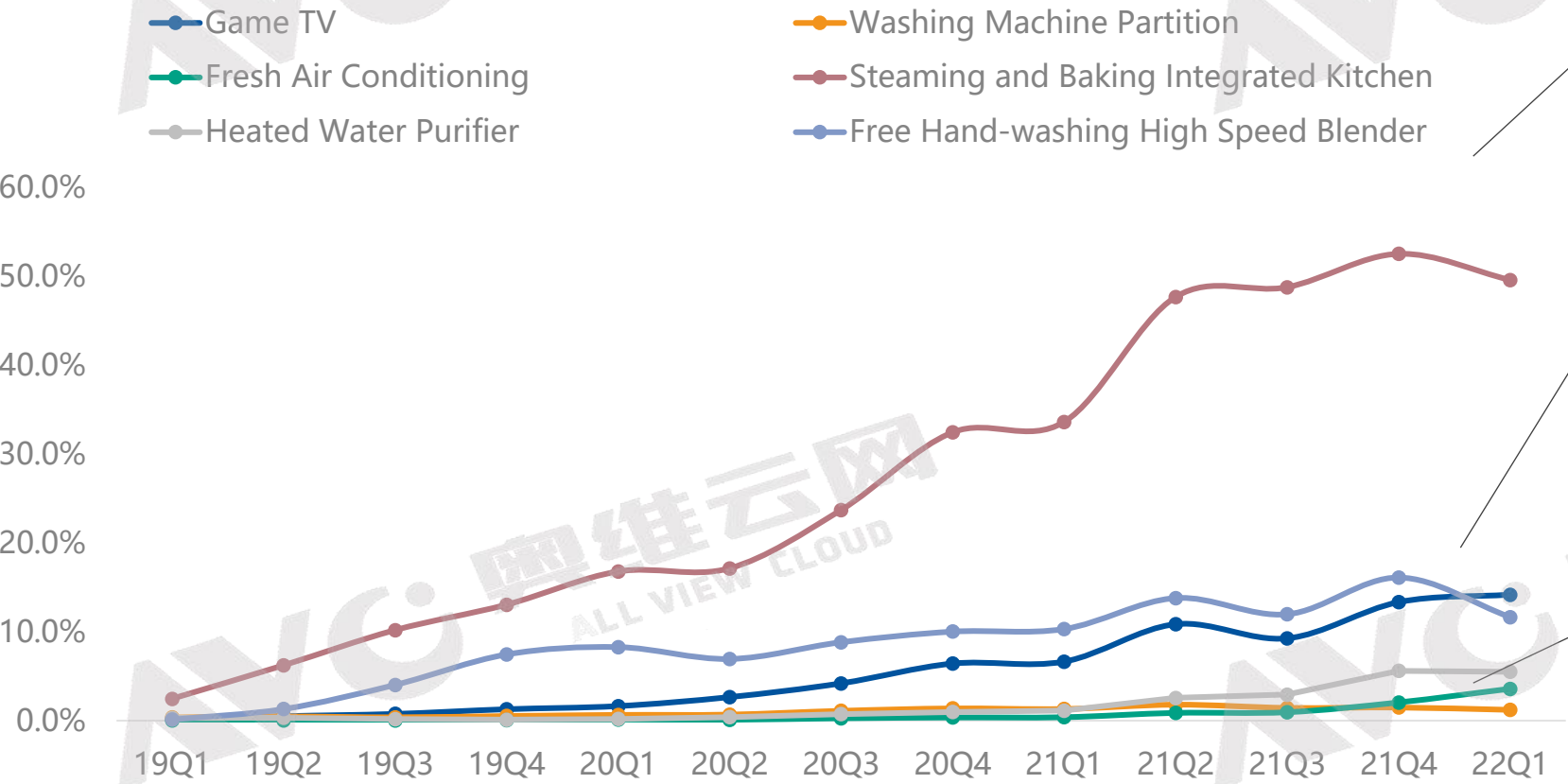
Measure the development similarity of categories, backtrack the development trend of standard categories, integrate historical data and models to calculate the growth space of categories.



Trend Incubation Period: Identify the growth cycle differences of trending products in different historical periods, and match specific cultivation modes



2019Q1-2022Q1 Dynamic Performance of Online Penetrance Rate of Partial Trending Products



Booming Type:

The head players have absolute market influence or account for undeveloped market. After general trend driven by the head players, market quickly confirmed, and followed by many players in the market. Then various products emerges in the market in short term.

