

May 2023

对可持续性的态度 - China

“消费者如今已达成为可持续产品支付溢价的共识，但对于真正的可持续产品应具备什么特点提出了更高的要求。品牌需在整个产品生命周期不同阶段都提供更具可持续性的选择，从而说服消费者并证明其溢价的合理性。除了产品，若品牌能为消费者提供有关可持续的实际体验，如线下绿色店铺或线下可持续主题活动，便可以更有效地与消费者就可持续进行沟通。”

— 任敏惠，研究分析师

April 2023

Attitudes towards Sustainability - China

"Consumers have now reached a consensus to pay a premium for products that claim to be sustainable, but with higher requirements regarding what would constitute a truly sustainable product. Brands would need to provide more sustainable options throughout the entire product life cycle in order to convince consumers and justify ...

March 2023

慢生活的态度 - China

“人们从慢生活中寻求的最终结果并不是慢反应或慢思考，而是在快节奏的现代生活中获得更有意义的生活、不错失最宝贵的事物等益处。消费者认为慢生活是一种健康、有品位且具有人情味的高品质生活方式。大多数消费者希望通过各种个性化的慢生活体验，从烘焙等居家爱好到钓鱼等户外活动，来获得精神上的平静并重拾专注的能力。帮助消费者沉浸于需要持久专注力的多样化体验，并提供创新的疗愈式感官体验，有助于品牌与消费者建立更紧密、真诚和难忘的联系。”

— 甘倩，高级研究分析师

Attitudes Towards Slow Living - China

“What people seek from slow living is not the ultimate consequence of slow reaction or slow thinking, but benefits such as a more meaningful life and not missing out on the most valuable things amid the fast pace of modern life. Consumers see slow living as a healthy and tasteful ...

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