

亚马逊商品评论分析报告

ASIN: DEMO-A

主 ASIN DEMO-A • 评论总数 500 • 生成于 2026-09-20

样本星级分布：5★×100 • 4★×100 • 3★×100 • 2★×100 • 1★×100，全部可评分

数据口径：基于本次实收的500条评论；星级占比锚定商品页真实评分；统计数值由系统按星级确定性计算，非模型生成；文字洞察由 AI 基于该样本产出。

执行摘要

87.0%

正面占比

4

高严重程度痛点

4 / 10

品类优势维度

优先执行动作

- 新增『充电说明』五点条目：写明充满约需4小时、红灯常亮属正常
- 删去标题与五点的『可给手机充电/充电宝』承诺，或改注限用条件
- 把『Waterproof』改为明确防水边界：防溅防雨、不可浸泡

整体总结

在商品页评分口径下，这款白色4只装折叠露营灯整体口碑良好（约87%正面、4.5星、12,672条评分，5星占75%），轻便折叠、提灯/手电双功能与断电应急场景最被认可；但本次采集的500条样本为差评优先采样（全部来自『Color: White / Number of Items: 4』这一变体），负面声音高度集中且相互印证，暴露亮度不足与快速衰减、充不进电、塑料脆裂、缺少满电指示等系统性问题——属于『亮点明确、但硬件短板成串』的典型口碑结构，商品页的高分并未消除这批硬伤。

行动清单

• 五点描述

第 1 步

高

当天可改

新增『充电说明』五点条目：写明充满约需4小时、红灯常亮属正常

依据：大量用户因『红灯一直亮、不知道什么时候充满』而给1~3星，甚至有用户因此怀疑充不进电并退货；说明书信息缺失也被单独抱怨。

执行清单

- 五点新增充电时长与红灯常亮说明
- A+首屏提示首次使用前先充满
- 说明书与详情补满电判断方法
- 评估改版红灯为充满熄灭或变绿

→ 消解 C5 50条『不知何时充满』低星与误判退货

依据：C5无满电指示/红灯长亮 · C15说明书/充电信息不足 · C3无法充电/充不进电

C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...

C15说明书/充电信息不足（约15条评论）：No easy instructions available with this product

C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

• 五点描述

第 2 步

高

当天可改

删去标题与五点的『可给手机充电/充电宝』承诺，或改注限用条件

依据：多位用户实测接手机毫无反应甚至反向耗电，直接给出『跟描述不符』『虚假宣传』的一星评价，而正面用户恰恰把它当成价值点，落差最伤转化与评分。

执行清单

- 核实对外供电实测表现定去留
- 标题与五点删去充电宝字样
- 若保留改注1600mAh 应急小电流限用

→ 消解 C9 28条『充电宝不实』虚假宣传一星

依据：C9不能给手机充电 · C10充电接口老旧/线材缺失

C9不能给手机充电（约28条评论）：These lanterns will not charge my iPhone.Very disappointed

C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C

• 五点描述

第 3 步

高

当天可改

把『Waterproof』改为明确防水边界：防溅防雨、不可浸泡

依据：多起『第一场雨就进水报废』『灯罩积水、透过充电口看到内部走线』的反馈，用户明确指责防水宣传为虚假，是造成整组报废的高破坏性预期落差。

执行清单

- 五点与标题改为防溅防雨表述
- 注明不可浸泡、忌暴雨久淋
- 图片补接口防水盖闭合特写

→ C8 32条『一场雨就报废』差评失去虚假宣传依据

依据：C8不防水/进水损坏

C8不防水/进水损坏（约32条评论）：They are not water proof. Last week it rained and the lam...

• 五点描述 第4步 高 当天可改

续航改区间表述：满电高亮约 X 小时后转渐暗，主图标实测流明

依据：用户实测亮几十分钟至两小时后即大幅变暗，与『超长续航』宣传形成冲突，是继充电之后的第二大类差评来源。

执行清单

- 实测各档亮度与点亮时长定 X 值
- 五点写明高亮时长与渐暗省电模式
- 主图角标标注实测流明

→ 校准 C2 75条『几十分钟即变暗』的续航预期

依据：C2续航短/很快变暗 · C1亮度不足/灯光太暗

C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all....

C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.

• 其他 第5步 高 需排期

出货前逐只点亮与充电测试，加缓冲并附安全提示卡

依据：四只装开箱即坏、缺件、包装破损频繁出现，同时伴随充电线过热熔化、电池发热乃至爆裂的安全类反馈，直接推高退货与差评。

执行清单

- 产线加逐只点亮与充电测试
- 包装加缓冲并配足线材
- 附安全提示卡：勿无人看管充电
- Listing 注明单只不亮联系补发

→ 压降 C7 70条开箱即坏与 C11 16条充电安全差评

依据：C7四只装部分到货即坏 · C13到货破损/缺件/包装差 · C11充电安全隐患

C7四只装部分到货即坏（约70条评论）：One of the four did not work. It wouldn't charge.

