

Dreame
Case Study

Powering the Next Chapter of Global Premium Innovation

*How Dreame uses unified market
intelligence to scale innovation
across markets, categories, and the
future home*

NIQ

DREAME



When Innovation Scales Faster Than Markets

Dreame's journey began with an engineering-first mindset and a relentless focus on innovation.

As the brand expanded beyond its home market, overseas growth quickly became a major engine of success.

But global expansion brings new complexity.

Markets differ sharply by price structure, channel mix, consumer expectations, and competitive intensity - especially in premium segments.

To continue defining what's next globally, **Dreame needed clarity at scale, without slowing momentum**



“

Technology alone isn't enough. To lead globally, you need to understand consumers, markets, and competitive dynamics in real time.”

— Shu Yang, GTM Head NA, CEE & Nordics,
Dreame

From Tech Vision to Global Intelligence

Dreame was built on a foundation of engineering excellence - with core technologies designed to outperform, differentiate, and redefine categories.

But as Dreame evolved from an ecosystem OEM into an independent global premium brand, the nature of the challenge changed.

Overseas markets became a primary engine of growth. With that shift came a new reality:

- Growth decisions carried higher stakes
- Market differences became harder to compare
- Speed without clarity risked inefficiency

Dreame recognized that to scale innovation globally, market understanding had to be as precise and structured as product engineering itself.

This marked a turning point - where insight became a strategic capability, embedded directly into how Dreame plans, prioritizes, and scales.

One Global Truth. Smarter Decisions. Measurable Impact.

How unified market intelligence enables Dreame to scale innovation with precision

As Dreame scaled across markets and categories, fragmented data was no longer sufficient.

What the business needed was a **single, unified understanding of global market reality** - comparable across regions, yet actionable at local level.

By embedding weekly market intelligence into everyday decision-making, Dreame moved from fragmented signals to **intelligent, predictive execution**.



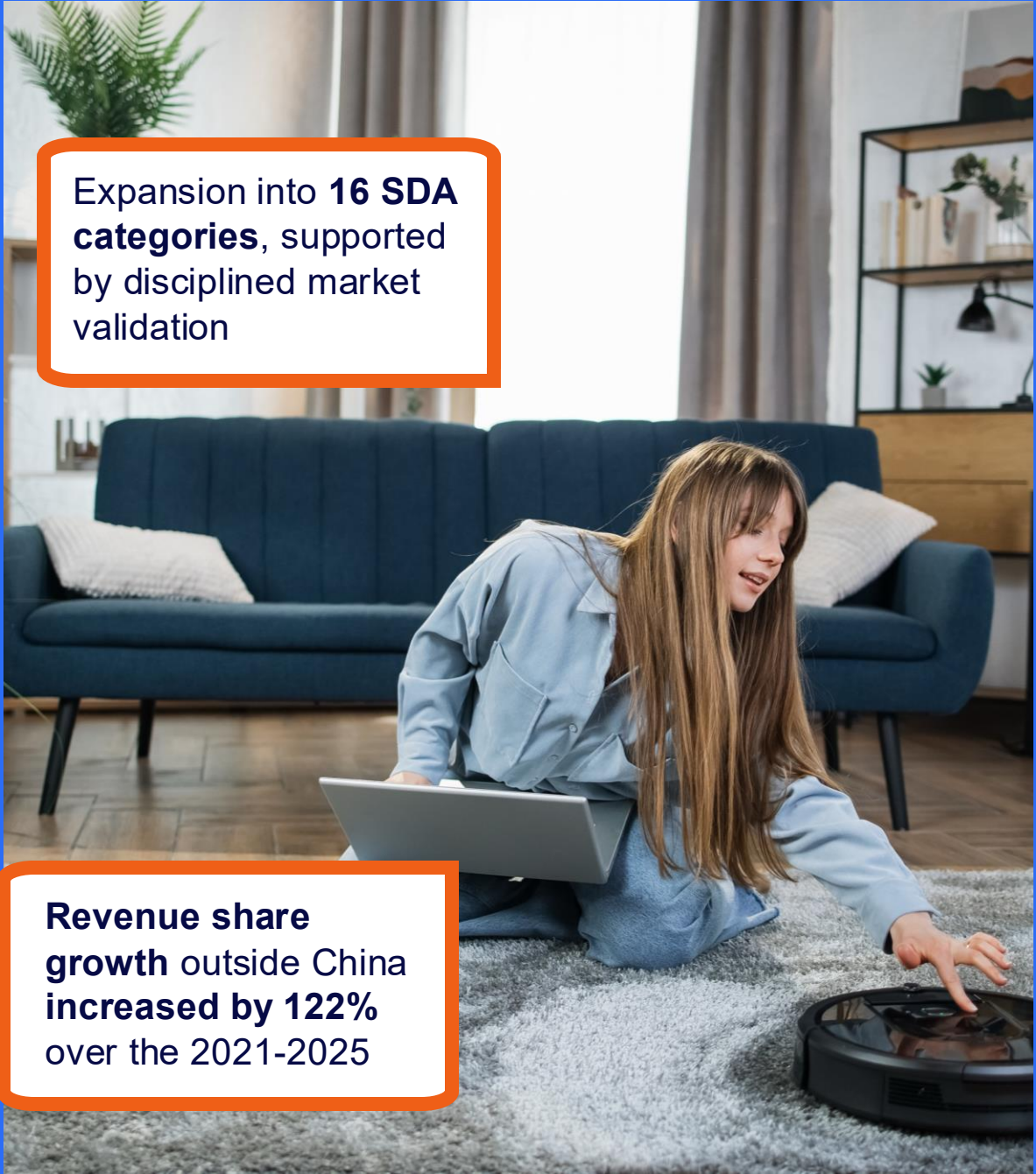
Where Clarity Translates Into Competitive Advantage