Steady Growth Type:

The relative pattern of the head market is balanced, but the trend is driven by a single player. It has not triggered large-scale industry to follow, but the market acceptance has been fully verified, and the number of new products is gradually increasing.

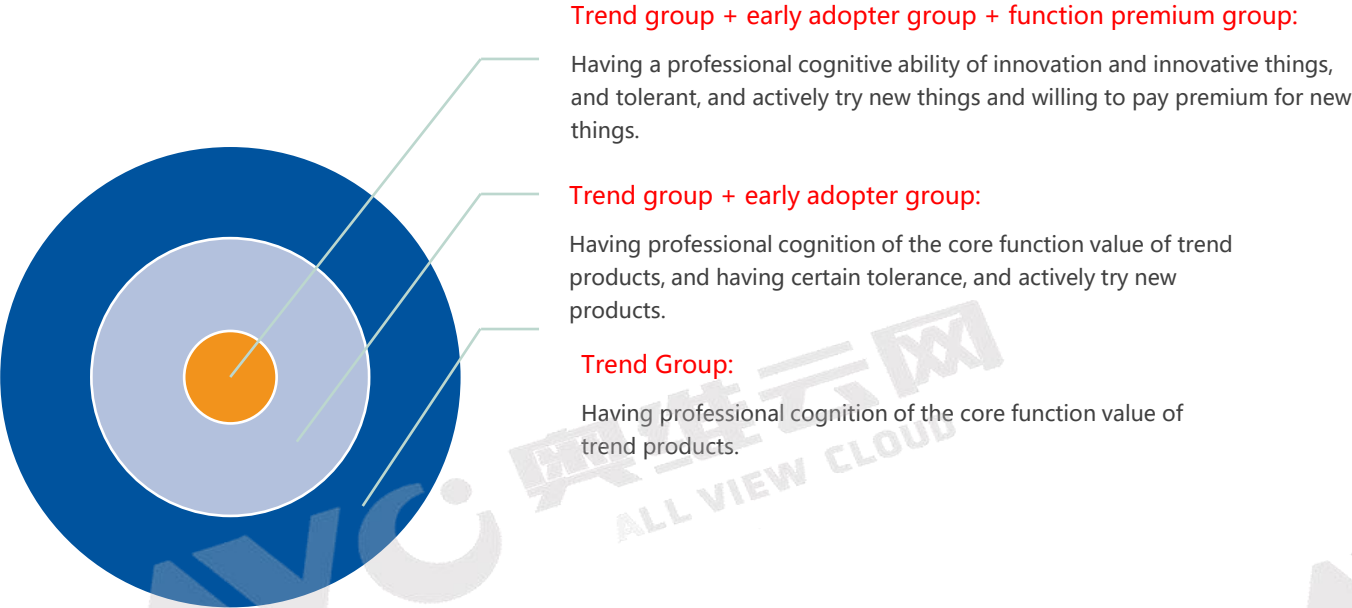
Potential Type:

Most of them appear in the early stage of the trend, and the head or new brand may become the trend driver. However, due to the limited influence of a single product or narrow consumer group positioning, there is no obvious growth in the short term, but it does not mean that there is no possibility of rapid development in the future.

Three Laws in Trend

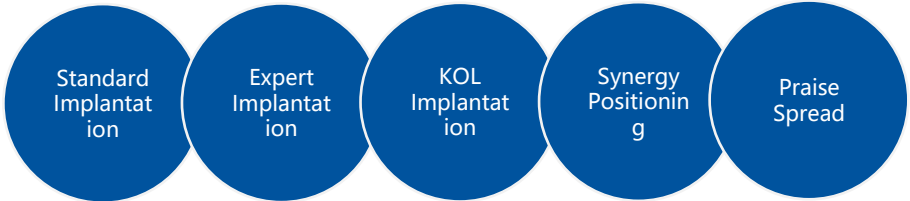
Individual character law

Accurately match the seed customer group of trending products. Find contact, expert and salesman of trending products.