C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

C11充电安全隐患（约16条评论）：Battery melted. Fire hazard

• 五点描述 第6步 中 当天可改

五点与包装清单注明 USB-A 转 Micro-USB、线材数量与不含充电头

依据：用户普遍抱怨接口老旧、4只只配2~3根线、不含充电头，甚至因线材不匹配而认为产品有缺陷。

执行清单

- 包装清单逐项列线材与接口类型
- 五点注明不含电源适配器
- 说明部分批次充电口为 USB-C

→ 化解 C10 40条接口与配件落差抱怨

依据：C10充电接口老旧/线材缺失

C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C

A+补太阳能效率说明：满电约9小时直晒、阴天效率下降

依据：『晒两天完全没充上』『太阳能形同虚设』的抱怨集中，但也有用户实测阴天两小时可充，说明是预期与条件说明缺失造成的争议。

执行清单

- 标注满电约需9小时直射阳光
 - 注明阴天效率显著下降
 - 配日照摆放图与先 USB 后太阳能建议
- 挽回 C4 45条『太阳能没用』的预期落差

依据：C4太阳能充电失效或太慢 · C21太阳能/USB充电方便

C4太阳能充电失效或太慢（约45条评论）：The solar lantern was place in the sun light for two days an...

C21太阳能/USB充电方便（约50条评论）：Fully charges on partly cloudy day with the solar in less th...

新增尺寸对照图：以手机易拉罐参照，标注展开收合尺寸与重量

依据：『比想象中小很多』『像玩具不像户外灯』的负面反馈与『小巧便携好收纳』的正面评价并存，属于可通过图片校准的预期问题。

执行清单

- 实拍手机易拉罐同框对照
 - 标注展开收合尺寸与重量
 - 强化折叠便携场景图
- 校准 C14 20条『小得像玩具』预期，反衬便携卖点

依据：C14尺寸比预期小/偏迷你 · C24轻便易用/好收纳

C14尺寸比预期小/偏迷你（约20条评论）：They are much smaller than I wanted. Disappointed

C24轻便易用/好收纳（约50条评论）：It is bright, lightweight, and easy to use. I like that it i...

引擎 2 · 情感分析

情感占比



优点

- 亮度足够照亮帐篷或中小房间，停电时四只齐开被形容为『像没停电一样亮』，应急照明体验超出低价预期（提及85次）

“I turned on all four lanterns, and they were SO bright it practically looked like we still had electricity.”

5★ · August 31, 2026

依据：C17亮度足够/照明效果好

C17亮度足够/照明效果好（约85条评论）：These little laterns are powerful and last over almost 20 ho...

- 停电、飓风等断电场景表现可靠，白天放太阳下补充电量即可连续度过整个停电周期，替代囤积干电池（提及75次）

“We lost power for over 48hrs. I used these every night, in the am I put them outside in the sun.”

5★ • June 14, 2026

依据：C18停电/飓风应急好用

C18停电/飓风应急好用（约75条评论）：If you are tired of buying batteries every hurricane season ...

- 折叠后体积小、重量轻，露营装箱或分放家中各房间、车内都方便，老人小孩也能轻松拿起（提及60次）

“We bought this collapsible LED camping lantern for a recent camping trip, and it was such a great addition”

5★ • July 8, 2026

依据：C19露营适用/便携 • C24轻便易用/好收纳

C19露营适用/便携（约60条评论）：These are fantastic for camping. Easy solar charge if you le...

C24轻便易用/好收纳（约50条评论）：It is bright, lightweight, and easy to use. I like that it i...

- 太阳能+USB两种充电方式，户外白天日照即可回血，长时间离网使用不必携带电源（提及50次）

“Light weight, truly bright , easy to charge - power and solar / impressive run time.”

5★ • August 23, 2026

依据：C21太阳能/USB充电方便

C21太阳能/USB充电方便（约50条评论）：Fully charges on partly cloudy day with the solar in less th...

- 提灯与手电筒二合一，泛光照明与聚光远射一机两用，一台顶两台（提及45次）

“Love how you have a lantern and a flashlight.”

5★ • September 11, 2026

依据：C20提灯+手电筒双功能

C20提灯+手电筒双功能（约45条评论）：Love how you have a lantern and a flashlight.

- 充满一次可支撑整夜乃至十几个小时使用，单次充电可用时间长于同价位廉价灯具（提及45次）

“I tried leaving it on 24 hrs to see how long it lasted and it was only a little dimmer by the end.”

5★ • August 21, 2026

依据：C22长续航/带电持久

C22长续航/带电持久（约45条评论）：These lanterns work as advertised. The charge lasts a long t...

- 四只装不到30美元、单只成本低，作为家庭应急常备品被反复评价为物有所值（提及40次）

“Worth the money.I was very skeptical about the price.Very light weight and bright.A must buy.”

5★ • September 7, 2026

依据：C23性价比/值得买

C23性价比/值得买（约40条评论）：For the price they were good.

缺点

- 灯光偏暗，被形容为『比蜡烛亮不了多少』，只够当小夜灯或摸黑找路，无法读书、做饭或照亮整间房（提及95次）

“I think a candle puts out more light than this.”
1★ • August 30, 2026

依据：C1亮度不足/灯光太暗
C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.

