

November 2021

母婴零售 - China

“大多数90后的年轻父母追求高端产品和服务。他们大多受教育程度高、心态包容、重视颜值、喜欢尝试新事物。他们热衷于在线上社群分享想法和体验感受，并通过不同渠道了解育儿知识。品牌应努力与这些年轻父母建立情感联系并赢得他们的信任，让他们在这一特殊时期能省心、安心。”

— 赖江怡，研究分析师

October 2021

Mother and Baby Products Retailing - China

“Premium product and professional service are what most young post-90s born parents are chasing. Most of them are highly educated, open-minded, aesthetically pleased and like to try something new. They love sharing ideas and experiences through online community and learning parenting advice from different channels. Brands should devote their efforts ...

September 2021

社交电商 - China

“社交电商市场增长陷入停滞，今年消费者参与率没有明显扩大。依赖于社交关系的营销手段似乎也已触达瓶颈。社区团购作为社交电商的形式之一，在疫情期间获得关注并吸引了互联网巨头纷纷涌入。政府的监管措施将有助于该行业健康发展，并促使头部品牌更注重提升消费体验，从而带动增长。”

— 张鹏俊，研究分析师

August 2021

厨房小家电 - China

“厨房小家电通过生活品质和健康理念与消费者建立联系。尽管人们仍面临新冠疫情带来的挑战，但这一趋势将延续下去。市场不断细分，新产品也持续涌现。激烈的品牌竞争令消费者受益，并推动产品渗透率逐步增长。不论是在电商还是实体零售店，消费者都更注重购物之旅中的产品体验。这将推动品牌进行零售和营销的差异化竞争，

Small Kitchen Appliances - China

“Small kitchen appliances build links with consumers through the ideas of quality of life and health. This trend will continue, although people still face challenges from COVID-19. The market is constantly subdivided, and new products are constantly emerging. The fierce brand

以求获得消费者忠诚度的优势。”

— 益振嵘，品类总监

competition provides benefits for consumers and drives the product ...

Social Commerce - China

“The social commerce market’s growth is stagnant, with no significant expansion in consumers’ participation this year. Marketing methods dependant on social relationships seem to have reached a ceiling. Community group buying, a format of social commerce, earned attention during the outbreak and attracted internet giants who rushed into the market ...