Environmental Power Law

Link online and offline, desire conversion, Business & Customer resonance



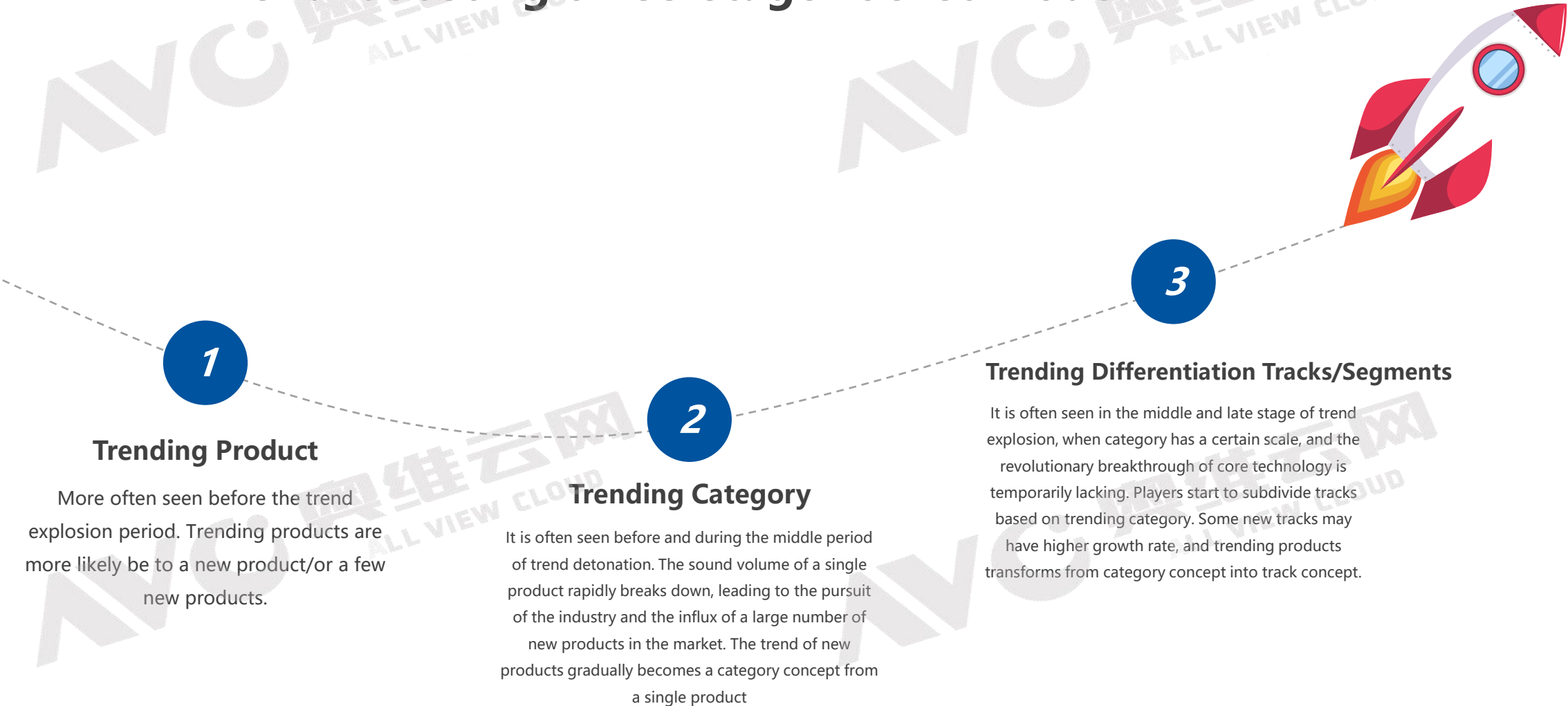
Adhesion Law

Pay attention to the audience's understanding. Through abstract substitution to shorten the time to understand new things.