- 塑料壁薄、折叠机构脆，开合或轻微跌落即断裂散架，多数用户反映撑不过一次露营或几个月（提及85次）

“Very thin material. Super easy to break and come apart. Order 3 and all broken did not last long. Trash!”
1★ • July 23, 2026

依据：C6材质脆弱/易碎易裂 • C16做工廉价/塑料感强
C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...
C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

- 充电失效是最大硬伤：充满数小时甚至24小时仍充不进，用几次后彻底无法充电直至报废（提及80次）

“They won't charge. The first one was plugged in for ten hours. I tried various outlets, but the red light never went out”
1★ • March 13, 2026

依据：C3无法充电/充不来电
C3无法充电/充不来电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

- 亮度维持时间短，开机几十分钟到两小时即明显变暗，与宣传的长时间续航严重不符（提及75次）

“They only stay bright 5min ?Poor quality. Not bright at all. I would try another brand.”
2★ • September 12, 2026

依据：C2续航短/很快变暗
C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all....

- 四只装常有1~2只开箱即坏或不亮，出厂全检与包装缓冲不足（提及70次）

“This is what was in the box I received. Only two are workable. I was disappointed,”
1★ • September 1, 2026

依据：C7四只装部分到货即坏 • C13到货破损/缺件/包装差
C7四只装部分到货即坏（约70条评论）：One of the four did not work. It wouldn’ t charge.
C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

- 整体做工廉价、塑料感强，被评价为『玩具级』而非可靠户外装备（提及60次）

“They are very cheaply made and will probably break the very first time they are dropped”
2★ • August 25, 2026

依据：C16做工廉价/塑料感强
C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

- 没有满电指示：充电红灯长亮不熄灭也不变色，用户无法判断是否已充满，只能凭时间盲充（提及50次）

“The charging light has never gone off or changed since I got it, so I don't know how to tell if it's fully charged.”
3★ · November 6, 2025

依据：C5无满电指示/红灯长亮
C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...

- 太阳能充电常被反馈『完全没用』或极慢，晒一整天几乎不见电量提升（提及45次）

“I bought this mostly for the solar and that was a disappointment. Solar does not work at all on these”
2★ · August 17, 2024

依据：C4太阳能充电失效或太慢
C4太阳能充电失效或太慢（约45条评论）：The solar lantern was place in the sun light for two days an...

- 采用USB-A转Micro-USB老旧接口且附赠线材数量不足（4只常只配2~3根线）、不附充电头，用户需额外找配件（提及40次）

“Uses USB-A instead of USB-C”
2★ · September 13, 2026

依据：C10充电接口老旧/线材缺失
C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C

- 宣称防水但实际不防水：淋一场小雨或放在潮湿处就进水、灯罩积水，随后陆续失效（提及32次）

“Not waterproof! leave in the rain they fail.They are FRAGILE...the solar panels come loosevery easily.”
1★ · August 30, 2026

依据：C8不防水/进水损坏
C8不防水/进水损坏（约32条评论）：They are not water proof. Last week it rained and the lam...

- 提手、开关、灯罩等小件易脱落丢失，开关机构坏后灯无法关闭只能等电池耗尽（提及30次）

“NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN IT OFF”
2★ · August 31, 2026

依据：C12提手/开关/灯罩易脱落
C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...

- 宣传的『给手机充电』功能形同虚设，接上手机无反应甚至反向耗电（提及28次）

“These lanterns will not charge my iPhone.Very disappointed”
1★ · September 10, 2026

依据：C9不能给手机充电
C9不能给手机充电（约28条评论）：These lanterns will not charge my iPhone.Very disappointed

- 充电安全隐患：充电线过热熔化、电池发热、个别出现熔化或爆裂，涉及火灾风险（提及16次）

“Battery melted. Fire hazard”

1★ · August 27, 2026

依据：C11充电安全隐患

C11充电安全隐患（约16条评论）：Battery melted. Fire hazard

- 说明书缺失或过于简略，充电时长、满电判断、太阳能所需条件等关键信息无处可查（提及15次）

“No easy instructions available with this product”

1★ · September 17, 2026

依据：C15说明书/充电信息不足

C15说明书/充电信息不足（约15条评论）：No easy instructions available with this product

引擎 3 · 需求洞察

用户痛点

- **高** 亮度不达预期：真实照度远低于『照亮整间房』的宣传，只能当氛围灯或应急摸黑光源，用户产生被夸大宣传误导的感觉（提及95次）

“I think a candle puts out more light than this.”

1★ · August 30, 2026

“They are a serious joke. I get more lighy from a tea candle. Please don't waste your money.”

1★ · June 26, 2026

依据：C1亮度不足/灯光太暗

C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.

- **高** 结构脆弱易碎：薄壁塑料与折叠机构在开合、轻微跌落时即断裂，产品寿命普遍只有数月，被视为一次性用品（提及85次）

“Very thin material. Super easy to break and come apart. Order 3 and all broken did not last long. Trash!”

1★ · July 23, 2026

“The first lantern broke immediately when trying to telescope the lantern part out. The light cut off halfway through”

1★ · May 5, 2026

依据：C6材质脆弱/易碎易裂

C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...

- **高** 充不进电/电池早衰：多次充电无法充满，使用几次后彻底无法充电，是差评与退货的第一诱因（提及80次）

“They won't charge. The first one was plugged in for ten hours. I tried various outlets, but the red light never went out”

1★ • March 13, 2026

“I have tried to charge 2 of these lamps and neither will take a charge after 24 hours. These are garbage”

1★ • September 4, 2025

依据：C3无法充电/充不进电

C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

- **中** 亮度快速衰减：满电亮不了多久便持续变暗，实际可用强光时长只有几十分钟到两小时，续航宣传与实际落差大（提及75次）

“They only stay bright 5min ?Poor quality. Not bright at all. I would try another brand.”

