

August 2022

肠道健康管理 - China

“随着消费者的肠道健康管理意识不断提高，再加上益生菌产业监管有所加强，“肠道健康”和“益生菌”等关键词预计将虏获消费者对肠道健康产品的购买兴趣。品牌和制造商需了解的是，目前肠道健康管理并非消费者普遍追求的生活方式，因此它们有必要精确地满足消费者的短期需求（即改善情绪），或以其业务愿景为导向，打造符合消费者长期需求的未来产品规划（即采用本土研发的益生菌菌株）。”

— 刘文诗，高级研究分析师

July 2022

Gut Health Management - China

“The increasing awareness of gut health management, coupled with the improvement of industry regulations on probiotics, is expected to drive ‘gut health’ and ‘probiotics’ to be the key words to capture spending interest in gut health products. It’s important to know that gut health management is currently not a widespread ...

情绪健康管理 - China

“由于约半数的受访者经历过睡眠障碍症状，因此提升睡眠是情绪健康管理市场的关键机遇。品牌可解决透明度不足的问题以及改变消费者对产品/服务的主观态度以赢得他们的正面评价。在新冠疫情的持续影响下，消费者可能面对不同程度的心理健康问题。英敏特认为，品牌可通过营销信息回应目标消费群体（如三世同堂家庭、应届毕业生和中老年消费者）的特定需求，进而建立正面的品牌认知度。”

— 侯彦，高级研究分析师

June 2022

Managing Emotional Wellbeing - China

"Improving sleep is a key opportunity in the managing emotional wellbeing market, as about half of the surveyed consumers have experienced sleep disorder symptoms. Brands may address the lack of transparency and the subjective attitudes towards products/services to win positive feedback. With the continuous COVID impact, consumers may experience ...

健康生活趋势 - China

"为满足消费者对预防性保健解决方案的期待，大健康市场中的企业应专注构建垂直医疗保健体系，帮助人们预防特定疾病。企业可通过创新策略脱颖而出，包括从心理健康的角度来管理疾病、营销有助于维持健康生活方式的健康产品时采用性别中立的口吻，以及营销针对疾病管理的健康产品时采用性别差异化进行描述。”

Trends in Health and Wellness - China

"In order to meet consumers' expectations for preventative health solutions, health and wellness market players should focus on building vertical healthcare that helps people prevent the onset of having



Health and Wellbeing - China

specific diseases. Companies will also stand out with innovative strategies such as managing disease from a mental health perspective, using a ...