
300464

2021-024

2020

2020

2019		2019	
10.5	16.66%	31.54	33.29%
3.79%			

“ ”

1

2

3

69,524.14

74.00 1.2 389.8 0 0.

	14,448.97	8,724.69
	9,757.14	5,726.23
	40,508.80	27,758.19
	7,523.28	7,115.03

1

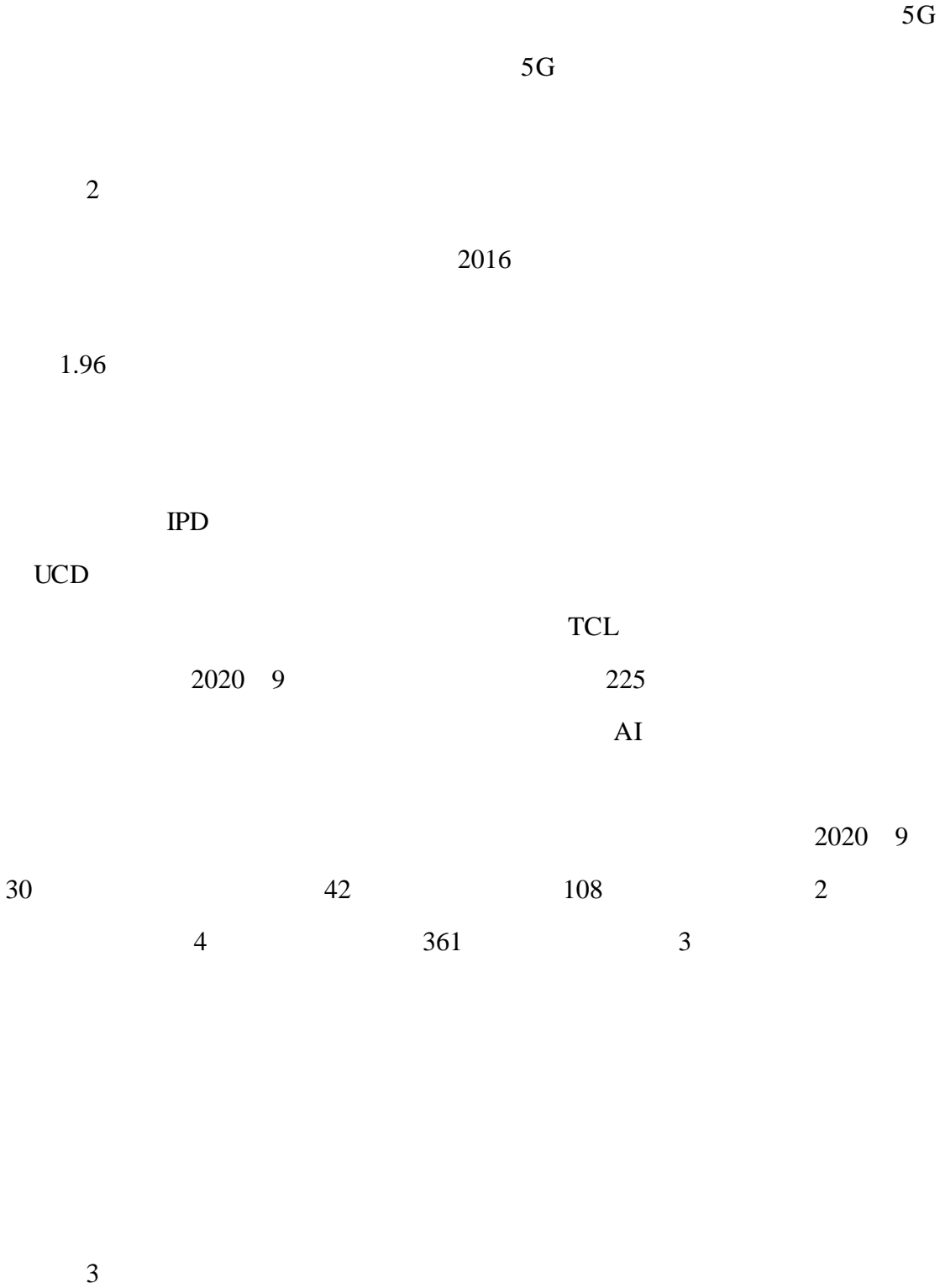
Grand View Research Inc
2024 75
12.9% IHS Research 2019
193.3 2023 293
13.29% Statista
2024 17
6