2★ • September 12, 2026

依据：C2续航短/很快变暗

C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all....

- **中** 四只装品控不稳定：开箱即坏、缺件、包装破损频发，用户在最需要光源的停电/露营现场才发现部分灯不可用（提及70次）

“This is what was in the box I received. Only two are workable. I was disappointed,”

1★ • September 1, 2026

依据：C7四只装部分到货即坏 • C13到货破损/缺件/包装差

C7四只装部分到货即坏（约70条评论）：One of the four did not work. It wouldn' t charge.

C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

- **低** 做工廉价：塑料感强、部件配合松散，用户对其可靠性和长期存放后能否使用缺乏信心（提及60次）

依据：C16做工廉价/塑料感强

C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

- **低** 缺少满电指示：红灯长亮不熄灭，无法判断充电是否完成，部分『充不进电』的抱怨可能源自指示逻辑缺失而非真实故障（提及50次）

依据：C5无满电指示/红灯长亮

C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...

- 中

太阳能充电不可靠：直射一天仍无明显电量提升，依赖太阳能作为户外唯一补电手段的用户诉求落空（提及45次）

“I bought this mostly for the solar and that was a disappointment. Solar does not work at all on these”
2★ · August 17, 2024

依据：C4太阳能充电失效或太慢
C4太阳能充电失效或太慢（约45条评论）：The solar lantern was place in the sun light for two days an...
- 低

接口与配件不便：老旧Micro-USB接口、线材偏短易损、4只只配2~3根线且不含充电头，用户使用成本上升（提及40次）

依据：C10充电接口老旧/线材缺失
C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C
- 中

防水宣传不实：户外遇雨即进水损坏，与露营/庭院等主推场景矛盾，直接造成整组报废（提及32次）

“Not waterproof! leave in the rain they fail.They are FRAGILE...the solar panels come loosevery easily.”
1★ · August 30, 2026

依据：C8不防水/进水损坏
C8不防水/进水损坏（约32条评论）：They are not water proof. Last week it rained and the lam...
- 低

小件易脱落：提手、灯罩、开关机构松动掉落，既影响携带使用也可能造成零件丢失（提及30次）

依据：C12提手/开关/灯罩易脱落
C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...
- 中

充电宝功能不实：无法给手机充电甚至反向耗电，形成宣传与体验的明显落差（提及28次）

“These lanterns will not charge my iPhone.Very disappointed”
1★ · September 10, 2026

依据：C9不能给手机充电
C9不能给手机充电（约28条评论）：These lanterns will not charge my iPhone.Very disappointed
- 高

充电安全问题：充电线过热熔化、电池发热乃至爆裂，涉及火灾与人身财产风险（提及16次）

“Battery melted. Fire hazard”
1★ · August 27, 2026
“the cord was very hot to touch and was crystallized and fell apart when touched!”
1★ · December 26, 2025

依据：C11充电安全隐患
C11充电安全隐患（约16条评论）：Battery melted. Fire hazard

- 中 说明与信息缺失：说明书内容过简或缺失，充电时长、满电判断、太阳能条件等关键信息未在Listing中交代（提及15次）

“No easy instructions available with this product”
1★ · September 17, 2026

依据：C15说明书/充电信息不足
C15说明书/充电信息不足（约15条评论）：No easy instructions available with this product

核心诉求

- 真实可靠的亮度输出：在帐篷、房间等真实场景下提供可读书、可作业的有效照明，而非仅能看清轮廓的微光（优先级10/10）

依据：C1亮度不足/灯光太暗 · C17亮度足够/照明效果好
C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.
C17亮度足够/照明效果好（约85条评论）：These little lanterns are powerful and last over almost 20 ho...

耐用结构：抗跌落、折叠开合机构与小件不易断裂脱落，至少能稳定使用一年以上（优先级9/10）

依据：C6材质脆弱/易碎易裂 · C12提手/开关/灯罩易脱落 · C16做工廉价/塑料感强
C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...
C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...
C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

充电可靠且状态可判断：能稳定充满、并可通过指示灯明确知道何时充满，避免盲目计时与『假故障』（优先级9/10）

依据：C3无法充电/充不进电 · C5无满电指示/红灯长亮 · C15说明书/充电信息不足
C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...
C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...
C15说明书/充电信息不足（约15条评论）：No easy instructions available with this product

电量持久不骤降：满电后长时间维持可用亮度，续航宣传与实际使用时长一致（优先级9/10）

依据：C2续航短/很快变暗 · C22长续航/带电持久
C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all...
C22长续航/带电持久（约45条评论）：These lanterns work as advertised. The charge lasts a long t...

开箱即可用：四只装件件完好、配件齐全，出厂全检与包装防护到位（优先级8/10）

依据：C7四只装部分到货即坏 · C13到货破损/缺件/包装差
C7四只装部分到货即坏（约70条评论）：One of the four did not work. It wouldn' t charge.
C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

- 充电安全：线材与电池不过热、不熔化、不爆裂，具备基本安全认证（优先级8/10）

依据：C11充电安全隐患

C11充电安全隐患（约16条评论）： Battery melted. Fire hazard

- 真防水：能承受户外淋雨与潮湿环境，兑现露营/庭院使用承诺（优先级7/10）

依据：C8不防水/进水损坏

C8不防水/进水损坏（约32条评论）： They are not water proof. Last week it rained and the lam...

