

# Leading the development of home appliance market in China: Exploring in the Chinese market, BSH constantly increases investment in China

## 博西家电深耕中国市场，持续加大在华投资力度

# 引领中国家电市场的发展

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博西(滁州)家电产业园干衣机及洗衣机工厂奠基仪式

博西家电一直坚持“以消费者为中心”的理念，通过品质卓越、设计精湛的产品持续提升中国消费者的生活品质，同时引领行业的创新发展。

随着中国市场消费升级和需求的多样化发展，如今的智能家电行业也进入了激烈的竞争阶段，更多的智能新技术运用在家电产品上，从而带给消费者更舒适的智能家居体验。博西家电推出的如西门子云管家冰箱、西门子智能展翼吸油烟机、西门子九段大师系列燃气灶、西门子 iQ700 系列灶台、博世·维他

鲜动力多门冰箱大师版和博世·维他保鲜对开门冰箱大师版、博世·8系9味真火燃气灶具、2款博世·8系双效净吸油烟机等创新的智能家电产品在被誉为“产品设计界的奥斯卡奖”的德国 iF 设计大奖中大放异彩，摘得八项大奖，加深了中国消费者对于博西家电智能家电产品的印象。

在推出一系列深受消费者青睐的智能家电产品的同时，博西家电持续扩大在华投资。2019年5月8日，博西家电在华首座干衣机工厂正式落户安徽滁州，并举行了盛大的奠基仪式。新工厂初

始规模为6万平方米，计划于2021年第一季度正式投产，设计年产量达360万台。这是博西家电贯彻本土化战略的最新成果，将为其服务中国衣物洗护家电市场增添新的支持平台。这一工厂的成功奠基再次为博西家电在华发展注入新的活力。

当然，博西家电不断加大在华投资力度并看好中国智能家电市场是有事实依据的。据权威调研机构GFK统计数据显示，博西家电2019年第一季度在对开门冰箱市场的表现优异，产品销售名列前茅。西门子家电在20000元以上对开门冰箱整体市场份额达到50%以上，同比增长了12.1%。博世家电在20000元以上对开门冰箱整体市场份额也同比增长了8.7%。而在洗碗机市场，博西家电的表现同样优秀。2018年博西家电在洗碗机市场总的零售份额大约增长36.5%。实际上，博西家电洗碗机的占有率是中国市场第一。而在市场比较低迷的2019年前几个月，整体家电市场都遇到一些挑战，但是博西家电的洗碗机仍然保持比较强劲的正增长，达到两位数的增长幅度。在中国市场的杰出表现，尤其是滁州新工厂的成立也预示着博西家电在中国智能家电市场将进入高速发展阶段。

在滁州新工厂奠基仪式现场首次以博西家用电器集团大中华区总裁身份亮相的唐善达博士看来，随着消费者生活理念的革新以及衣物晾晒环境的改变，干衣机将走入越来越多的中国家庭，而博西家电的产品就是中国家庭追求品质生活的有力保障：“本次奠基的新



博西家用电器集团大中华区总裁唐善达博士致辞

工厂以工业4.0及智能制造技术为支撑，为产品品质提供更强有力的保障，更灵活地适应未来技术的发展。博西家电将坚定不移地向“硬件+”公司转型，致力于以可靠的硬件品质为基础，给消费者带来更优质的使用体验、更丰富的数字化内容和更便捷的数字化服务。”

现阶段的中国家电产业已经迎来新一轮的产品技术升级，高端家电品牌在这一进程中占据更加明显的优势地位。而作为

高端家电市场领导者之一的博西家电，始终以引领者的姿态持续创新，坚持推广干衣机这一新品类，推动行业 and 市场的不断发展和开拓，为此唐善达博士强调：“我们认为干衣机产品是提升消费者生活品质的一个重要品类，博西家电的企业使命就是提升广大中国消费者的生活品质，我们认为有效的宣传干衣机这个品类，能够达到这样的目的。因为干衣机能够显而易见地提升消费者生活品质，消费者不需要通过把衣服挂在外边晾晒，这种传统干衣方法取决于很多客观条件，如空气污染状况，日光状况等。而干衣机使用方便，室内就可完成干衣，所以使用干衣机能够高效地提升用户生活品质，给消费者带来的益处显而易见。在我们看来，市场是否能够健康发展，取决于企业是否积极有效地进行消费者教育。如果只是默默地生产、销售干衣机，也许能保持年30%的增长，但如果积极与用户宣传产品的优点，也许未来干衣机的增长是呈爆发式的，甚至能