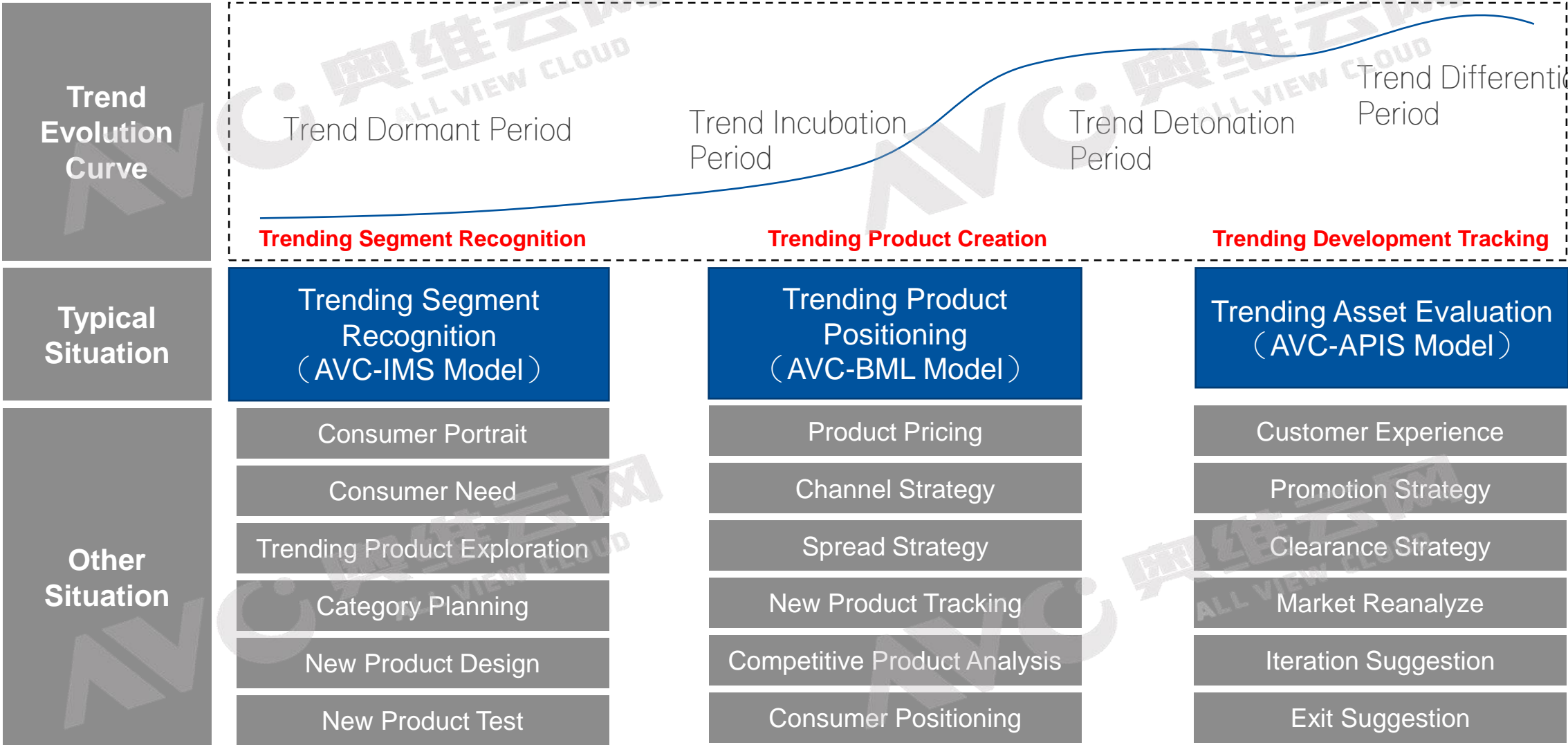
For example:
4000pa water pressure strong impact --->whale spray washing
Fresh air-->natural breathing of forest



Trend-boosting three-stage rocket model



Grasp the trend evolution curve, lead the trend development



About AVC Business Insights and Consulting

Rooted in the big data soil of OWEI Cloud network, with in-depth special consulting services and cutting-edge consumer insight, help the industry grasp the trend of new products, traction 3C industry supply side change, enabling the brand in the new cycle to push new sales high, sustainable growth, sustainable profits.

contact : _bic@avc-mr.com

Trending Segment Recognition

Trending Product Creation

Trending Development Tracking

1

Market Evaluation Period

Special Services:

- Research on New Market Entry Strategy
- Category Innovation Opportunity Identification
- Research on Cross-category Layout Strategy
- Benchmarking Study of Target Market
- Long-term Strategic Plan for Target Market

2

New Product Concept Period

Special Services:

- Research on New Product Positioning
- New Product Concept Co-creation for Private Domain Users
- Product Concept Test

3

New Product Design Period

Special Services:

- Research on New Product Portrait
- New Product Appearance Test
- New Product Function Test

4

New Product Produce Period

Special Services:

- Research on New Product Pricing
- New Product Usability Test
- New Product Retention Test

5

New product preheating period

Special Services:

- Research Report on New Product Detonation Strategy
- New Product Simulation Test
- Research on Communication Strategy of Product Growth
- New Product Catalyst
- Research on The Design of New Product
- Channel Value Chain

6

New Product Listing Period

Special Services:

- White Paper on New Product Trend Report
- New Product Sales Growth Diagnostic Report
- Research on Driving Core Elements of New Product

7

Loading acceleration period

Special Services:

- Research on Driving Factors of Product Growth
- Research on Competitive Following Strategy
- Product Satisfaction Study

