

April 2018

消费热点研究 - China

“众多因素支撑2018年消费者支出将继续增长预期，但企业不应简单地总结为所有品类都能一帆风顺地高歌猛进。在奢侈享受方面，旅游度假和美容服务将分羹更多消费者自主性支出。但是，所有品牌都需要不断为其产品和服务注入新鲜活力，否则将容易被消费者视为枯燥乏味，打入‘冷宫’。”

— 徐如一，中国区研究总监

March 2018

Consumer Spending Priorities - China

“There are many grounds to believe continuous growth in consumer spending will take place in 2018, but businesses should not simply conclude that growth will be easy in every sector. When it comes to luxury indulgences, holidays and beauty services are going to catch more share of consumers' discretionary spending ...

February 2018

对住房需求的态度 - China

“中国年轻人，尤其是90后，对租房的接纳程度更高。不过，这是因为他们在租房时愿意将更多的收入用于提升生活居住品质。他们仍强烈渴望拥有自己的住房。为了吸引他们，关怀其压力重重的生活，让其有机会展示归属感（如对家乡）是良机。”

— 过人，研究副总监，中国

January 2018

Consumer Attitudes towards Housing Needs - China

“Young adults in China, eg post 90s, show a more welcoming attitude towards renting. However, that is because they are willing to spend more of their income in improving living quality when they are tenants. They still hold a strong mind-set at owning a property of their own. To attract ...