全新搭载 X-Spect 博世·健康洗烘中心



博西全能厨师机

达到 100%、200%、300% 的增长。滁州干衣机及洗衣机工厂的建立，就是为这样的一种爆发式的高速增长做前期准备。博西家电拥有很多专利技术，这是我们的优势。”

据业内专家称，博西家电用独特的热泵与冷凝技术生产的热泵式干衣机和冷凝式干衣机产品，可以高效完成干衣过程。这些优势从能源消耗



博西家电创新产品 X-Spect

角度来说省时、省电；另一方面，经过干衣机护理的衣物，较传统干衣方式更加柔软、温暖。且经过消毒杀菌，给消费者带来更加舒适的消费体验。

在中国市场 20 多年的发展中，博西家电见证了整个中国经济和家电行业的快速发展和变化。而博西家电能在中国市场保持高速发展最重要的因素是永远贴近消费者，随着经济发展和消费需求的变化，相应进行改变，并且能够及时在各个不同的发展阶段介绍、引进相关产品，从最初引进包括零度冰箱在内的电子控制的冰箱，到及时推出了滚筒洗衣机代替最初波轮式洗衣机，并使滚筒洗衣机后来逐渐成为市场消费的主流机型。在中国市场的进一步发展，博西家电又继续扩展整个家电产品的品类，从冰箱、洗衣机扩展到干衣机、蒸箱、烤箱、洗碗机等。博西家电根据中国家电协会的五年规划相应制定了在中国市场的发展规划，提升产品品质，从而实现了产品销售从量变到质变的巨大增长成就。

而对中国家电市场目前的发展现状及博西家电在华发展的前景，唐善达博士信心满满，他说：“中国家电消费市场的繁荣发展给我留下了非常深刻的印象，产品品类之多、产品之丰富、消费者的选择之多，令我感到眼花缭乱，非常意外。我认为健康的竞争应该由创新来引导，而整个中国家电行业、家电市场目前充满了创新活力。因此，博西家电在引领中国家电产业进一步的高速发展，主要从以下两点着手：第一，坚守在高端领域的创新，包括产品品质的创新，先进的数字化技术和服务的创新等等。解决方案也要针对中国市场消费者的独特需求，比如如何利用冰箱存储化妆品和茶叶，让中国的消费者了解茶叶长期保存需要的温度和湿度，以满足消费者的需求；第二，进行消费教育，向消费者进行推广与宣传。博西家电新推出的很多产品品类，例如干衣机、洗碗机、烤箱等，在西方社会

已经使用多年，但中国的消费者并不了解这些产品的功能，并未意识到它们对提升生活品质的重要性。所以，我们将更多的向中国消费者进行推广，让消费者了解博西家电产品的优势和好处，从而能够理性消费，达到提升生活品质的目的。”

在与媒体记者的交流中，唐善达博士多次强调“舒适”这个词。在他看来，

能够给与消费者最舒适的消费体验，就是通过博西家电的整个生态体系，给消费者打造一站式的消费体验。唐善达博士表示：“实际上我希望给大家留下两点深刻的印象。第一，博西家电作为一家技术先进并非非常领先的公司，尤其是作为博世集团全资子公司之一，我们在技术方面的领先性毋庸置疑。但最重要的是，我认为我们现在并没有真正用消费者能够理解和接受的语言与用户沟通，所以如何



西门子焕净系列洗碗机

更好地和消费者沟通、对话，是非常关键的；第二，我认为我们要更快、更好地去发现消费者没有被满足的需求，然后基于需求去开发出合适的产品，并且能够提供独特的价值，这才是我们真正能够通过创新来给消费者提供价值的所在。所以，尽管博西家电是一个总部在德国的全球性公司，但是我们对于中国市场非常有信心。更好地为中国的消费者服务，并跑赢中国本土的竞争对手，这是一个非常大的挑战，但是我有信心迎接挑战并坚信博西家电会脱颖而出。”



