

April 2019

汽车市场中的数码营销 - China

“由于消费者越来越精明敏锐，而且日益了解汽车产品，因此通过营销来瞄准合适消费群体的重要性不断提高。英敏特发现男女性消费者在处理、应对汽车相关信息的方式上存在显著差异。”

— 周同，研究分析师

March 2019

Digital Marketing in Automotive - China

“As consumers become more and more discerning and knowledgeable about cars, this increases the importance of targeting the right group of consumers through marketing. Mintel finds significant differences between female and male consumers in the way they process car information and how they act upon it.”

February 2019

SUVs - China

“尽管SUV销量下滑，但2018年SUV的拥有率迅猛提升，比2017年提高了超过10个百分点。消费者仍有很大兴趣购买SUV，尤其是中型/全尺寸SUV。”

SUVs - China

“Despite declined sales of SUVs, the ownership of SUVs surged more than ten percentage points over 2017 to 2018. Consumer interest in buying SUVs, especially mid/full-size SUVs, remains strong.”