

August 2021

消费意愿——上半年 - China

“中国消费者的存款习惯依然根深蒂固，同时他们也在积极探索新的收入来源。通过直播带货等新兴行业来赚取收入就是一个很好的例子。被访者对于未来的长期信心和短期信心均有显著提升。这表明，随着疫苗普及率的逐渐提升和经济的强劲复苏，中国消费者正逐步摆脱疫情阴影。关注银发经济与宅经济等新兴趋势，或可帮助品牌开辟更多商机。”

— 张鹏俊，研究分析师

July 2021

针对宠物主人的营销 - China

“后疫情时代，医疗保健和居家场景消费增加，表明消费态度正在发生转变。宠物主人居家时间增多，并将其作为通过提升宠物待遇以增进人宠关系的机会。鉴于一些现代的宠物主人依然希望携带宠物外出，提供宠物友好型服务以满足日益增长的文明养宠需求会是品牌吸引该群体的好方法，尤其是那些聚焦一线城市宠物主人的品牌。”

— 甘倩，研究分析师

June 2021

Marketing to Pet Owners - China

“In the context of post-COVID-19, a rise of spending in healthcare and at-home occasions is evidence of a shift of consumption attitudes; pet owners stay at home more and take it as chances to enhance human-pet bonds by offering better treats for pets. Considering that some modern pet owners still ...

针对年轻家庭的营销 - China

“随着父母们希望以更专业和专属的方式来照顾自己的孩子，亲子产品市场不断发展壮大。在各种社交渠道的影响下，年轻父母对家庭生活方式和教育的态度正在改变。育儿KOL（关键意见领袖）甚至是“儿童KOL”正逐渐成为品牌的潜在合作伙伴之一。

一直以来，吸引儿童都意味着提供有趣而不复杂的设计或理念。然而，年轻父母更重视品牌营销活动中的道德性，并更喜欢那些有助于培养孩子良好品格和积极生活态度的

中国消费者：重新定义价值 - China

“整体消费意愿乐观，经济稳健增长，同时消费者渴望更健康的生活方式和未来长期的安全保障，这些因素将共同推动整体消费支出在未来几年稳步增长。消费者做购买决策时越来越受情感因素驱动，他们会更青睐与自己道德价值观相符的品牌（如尊重消费者文化身份和个性，履行企业社会责任等）。”

— 顾菁，品类总监

The Chinese Consumer: Value Redefined - China

“Consumer spending sentiment is overall confident. Total spending will continuously increase in the next few years with a moderate pace thanks to stable economic growth and desire for healthier lifestyles along with future security assurances over the long term. When making purchase decisions, consumers are becoming increasingly emotion-driven – favouring ...

品牌。品牌也有机会利用产品设计创新来鼓励孩子养成习惯，并吸引他们参与以道德思考为主题的、有意义的和体验式的‘对话’。”

— 甘倩，研究分析师

May 2021

Marketing to Young Families - China

“The market for products aimed at children and their parents keeps on growing as parents seek out increasing specialised and exclusive ways of caring for their children. Young parents’ attitudes towards family lifestyles and education are changing, influenced by diversified socialising channels. Parenting KOLs and even ‘kidfluencers’ are becoming one ...