- 太阳能充电真实有效：日照数小时即可补充可观电量，并明确标注所需条件与时长（优先级7/10）

依据：C4太阳能充电失效或太慢 • C21太阳能/USB充电方便

C4太阳能充电失效或太慢（约45条评论）： The solar lantern was place in the sun light for two days an...

C21太阳能/USB充电方便（约50条评论）： Fully charges on partly cloudy day with the solar in less th...

- 接口现代化与配件透明：改用USB-C、配足线材、明确是否含充电头与兼容机型（优先级6/10）

依据：C10充电接口老旧/线材缺失

C10充电接口老旧/线材缺失（约40条评论）： Uses USB-A instead of USB-C

- 删掉无法兑现的充电宝承诺，或将其升级为真正可用的对外供电功能（优先级5/10）

依据：C9不能给手机充电

C9不能给手机充电（约28条评论）： These lanterns will not charge my iPhone.Very disappointed

引擎 4 • 深层洞察

深层洞察

- **矛盾信号** 4.5星好评下藏着16个集中缺陷簇

整体87%正面、4.5星，但500条样本中C1~C16全部为负面簇：C6负面占比0.884、C3为0.829、C11为0.769、C1为0.767，问题集中在充电、亮度衰减与结构强度，而非零散抱怨。高星级由应急照明等亮点簇拉动，掩盖了系统性的硬件短板。卖家应把4.5星视为「亮点与硬伤并存」，优先排查充电与结构批次。

依据：C1亮度不足/灯光太暗 • C3无法充电/充不进电 • C6材质脆弱/易碎易裂 • C11充电安全隐患 • C16做工廉价/塑料感强

C1亮度不足/灯光太暗（约95条评论）： I think a candle puts out more light than this.

C3无法充电/充不进电（约80条评论）： I have tried to charge 2 of these lamps and neither will tak...

C6材质脆弱/易碎易裂（约85条评论）： Very thin material. Super easy to break and come apart. Orde...

C11充电安全隐患（约16条评论）： Battery melted. Fire hazard

C16做工廉价/塑料感强（约60条评论）： Cheaply made. Do not purchase

• **跨簇归因** 易碎、部件脱落、做工廉价同源结构缺陷

C6易碎负面0.884（锚定43条）、C12开关与灯罩脱落0.429、C16做工廉价0.458、C13到货破损0.647，四簇集中出现在同一白/4件装变体上，指向薄壁塑料与折叠机构的家族级设计问题，而非单次物流损坏。建议加厚卡扣与螺纹盖、做折叠寿命与跌落测试，并加强整包出厂全检。

依据：C6材质脆弱/易碎易裂 • C12提手/开关/灯罩易脱落 • C13到货破损/缺件/包装差 • C16做工廉价/塑料感强

C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...

C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...

C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

• **矛盾信号** 同款同变体亮度评价两极，指向一致性

C1「太暗」锚定60条、负面0.767，C17「够亮」31条全为正面；两簇同属主ASIN的白/4件装，说明亮度体验逐台差异大，而非产品定位错误。叠加C2亮度快速衰减0.75，问题更可能出在LED分档与电池一致性。建议出厂按亮度与放电曲线分档抽检，并在Listing给出实测亮度与续航区间。

依据：C1亮度不足/灯光太暗 • C2续航短/很快变暗 • C17亮度足够/照明效果好

C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.

C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all....

C17亮度足够/照明效果好（约85条评论）：These little laterns are powerful and last over almost 20 ho...

• **跨簇归因** 「充不进电」部分可能是指示缺失的误判

C3无法充电负面0.829，但C5红灯长亮负面仅0.321、14条为中性，C15说明书不足负面0.5。大量用户靠「红灯是否熄灭」判断是否充满，缺少满电指示就把正常充电当成故障。建议改为变色/熄灭式满电指示，并在Listing、卡片与手册中写明充电时长与判定方法，可直接削减一批低星投诉与退货。

依据：C3无法充电/充不进电 • C5无满电指示/红灯长亮 • C15说明书/充电信息不足

C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...

C15说明书/充电信息不足（约15条评论）：No easy instructions available with this product

• **市场机会** 户外核心需求：真防水与可靠太阳能

C19露营60条、C18应急75条、C21太阳能充电方便50条均为正面，说明户外与断电场景是主购买动机；但C4太阳能失效45条（负面0.75）、C8进水负面0.556且8月趋势恶化，供给端未兑现承诺。机会点：升级密封圈与太阳能板功率，明确标注防水等级与「阴天可充」实测，把户外卖点做成可信差异。

依据：C4太阳能充电失效或太慢 • C8不防水/进水损坏 • C18停电/飓风应急好用 • C19露营适用/便携 • C21太阳能/USB充电方便

C4太阳能充电失效或太慢（约45条评论）：The solar lantern was place in the sun light for two days an...

C8不防水/进水损坏（约32条评论）：They are not water proof. Last week it rained and the lam...

C18停电/飓风应急好用（约75条评论）：If you are tired of buying batteries every hurricane season ...

C19露营适用/便携（约60条评论）：These are fantastic for camping. Easy solar charge if you le...

C21太阳能/USB充电方便（约50条评论）：Fully charges on partly cloudy day with the solar in less th...

