

April 2018

婚庆趋势 - China

“尽管中国社会日益包容不同的生活方式，但仍是一个集体主义社会——即重视家庭的团结和统一。这意味着，婚恋、婚礼策划和婚姻咨询等行业不会成为夕阳产业。年轻夫妻其实更倾向于一起分担结婚相关的筹备工作，而非和父母一起筹划。”

— 马子淳，研究副总监

March 2018

Wedding Trends - China

“Although China is getting more tolerant of different ways of living, this is still a collectivistic society – valuing family cohesion and conformity. This means dating, wedding planning and marriage counselling businesses will not become sunset industries. In fact, young couples are more likely to share wedding-related tasks with each ...

February 2018

针对宠物主人的营销 - China

“宠物业发展持续攀升，尤以养猫增势最猛。原因在于现代人期待填补心灵的空缺（如养儿育女），但又不想生活方式整体改变。既然宠物主十分在乎动物的陪伴，营销宣传和产品功效就可环绕在宠溺和疼惜宠物之上，而不是为了省时却淡化了宠物与主人之间的互动。”

— 马子淳，高级研究分析师

节日购物 - China

“节日正在重塑消费者的支出模式，尤其是网络购物节。更强大的消费能力和更丰富的选择提升了消费者对个性化的追求，以及对零售商和品牌的创新要求。对更卓越体验的需求也催生了节日购物与节日娱乐的融合，即所谓的‘娱乐式零售’。旅游度假支出也让中国的节庆购物国际化。这在为零售商和品牌带来新机遇的同时也给其制造了挑战。零售商必须取得传统与变革、送礼和自用，以及购物和娱乐、对网络购物节不屑与兴奋间的平衡。”

January 2018

Marketing to Pet Owners - China

“The pet industry will continue on an upward trajectory, especially related to cat ownership. This is because people want to fill the emotional void in their lives (eg parenthood) without completely changing their lifestyles. As pet owners value animals’ companionship a lot, marketing communications and product benefits could be around ...

Festival Shopping - China

“Festivals are reshaping consumers’ spending patterns, especially online shopping festivals. Greater spending power and choice are driving individualisation among consumers and the need for innovation by retailers and brands. Demand for better quality experiences is also driving the convergence of festival shopping with festive entertainment into so-called “retailtainment”. Travel spending ...