

May 2022

IP和授权产品 - China

“随着消费者对中国文化的自信心和兴趣日益增长，中国IP搭乘国潮趋势，取得了长足发展。此外，盲盒作为一种创新的营销和销售方式，为IP商业化开辟了一条新的道路。国内外的IP创作者和运营商必须意识到并理解消费者对IP不断变化的兴趣和态度，并推出能够真正与消费者产生共鸣及联系的产品和体验。”

— 赖江怡，研究分析师

March 2022

全渠道零售 - China

“消费者在通过不同渠道了解信息和购物方面已经形成了相对稳定的模式。线上渠道的渗透率增速正在放缓，而线下渠道的客流量迎来增长。当前，品牌和零售商应将重心转向提升消费者的购物体验和培养用户忠诚度，如保持线上和线下渠道在关键维度上的一致性，以及通过实质性福利推动会员注册和续费。”

— 姚缤妍，研究分析师

Omnichannel Retailing - China

“Consumers have established ways of shopping and searching for information across different channels. Online channels’ penetration is slowing down, while offline channels are gaining footfall. At this moment, brands and retailers should shift the focus to enhancing shopping experiences for consumers and cultivating customer loyalty by maintaining consistency across key ...

IP and Licensed Merchandise - China

“With growing confidence and interest in Chinese culture among consumers, Chinese IPs have witnessed decent development by riding the guochao trend. What’s more, mystery boxes, an innovative marketing and sales approach, have opened up a new avenue for IP commercialisation. It is essential that IP creators and operators, both international ...

February 2022

消费意愿 - 下半年 - China

“中国经济稳步复苏的趋势仍未改变。尽管下半年消费者财务状况和信心略有下滑，但新冠疫情的影响预计将有所减弱。消费者追求更优质的生活，悦己型和自我犒劳型消费的优先级提高。未来，情感共鸣将成为重要的消费驱动力，品牌应特别予以关注。”

— 张鹏俊，研究分析师

January 2022

Consumer Spending Sentiment -
H2 - China

“The trend of a stable recovery of China’s economy remains unchanged. Although the financial situation and confidence of consumers has declined slightly in the second half of the year, the impact of the coronavirus outbreak is expected to be alleviating. As consumers pursue a higher quality of life, self-enjoyment and ...

Elevating Shopping Experiences -
China

“The development of technology has brought impetus to the experience elevation. Technologies represented by AR and AI are bringing a distinctive Metaverse shopping experience, and even making physical store shopping activities more immersive. Private traffic management is gaining more attention. Some retailers have already begun to change their thinking, paying ...

November 2021

Fresh Grocery Retailing - China

“Continued income growth and a focus on healthy eating will promote the sustainable development of fresh grocery retailing. Amid increasingly fierce market competition, the penetration rate of emerging channels is constantly increasing. At the same time, traditional channels are innovating to attract traffic. Targeting the needs of segments and exploring ...

提升零售购物体验 - China

“科技发展为体验提升注入动力。由AR和AI代表的科技提供独特的元宇宙购物体验，让实体店购物活动更具沉浸感。私域流量管理正在得到更多关注。一些零售商已经开始转变思维，关注老年人和宠物主人等特定客群。”

— 张鹏俊，研究分析师

生鲜零售 - China

“消费者收入持续增长并关注健康饮食，这将推动生鲜零售可持续发展。在日益激烈的市场竞争中，新兴渠道渗透率不断提高。与此同时，传统渠道积极创新以吸引流量。零售商可以瞄准细分需求、探索子品类机会，从而迎来新的增长点。”

— 姚滨妍，研究分析师