By embedding unified market intelligence into its global operating model, Dreame translated insight into clear, measurable outcomes across markets and categories.

The partnership with NIQ enabled Dreame to **move faster - without increasing risk - and to scale premium innovation with confidence**, surpassing in 5 categories over 1M\$ in sales value during 2025.

Beyond headline results, Dreame gained something equally critical: the ability to **compare, prioritize, and execute decisions consistently across regions**.

Market intelligence became a growth enabler - not just measuring performance but powering it.



Expansion into **16 SDA categories**, supported by disciplined market validation

Revenue share growth outside China **increased by 122%** over the 2021-2025

From Category Leadership to Intelligent Living

Dreame's ambition extends far beyond any single product category.

“

Insight remains central - powering not just what we build next, but how we decide where and how to grow, with clarity and confidence at global scale.”

— Shu Yang, GTM Head NA, CEE & Nordics, Dreame



Built on shared core technologies, the brand continues to evolve from category leadership into a **connected, intelligent ecosystem** - spanning floor care, wet & dry cleaning, personal care, and emerging smart-home applications.

As categories converge and innovation accelerates, the market reality has changed:

- Consumers are more informed, intentional, and selective
- Premium growth is fragmented, not guaranteed
- Winning requires precision - not scale alone

Dreame's ability to align innovation with real-world market demand has become a critical differentiator.

Looking ahead, AI and robotics will further redefine the future home - not only as product capabilities, but as strategic enablers that allow Dreame to anticipate needs, accelerate innovation, and scale globally with confidence.

Powering the Future of Intelligent Living

As Dreame continues its global expansion, the ambition moves beyond individual products or categories - toward building **intelligent systems that redefine the future home**.

AI and robotics are becoming foundational, not incremental: enabling Dreame to anticipate demand, accelerate innovation cycles, and create more intuitive, human-centric experiences across markets.

