

## November 2021

## 手机 - China

“激烈的竞争迫使手机品牌寻找脱颖而出的策略，它们要么通过利用5G拓展市场，要么以更多优质的设备和服务进军高端市场。但消费者的关注点正从产品的拥有感转移至用户的体验感。”

— 赖江怡，研究分析师

## 数码趋势——三季度 - China

“数码品牌已进入生态竞争阶段。面对流量红利触顶的压力，业内参与者转向平板电脑、游戏及新能源汽车等新兴产业以寻求市场机遇。各数字平台争相抢占消费者的屏幕时间。其中，社交媒体继续游戏化，因为消费者倾向于认同有更多娱乐元素的社交互动。整个互联网市场已进入存量竞争阶段。相比流量，数码品牌应关注内容质量，以吸引消费者的关注。”

——张鹏俊，研究分析师

## Mobile Phones - China

“Cutthroat competition has forced mobile brands to seek out strategies to stand out, either by expanding the market by leveraging 5G or venturing into the high-end market with more premium devices and services. But on the consumer side, the attention is transitioning away from products to the value of the ...

## October 2021

## Digital Trends - Q3 - China

“Digital brands have entered the stage of ecological competition. The pressure of peaking traffic has made industry players seek market opportunities in emerging industries such as tablets, games, and new energy vehicles. Various digital platforms keep fighting for consumers' attention among screens. Among them, social media continues to develop towards ...

## September 2021

## 电子竞技 - China

“尽管2021年泛电竞参与者数量增长放缓，但英敏特对电竞行业长远前景充满信心。随着电竞行业发展和成熟，参与者需求会进一步分化。要满足铁杆粉需求并刺激其消费，专业服务的重要性日益突显，而非铁杆粉往往将电竞当成时髦的休闲娱乐活动。鉴于泛电竞参与者注意力转瞬即逝，品牌与电竞IP（知识产权）合作可以帮助自身树立年轻、富有活力的形象，但此举不太可能成为销售驱动力。”

— 益振嵘，品类总监



## Technology and Media - China

**August 2021**

### Esports - China

“Mintel is confident about the long-term prospect of the esports industry despite the growth slowdown in the number of pan-esports participants in 2021. The esports industry will further diverge in participants’ needs as the industry develops and matures. Professional services are increasingly important in order to serve hardcore fans’ needs ...