2

3

1

4



2019		IPC
Baby Monitor		74,927
4,994.76	2020 1-9	130,582
12,698.18		

		13,137.52	90.92%
1.1		5,325.00	36.85%
1.2		3,810.00	26.37%
1.3		3,376.93	23.37%
1.4		625.60	4.33%
		1,311.44	9.08%
		14,448.97	100.00%

3

27.50%

6,016.33

5

2020 11 24

“

[2020]0421 ”

“

[2020]1619 ”

1

TV

2

1



	Market Research Future	2018	
29.3	36.6%	28.9%	
26.2%	2025	83.2	
16.37%			2025

2

3

1838C5B22345 Tm9D 3E3BTDCID 0BDC BT/F3 12 Tf1 0 0 1 132.12 278 Tm[51BED1D5C4E



40%

5G

2

2016

1.96

IPD

UCD

TCL

2020 9

225

AI

2020 9

30

42

108

2

4

361

3

3

	2019		2,041		3,743.95
	2020	1-9	4,014		7,333.12
	2008		B2C		
	LED				
					IT
			2019		
		RAVPower	TaoTronics	VAVA	Sable
	4				
	1				
	2				
		9,757.14		8,000.84	
	1,756.30				9,757.14
				5,726.23	
	768.88		3,950.00		
	1,007.35				
				8,000.84	82.00%
	1.1			2,662.50	27.29%
	1.2			3,950.00	40.48%

1.3		1,007.35	10.32%
1.4		380.99	3.90%
		1,756.30	18.00%
		9,757.14	100.00%

3

26.48%

4,565.57

5

2020 11 24

“

[2020]0422 ”

“

[2020]1620 ”

1

3C

2

1



2

2016

AI

3

3C

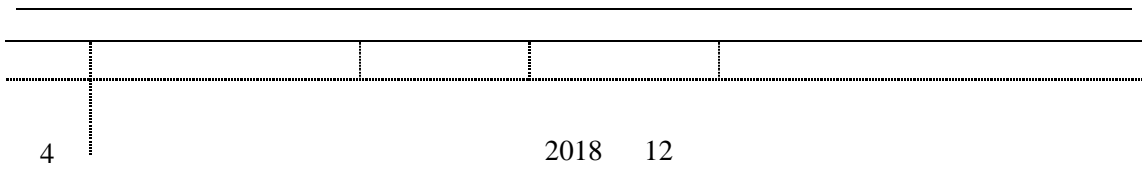
3

1

2012

8

1		2017	1	1.2.2 “+”
2	22	2018	7	
3	2018-2020	2018	8	/



361

3

TCL

2020 9

225

2008

B2C

LED

IT

2019

RAVPower TaoTronics VAVA

Sable

4

1

2

40,508.80

27,758.19

800.00

3,164.81

23,793.38

		800.00	1.97%
		3,164.81	7.81%
		34,615.00	85.45%

		1,928.99	4.76%
		40,508.80	100.00%

3

5

2020 12 1 “
 [2020]0913 ” 2020 12 7
 “ [2020]1854 ”

1

ID Identity Document

ERP (Enterprise Resource Planning)

OA Office Automation

HR Human Resource

2

1

B2C

2

ERP

“ ”

“ +”

2

Nearby

Express

CRM

IT

B2C

IT

IT

IT

4

1

2

2

2020 9 30

50.90%

71.13%

3

20,200.00

30%



2021 2 5