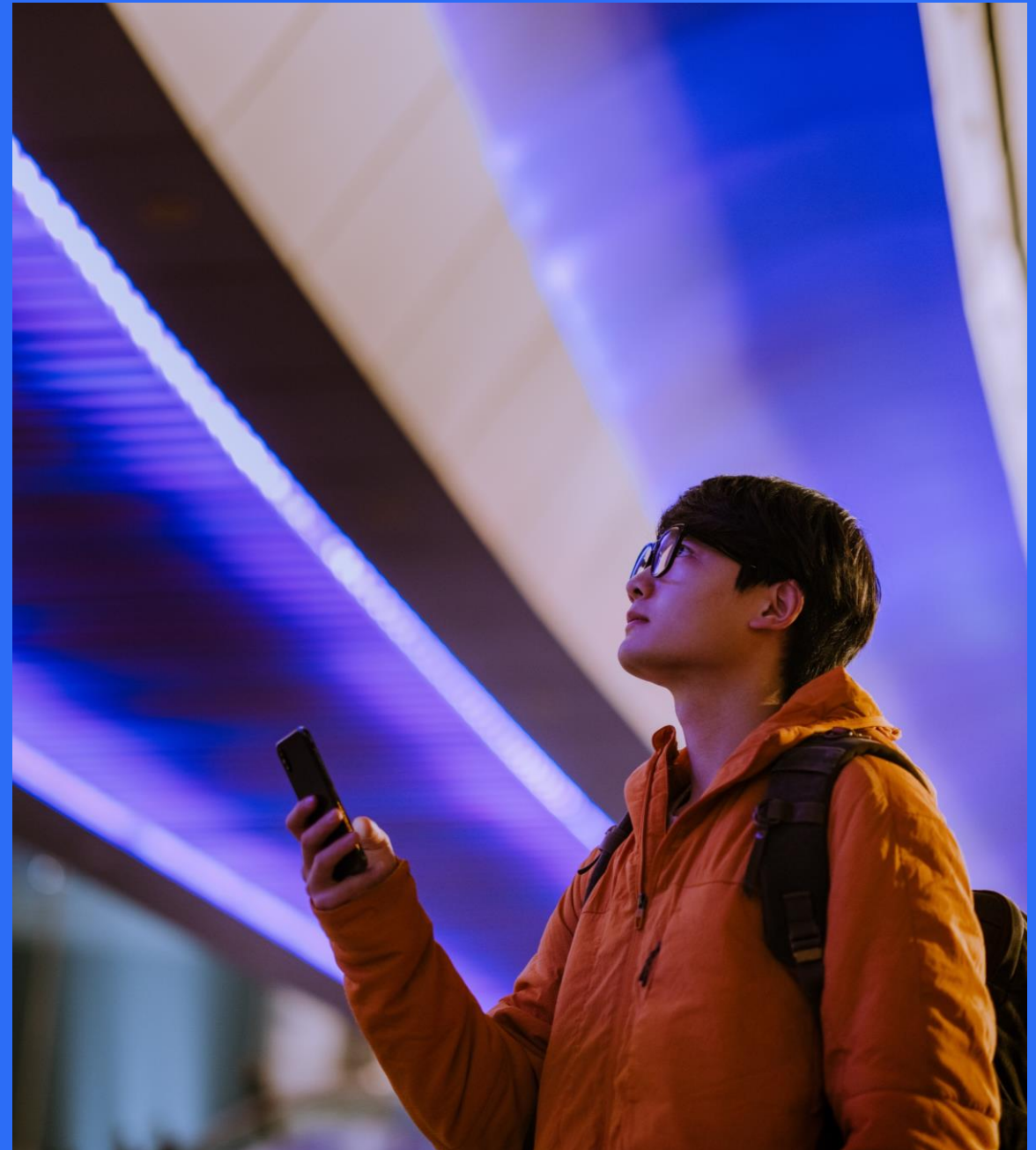
Insight plays a central role - not only in measuring performance, but in **guiding where to play, how to win, and how to scale with confidence** as complexity increases.

The result is a new growth model:

Innovation grounded in real market demand

Expansion powered by validated decisions

Global scale without losing precision



Turn Insight Into Global Premium Advantage

Explore how unified market intelligence can help power your next chapter of innovation.

Contact us today to schedule a demo



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About NielsenIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately 85% of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

For more information, please visit www.niq.com.