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休闲生活趋势 - China

“新冠疫情对消费者的行为产生了深远影响，享受休闲时间的权利意识得到空前的认可，从而促使城镇和农村居民的休闲时长大幅增加。经营思路能够契合消费者日益增长的综合性兴趣需求，包括在身心健康、自我发展、文化遗产、自然和环境保护的休闲产业商家被看好会拥有广阔的发展前景。”

— 刘倩雯，高级研究分析师

Leisure Trends - China

“The COVID-19 pandemic has had a profound impact on consumer behaviour, with the right to enjoy leisure time being especially recognised, leading to a significant rise in the length of leisure time for both city and rural residents. Businesses in the leisure industry with a mindset that aligns with consumers’ ...