

May 2022

线上购物节 - China

“作为年度重要的促销活动，线上购物节已步入较为缓慢的发展阶段，消费者的投诉声浪也不断增加。尽管如此，它们依然具有吸引力，消费者在购物节的花费也持续上升。为了推动线上购物节的长期增长，品牌和平台应提供简单直接的折扣和更具吸引力的体验，让消费者乐在其中。同时，品牌应将购物节作为与消费者互动和提升品牌忠诚度的重要契机，而不仅是简单的促销活动。”

— 姚槟妍，研究分析师

报告关键议题

April 2022

私域流量：D2C零售 - China

“私域渠道大受关注是疫情后电商得到发展的直接结果。然而，品牌需要认识到，私域渠道并不是应对获客成本攀升导致的所有问题的法宝，领先的电商平台仍是网购消费者的首选之地。品牌需要意识到私域渠道带来的独特价值。知名品牌可以在私域渠道打造社群，以此将流量引导回旗舰店。新兴品牌或可利用私域渠道获取一手消费者数据，并致力于提供定制化服务，以满足小众需求。”

——张鹏俊，研究分析师

March 2022

Private Traffic: Direct-to-consumer Retailing - China

“Private channels have received great attention as a direct result of ecommerce development in the wake of the outbreak. However, brands need to be aware that private channels are not the answer to all the problems associated with the rising costs of customer acquisition. Leading ecommerce platforms are still the ...

February 2022

美容零售 - China

Online Shopping Festivals - China

“Online shopping festivals, as major promotional events during the year, have entered a stage of slower development, and there have been increasing complaints from consumers. Despite that, they remain appealing to consumers and spending during these festivals continues to increase. To drive long-term growth in online shopping festivals, brands and ...

Beauty Retailing - China

Retail: Overview - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

— 柴静彦，研究分析师

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers’ emotional needs, so as to retain consumer interest and cultivate ...