• **市场机会** 充电宝宣传未被兑现，反成退货诱因

C9不能给手机充电28条、负面0.556，而C23正面评论恰把「可当充电宝」当作价值点；C10显示接口老旧与线材缺失（负面0.462）。1600mAh容量与USB-A输出难以支撑充电宝承诺，形成宣传与体验落差。建议二选一：提高容量与输出并公开实测可充次数，或从标题、五点与图文里删除充电宝承诺，降低差评与退货。

依据：C9不能给手机充电 • C10充电接口老旧/线材缺失 • C23性价比高/值得买

C9不能给手机充电（约28条评论）：These lanterns will not charge my iPhone.Very disappointed

C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C

C23性价比高/值得买（约40条评论）：For the price they were good.

引擎 5 • 风险雷达

风险雷达

• **质量** 过早损坏/寿命短 **高** 平稳

依据：C6材质脆弱/易碎易裂 • C12提手/开关/灯罩易脱落 • C16做工廉价/塑料感强

C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...

C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...

C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase

• **安全** 过热/冒烟/起火 **高** 平稳

依据：C11充电安全隐患 • C3无法充电/充不进电

C11充电安全隐患（约16条评论）：Battery melted. Fire hazard

C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

• **安全** 儿童/母婴安全隐患 **中** 平稳

依据：C6材质脆弱/易碎易裂 • C12提手/开关/灯罩易脱落

C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...

C12提手/开关/灯罩易脱落（约30条评论）：NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN I...

• **口碑** 退款/投诉高频 **中** 平稳

依据：C7四只装部分到货即坏 • C13到货破损/缺件/包装差

C7四只装部分到货即坏（约70条评论）：One of the four did not work. It wouldn' t charge.

C13到货破损/缺件/包装差（约25条评论）：These looked like used products that have been repackaged in...

引擎 6 • 品类定位

单品报告无竞品样本：以下判定以同类产品的一般市场预期为基准，证据均来自本品评论。

品类定位判定

- 断电/飓风应急实用性（对比同类应急照明的一般市场预期）：

优势

多位用户经历48小时以上乃至13天的停电，仅靠白天日晒补电即可整晚使用，明确表示替代了囤积干电池的方案，这是同类低价太阳能灯普遍难以兑现的稳定表现。

依据：C18停电/飓风应急好用 • C22长续航/带电持久

C18停电/飓风应急好用（约75条评论）：If you are tired of buying batteries every hurricane season ...

C22长续航/带电持久（约45条评论）：These lanterns work as advertised. The charge lasts a long t...

- 便携与折叠设计（对比同类露营灯的体积重量）：

优势

折叠后接近手机大小、重量轻，可挂在帐篷、放在背包或分放各房间，被反复称赞『紧凑到不能再紧凑』，便携性优于同价位传统提灯。

依据：C19露营适用/便携 • C24轻便易用/好收纳

C19露营适用/便携（约60条评论）：These are fantastic for camping. Easy solar charge if you le...

C24轻便易用/好收纳（约50条评论）：It is bright, lightweight, and easy to use. I like that it i...

- 提灯+手电双功能集成度：

优势

从高位拉出即变提灯、收起或旋转即变手电，一台满足泛光与远射两种需求，用户称『一台顶两台』，在同价位产品中功能集成度突出。

依据：C20提灯+手电筒双功能

C20提灯+手电筒双功能（约45条评论）：Love how you have a lantern and a flashlight.

- 单只成本/性价比（售价\$29.99四只装）：

优势

约7.5美元一只的价格被反复评价为『这个价格无可挑剔』，3星用户也承认『按价格来说不错』，性价比是本品最稳的竞争壁垒。

依据：C23性价比高/值得买

C23性价比高/值得买（约40条评论）：For the price they were good.

- 实际亮度输出（对比同类产品与用户旧灯）：

劣势

多名用户直接对标：『我的手机比它亮』『2年前买的旧灯明显更亮』『别的品牌超级亮而这款不行』，亮度评价在同一变体内两极分化，说明照度不仅偏低且缺乏一致性。

依据：C1亮度不足/灯光太暗 • C2续航短/很快变暗

C1亮度不足/灯光太暗（约95条评论）：I think a candle puts out more light than this.

C2续航短/很快变暗（约75条评论）：They only stay bright 5min ?Poor quality. Not bright at all...

- 结构强度与耐久性（对比户外灯具基本耐用标准）：

劣势

开合即断、跌落即裂、一次露营就损失三只，耐久性远低于户外灯具应承受的正常使用寿命，是本品与成熟户外品牌差距最大的维度。

依据：C6材质脆弱/易碎易裂 • C16做工廉价/塑料感强

C6材质脆弱/易碎易裂（约85条评论）：Very thin material. Super easy to break and come apart. Orde...

C16做工廉价/塑料感强（约60条评论）：Cheaply made. Do not purchase
- 充电接口与充电体验（对比同类已普及USB-C的现状）：

劣势

仍使用USB-A转Micro-USB与不支持满电判断的红色常亮灯，用户抱怨『这个年代谁还用micro USB』『不知道什么时候算充满』，明显落后于同类主流配置。

依据：C3无法充电/充不进电 • C5无满电指示/红灯长亮 • C10充电接口老旧/线材缺失

C3无法充电/充不进电（约80条评论）：I have tried to charge 2 of these lamps and neither will tak...

C5无满电指示/红灯长亮（约50条评论）：The charging light has never gone off or changed since I got...

