January 2020

家庭休闲 - China

“单身经济和宠物经济正在改变中国城市家庭结构，因此休闲市场将需要关注更多元化的家庭形式。品牌需要以更贴心周到的服务来应对，以确保能适应各种不同的休闲偏好和新需求。”

– 赵凌波，研究分析师

主题公园和游乐园 - China

“据估计，主题公园和游乐园的游客量增速将放缓，但仍将保持健康增长。该市场将日趋成熟。建立知名品牌对未来的竞争力至关重要。园区品牌可以利用IP（知识产权）衍生产品来增加收入，例如融合IP故事情节。消费者对学习知识的热情为创新的园区内游乐项目和零售场所提供了可能性。”

– 赵凌波，研究分析师

Family Leisure - China

“The leisure market will need to be aware of more diverse types of families, as the singles economy and pet economy are changing the structure of families in urban China. Brands need to respond by being more considerate of their service offerings to make sure they accommodate different preferences and ...

December 2019

夜生活 - China

“中国夜生活市场不小也有强大增长潜力，但目前的市场供给仍然有限。各行各业的夜生活，包括餐饮、娱乐、购物、运动健身和文化类活动，都有大展拳脚的机会。总体来说，中国消费者夜间大多想要放松或减压，但如今的夜生活有更多体验活动和新乐趣。具体而言，英敏特在夜间旅游和文化活动（艺术和表演）中看到致胜良机。

– 牛钰，品类总监

November 2019

Theme Parks and Amusement Parks - China

“Theme parks and amusement parks are estimated to see slower but still healthy growth in terms of visitor volume. The market will become more mature. Establishing a well-known brand will be critical for future competitiveness. Park brands can leverage products that source inspiration from parks’ IPs to grow sales, such ...

Night Life - China

“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow. Overall Chinese consumers mostly want to be relaxed or de-stressed but there ...

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