博西（滁州）家电产业园干衣机及洗衣机工厂奠基仪式嘉宾合影

*BSH has always been adhering to the "consumer-centric" concept, and continues to enhance the life quality of Chinese consumers through quality products with exquisite design, while leading the innovation and development of the industry.*

With the upgrading of consumption and the diversification of demand in the Chinese market, smart home appliance industry has entered a stage of fierce competition, and more new intelligent technologies are applied to home appliances, bringing consumers a more comfortable smart home experience. BSH has impressed Chinese consumers with its smart home appliances, such as Siemens Intelligent Freshness Center Fridge, Siemens Flagship Chimney Hood, Siemens Piano a filo Gas Hob (king size), Siemens Skyline series gas hob, Bosch Ceramic Fridge, Bosch Piano a filo Gas Hob (king size), Bosch Chimney with Air Treatment and Bosch Side Absorption Stack which were recognized by the iF DESIGN AWARD 2019, the "Oscar Awards in the Product Design Industry".

While launching a series of smart home appliances that are favored by consumers, BSH continues to increase its investment in China. On May 8th, 2019, BSH's first dryer plant in China was officially established in Chuzhou, Anhui Province, and a grand foundation laying ceremony was held. The new plant with an initial size of 60,000 square meters is scheduled to be put into production in the first quarter of 2021, with an annual design production capacity of 3.6 million units. Being the latest achievement in implementing the localization strategy of BSH, the new plant will provide a new supporting platform to serve the Chinese home

appliances market for laundry care. The successful foundation of the plant has once again injected new vitality into the development of BSH in China.

BSH certainly has based on facts to continue to increase investment in China and been optimistic about China's smart home appliance market. According to statistics from the authoritative research institute GFK, in the first quarter of 2019, BSH performed well in the side-by-side combination refrigerator market with its product sales among the top. The overall



2019 红点设计大奖 - 博世·维他保鲜对开门冰箱大师版



2019 红点设计大奖 - 博世·维他鲜动力多门冰箱大师版

market share of Siemens home appliances for the side-by-side combination refrigerator priced over 20,000 yuan reached over 50%, a year-on-year increase of 12.1%. The overall market share of Bosch home appliances for the side-by-side combination refrigerators priced over 20,000 yuan was increased by 8.7% year-on-year. BSH has also established itself in the dishwasher market. In 2018, the total retail share of BSH in the dishwasher market was increased by approximately 36.5%. In fact, the dishwashers of BSH enjoy the largest share in the Chinese market. In the first few months of 2019, when the market was relatively sluggish, although the overall home appliance market encountered some challenges, the dishwashers of BSH still maintained a strong positive growth at a dual-digit rate. The outstanding performance in the Chinese market, especially the establishment of the new plant in Chuzhou, indicates that BSH will enter a stage of rapid development in smart home appliance market in China.

On the foundation laying ceremony of the new plant in Chuzhou, Dr. Alexander G.C. Dony, who appeared as the President of Greater China of BSH Home Appliances Group, said that with the renovation of the consumers' living concept and the change of the clothes drying environment, an increasing number of Chinese families will buy the clothes dryers, and the products of BSH are offering them a powerful guarantee to pursue quality life, "This new plant is supported by Industry 4.0 and intelligent manufacturing technologies to provide a stronger guarantee for product quality and is more flexible to adapt to the development of future technologies. BSH will unswervingly transform itself into a 'Hardware+' company and focus on providing better customer experience, richer digital contents and more convenient digital services based on reliable hardware quality."

At the present stage, the home appliance industry in China has ushered in a new round of product and technology



2019 iF 设计大奖 - 西门子智能展翼系列吸油烟机

upgrades, and high-end home appliance brands are more advantageous in this process. As one of the leaders in the high-end home appliance market, BSH has always been innovating as a pacesetter, insisting on promoting the new category of clothes dryers, and driving the continuous development and extension of the industry and the market. Dr. Alexander G.C. Dony emphasized, "We believe that clothes dryer is an important category to improve the life quality of consumers which is the mission of BSH. Effective promotion of clothes dryers, in our opinion, can achieve this goal. Because clothes dryers can significantly improve the life quality of consumers since with a clothes dryer, the consumers do not need to hang the clothes outside for drying as in the traditional drying method which depends on many objective conditions, such as air pollution, and daylight conditions. The clothes dryer is easy to use, allowing to dry the clothes indoors. As a result, it can effectively improve the life quality, and bring obvious benefits to the consumers. In our view, the sound development of the market depends on the active and effective education on consumers conducted