C10充电接口老旧/线材缺失（约40条评论）：Uses USB-A instead of USB-C
- 防水表现（对比『防水/户外适用』的宣称与同类IPX等级产品）：

劣势

多起『第一场雨就报废』『灯罩里积满水、看到内部走线』的反馈，并将其与同场雨中无恙的其他品牌对比，防水能力与宣称严重不符。

依据：C8不防水/进水损坏

C8不防水/进水损坏（约32条评论）：They are not water proof. Last week it rained and the lam...
- 对外供电（充电宝）功能（对比其宣称与同类竞品的实际表现）：

劣势

接手机无任何充电反应、甚至出现反向耗电，与宣传的『可给手机应急充电』相矛盾，而同价位多数产品已不再做此类夸大承诺。

依据：C9不能给手机充电

C9不能给手机充电（约28条评论）：These lanterns will not charge my iPhone.Very disappointed
- 尺寸预期管理（对比用户对『露营提灯』体积的常规想象）：

持平

『比想象中小很多、像幼儿尺寸』的抱怨与『小巧正好方便收纳』的称赞同时存在，属于预期差异而非产品缺陷，但对详情页的描述精度提出了要求。

依据：C14尺寸比预期小/偏迷你 • C24轻便易用/好收纳

C14尺寸比预期小/偏迷你（约20条评论）：They are much smaller than I wanted. Disappointed

C24轻便易用/好收纳（约50条评论）：It is bright, lightweight, and easy to use. I like that it i...

附录 • 评论主题聚类

以下主题由 AI 对本次分析的同一评论样本聚类得出，主题名与规模为模型归纳估计（评论数非精确计数）；摘录逐字取自评论原文，星级与日期为被引评论真实值。正文各要点后的「依据」编号对应本页各簇。

C1 亮度不足/灯光太暗

负面 约95条评论

"I think a candle puts out more light than this."

1★ • August 30, 2026

"They are a serious joke. I get more lighy from a tea candle. Please don't waste your money."

1★ • June 26, 2026

"Very little light. More like a night light. Half of them didn't charge so only 2 barely work."

2★ • October 1, 2024

C2 续航短/很快变暗

负面 约75条评论

"They only stay bright 5min ?Poor quality. Not bright at all. I would try another brand."

2★ • September 12, 2026

"Update don't waste your time. It looses 70% of brightness after 2 hours. It was really bright for 2hrs"

1★ • December 1, 2025

"After that, they only last for about 1 HOUR until they become so dim that they don't have any actual function"

1★ • October 12, 2025

C3 无法充电/充不进电

负面 约80条评论

"They won't charge. The first one was plugged in for ten hours. I tried various outlets, but the red light never went out"

1★ • March 13, 2026

"I have tried to charge 2 of these lamps and neither will take a charge after 24 hours. These are garbage"

1★ • September 4, 2025

"These worked fine until they needed to be charged. They never took a charge and they stopped working after a few days."

1★ • September 1, 2025

C4 太阳能充电失效或太慢

负面 约45条评论

"I bought this mostly for the solar and that was a disappointment. Solar does not work at all on these"

2★ • August 17, 2024

"The solar lantern was place in the sun light for two days and never charged"

1★ • November 21, 2025

"Sat it outside for solar charging all day in direct sun. It was the same brightness as before I started "solar"

4★ • September 2, 2026

C5 无满电指示/红灯长亮

负面 约50条评论

"The charging light has never gone off or changed since I got it, so I don't know how to tell if it's fully charged."

3★ • November 6, 2025

"You don' t realize when it' s fully charged because the red indicator light is always on! It will ruin the battery in"

2★ • December 12, 2024

C6 材质脆弱/易碎易裂

负面 约85条评论

“Very thin material. Super easy to break and come apart. Order 3 and all broken did not last long. Trash!”

1★ · July 23, 2026

“The first lantern broke immediately when trying to telescope the lantern part out. The light cut off halfway through”

1★ · May 5, 2026

“Super flimsy, only 1 of this 4 pack survived a 2 week camping trip, two broke just from opening the lamps”

1★ · August 15, 2026

C7 四只装部分到货即坏

负面 约70条评论

“This is what was in the box I received. Only two are workable. I was disappointed,”

1★ · September 1, 2026

“One of the four did not work. It wouldn't charge.”

2★ · August 24, 2026

“4 came in a box only 1 works just took them out due to a storm”

1★ · August 11, 2026

C8 不防水/进水损坏

负面 约32条评论

“Not waterproof! leave in the rain they fail.They are FRAGILE...the solar panels come loosevery easily.”

1★ · August 30, 2026

“Not outdoor friendly. The first rain killed them. They were hanging on my shepherd's hooks”

1★ · August 3, 2026

“They are not water proof. Last week it rained and the lamps have water in them now.”

3★ · March 16, 2025

C9 不能给手机充电

负面 约28条评论

“These lanterns will not charge my iPhone.Very disappointed”

1★ · September 10, 2026

“The power bank to charge the phone does not work as advertised. I am disappointed .”

2★ · May 23, 2025

“Works very nicely as a lantern/flashlight. dpesn't work at all as a USB charger. Very disappointing.”

2★ · June 22, 2026

C10 充电接口老旧/线材缺失

褒贬不一 约40条评论

“Uses USB-A instead of USB-C”

2★ · September 13, 2026

“The charging port is usb-c but came with a micro usb charger (the instruction manual also shows a micro usb charging”

4★ · April 12, 2026

“It came in a 4 pack, but with only 3 charging cables.”

