

**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 ...

**Marketing to Modern Women - China**

“Modern women are no longer bound to the ideal image of being a ‘Superwoman’, with regard to the right age to get married, achieving the delicate balance between work and home life, and always looking perfect. Instead, defining a career path and creating more ‘me moments’ to achieve personal pursuits ...