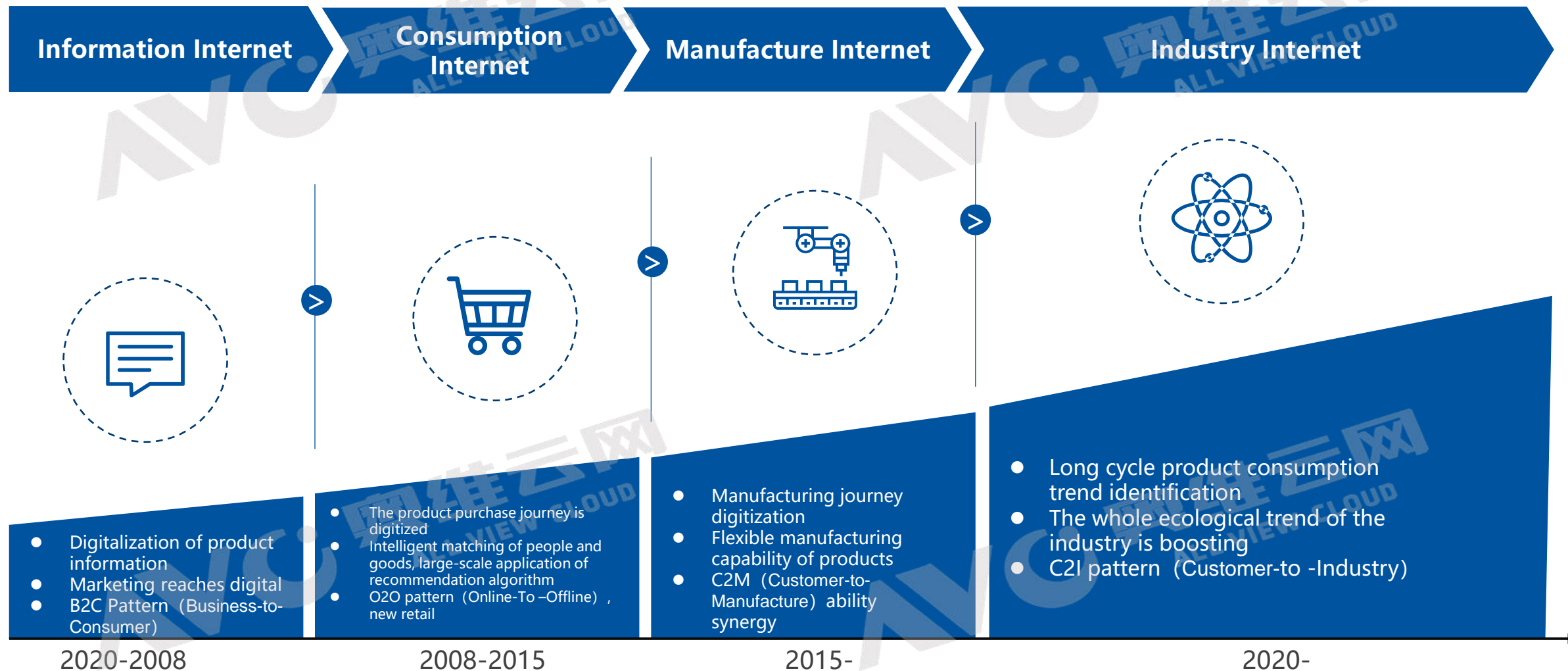
8

Product Iteration Period

Special Services:

- Product Satisfaction Study
- Research on Product Portfolio Strategy
- Research on Product Life Cycle Strategy

Trending products, not only focus on products, but also face the new industry development paradigm under the future industrial Internet



About AVC

Beijing All View Cloud Big Data Technology Co., Ltd. is a comprehensive big data solution provider, focusing on the field of smart home, providing data research and big data services for enterprises in the industry. In August 2014, AVC (NEEQ: 831101) was listed on the National Equities Exchange and Quotations. After more than ten years of development, it has become a leading third-party big data company in the field of smart home in China.

With the core data resources, AVC constructed "data + technology + products + services" scene of a full range of large data service mode, adhering to "make marketing more precisely, make the decision more wisdom" core concept. AVC actively explore data fusion, data operation, data transaction services, and new business model, to provide customers with a full range of big data integrated solutions and consulting services.

About AVC Business Insights & Consulting Department

AVC business insight & consulting department roots in the soil of AVC data network, with depth special advisory services and cutting-edge consumer trends insight, power industry to grasp the trend of the product. AVC is committed to side 3C industry upgrade, energizing brand and grasping trend in the new period, and improving the profit structure. We will continue to focus on industry trend and product changes in the future, providing insight into the innovation and upgrading. More reports will be released, please stay tuned.

**Welcome to interact
with us** → (Join group to get
Detailed report.)



AVC- Trend Research Institute

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