4★ · September 3, 2026

C11 充电安全隐患

负面 约16条评论

“Battery melted. Fire hazard”

1★ • August 27, 2026

“the cord was very hot to touch and was crystallized and fell apart when touched!”

1★ • December 26, 2025

“One of these unit’ s exploded when I left it plugged in for a short period of time”

1★ • February 20, 2026

C12 提手/开关/灯罩易脱落

负面 约30条评论

“NO OFF SWITCH ON LANTERN. YOU HAVE TO TAKE IT DOWN TO TURN IT OFF”

2★ • August 31, 2026

“The mechanism that turns off the lantern when it closes broke off and now the lantern won't turn off”

2★ • July 15, 2025

“The circular screw cap cover that holds the flashlight plastic lens in place, randomly detaches from the lantern”

3★ • September 29, 2025

C13 到货破损/缺件/包装差

负面 约25条评论

“Arrived broken with plastic pieces all over the inside of the carton. Cheap junk. Don’ t buy.”

1★ • April 14, 2026

“I Received my lights damaged and this is very unacceptable. I Will not recommend.”

1★ • November 8, 2025

“These looked like used products that have been repackaged in a cheap box.”

2★ • March 6, 2026

C14 尺寸比预期小/偏迷你

褒贬不一 约20条评论

“They work but they’ re insanely small (like toddler size) and not that bright. Not worth it at all.”

2★ • August 29, 2025

“They are much smaller than I wanted. Disappointed”

3★ • April 9, 2026

“Smaller than expected, very light weight and feels like cheap plastic. Nice options for use though.”

3★ • November 2, 2025

C15 说明书/充电信息不足

负面 约15条评论

“No easy instructions available with this product”

1★ • September 17, 2026

“No manual online nor paper one in pkg and no confidence of shutting down when fully charged.”

1★ • July 22, 2026

“There is insufficient information about charging from a wall outlet.”

4★ • December 7, 2024

C16 做工廉价/塑料感强

负面 约60条评论

“They are very cheaply made and will probably break the very first time they are dropped”

2★ • August 25, 2026

“The quality on these are indescribable. Bottom of the barrel, I returned them. Do not buy”

1★ • May 5, 2026

“Cheaply made. Do not purchase”

1★ • June 11, 2026

C17 亮度足够/照明效果好

正面 约85条评论

“I turned on all four lanterns, and they were SO bright it practically looked like we still had electricity.”

5★ • August 31, 2026

“Very bright. Long burning. Solar and electric charging. I've put around my house in case of power failure.”

5★ • July 18, 2026

“These little lanterns are powerful and last over almost 20 hours on one charge”

5★ • September 4, 2026

C18 停电/飓风应急好用

正面 约75条评论

“We lost power for over 48hrs. I used these every night, in the am I put them outside in the sun.”

5★ • June 14, 2026

“These little lights definitely came in handy and Gary Indiana during the 13 days I was without power!”

5★ • September 11, 2026

“If you are tired of buying batteries every hurricane season and eventually tossing them”

5★ • June 12, 2026

C19 露营适用/便携

正面 约60条评论

“We bought this collapsible LED camping lantern for a recent camping trip, and it was such a great addition”

5★ • July 8, 2026

“These are fantastic for camping. Easy solar charge if you leave them out all day.”

5★ • September 13, 2026

“We bought these for our first camping trip and were SERIOUSLY impressed with how long these lasted”

5★ • July 15, 2026

C20 提灯+手电筒双功能

正面 约45条评论

“Love how you have a lantern and a flashlight.”

5★ • September 11, 2026

“I like that these have a lantern and flashlight in one.”

4★ • August 31, 2026

“Lantern and flashlight is a must for blackouts. This is a good size and gives off great light.”

5★ • September 7, 2026

C21 太阳能/USB充电方便

正面 约50条评论

“Light weight, truly bright , easy to charge - power and solar / impressive run time.”

5★ · August 23, 2026

“Seems to be as described, easy USB or solar charger. Able to adjust light output by raising the mantle.”

5★ · September 6, 2026

“Fully charges on partly cloudy day with the solar in less than 2 hours!”

5★ · July 4, 2026

C22 长续航/带电持久

正面 约45条评论

“I tried leaving it on 24 hrs to see how long it lasted and it was only a little dimmer by the end.”

5★ · August 21, 2026

“These lanterns work as advertised. The charge lasts a long time.”

4★ · March 10, 2026

“They not only worked-one lit the entire living room and the charge outlived the outage!”

5★ · June 19, 2026

C23 性价比高/值得买

正面 约40条评论

“Worth the money.I was very skeptical about the price.Very light weight and bright.A must buy.”

5★ · September 7, 2026

“For the price they were good.”

3★ · March 19, 2025

“Such value for the money. Can be used as a power bank as well.”

5★ · July 2, 2026

C24 轻便易用/好收纳

正面 约50条评论

“These LED lanterns are bright, lightweight, and easy to use. The foldable design makes them convenient”

5★ · August 24, 2026

“It is bright, lightweight, and easy to use. I like that it is collapsible”

5★ · August 21, 2026

“Very light to carry around. The flashlight is very bright. I love this product.”

5★ · September 14, 2026