by companies. The companies may be able to maintain a 30% annual growth if they produce and sell clothes dryers only. However, if they actively advertise the advantages of their products, the sales growth of clothes dryers may be explosive in the future, even up to 100%, 200%, or 300%. The establishment of the Chuzhou dryer and washer plant is to prepare for such an explosive high-speed growth. BSH has a lot of patented technologies, which constitute our advantages."

According to industry experts, BSH's heat pump dryer and condensing-type dryer produced with unique heat pump and condensation technologies can efficiently complete the drying process. These strengths



2019 红点设计大奖 - 西门子零度 plus 瓷蕴对开门冰箱



2019 红点设计大奖 - 西门子智感零度瓷蕴对开门冰箱

help save time and power in terms of energy consumption; and on the other hand, clothes dried with a dryer are softer and warmer than that with traditional drying method. And after disinfection and sterilization, the product will bring consumers a more comfortable experience.

During 20 years of development in the Chinese market, BSH has witnessed the rapid development and changes of the overall Chinese economy and home appliance industry. The most important factor of the rapid development for BSH in the Chinese market is that it always keeps close to consumers and makes changes with the changes in economic development and consumer demand. Moreover, it is able to introduce relevant products in different stages of development in a timely manner, such as the electronically controlled refrigerators including zero-degree refrigerators, and then the drum washing machines in place of the original impeller washing machines, which became the mainstream model in the market later. In the further development of the Chinese market, BSH continues to expand the range of home appliances, from refrigerators and washing machines to clothes dryers, steamers, ovens, dishwashers, etc. According to the five-year plan of the China Household Electrical Appliances Association, BSH has formulated a development plan in the Chinese market to improved product quality, achieving a tremendous growth in product sales from quantitative change to qualitative change.

With regard to the current development of the home appliance market in China and the prospects for the development of BSH China, Dr. Alexander G.C. Dony is full of confidence, "The prosperity of the home appliance consumer market in China has left a very deep impression on me, and the diversified product categories, the rich products and the abundant choice of consumption made me dazzled and surprised. I believe that healthy competition should be guided by innovation, and the entire Chinese home appliance industry and market are now full of innovative vitality. Therefore, to lead the further high-speed development of China's home appliances



家居互联 尽览世界万千



容格家电携手德国柏丽亮相 AWE

industry, BSH will: first, adhere to innovation in high-end areas, including product quality, advanced digital technology and service, and so on. The solutions should also be catered to the unique demand of Chinese consumers, such as how to use refrigerators to store cosmetics and tea, so that Chinese consumers can understand the temperature and humidity required for long-term preservation of tea; second, consumption education for promotion and publicity to consumers. Many new products of BSH, such as clothes dryer, dishwashers and ovens, have been used in western countries for many years while they are not familiar to Chinese consumers who have not realized their importance in improving the quality of life. Therefore, we will make more efforts to promote such products to Chinese consumers, so that they could understand the advantages and benefits of our products, consume rationally and improve the quality of life."

In exchanges with media reporters, Dr. Alexander G.C. Dony has emphasized the word "comfortable" for many times. In his view, to give consumers the most comfortable consumption experience is to offer them a one-stop consumption experience through the entire ecological system of BSH. Dr. Alexander G.C. Dony said, "In fact, I want to impress you from two aspects. Firstly, as a company with advanced technologies, especially as one of the wholly-owned subsidiaries of Bosch Group, we are undoubtedly advantageous in technology. Above all, I think we are not really communicating with consumers in a way they can understand and accept, so it is critical to communicate and dialogue with consumers more effectively. Secondly, I think we should find the unmet needs of consumers faster and better targeted, and then develop appropriate products based on such needs to provide special value, in which lies what we can provide to consumers through innovation. Therefore, although BSH is a global company headquartered in Germany, we are optimistic about our development in the Chinese market. It's a great challenge to better serve Chinese consumers and stand out among local competitors, but I'm ready to meet the challenge and I believe that BSH will win."