October 2023

快时尚 - China

随着消费者渴望参加各种外出活动，展示自己的个性和品味，快时尚消费有望在2023年迎来复苏。如今的消费者期待快时尚品牌提供更多品质上乘、经久耐穿且款式多样的产品。快时尚品牌应把握这一契机，通过考究的面料和出色的设计重新点燃消费者的热情。

September 2023

Fast Fashion - China

“Fast fashion consumption is expected to recover in 2023 as consumers are eager to participate in various outdoor activities, show their personality and taste. Consumers now expect more quality and durable products in a variety of styles from fast fashion. It’s high time for fast fashion brands to rekindle consumer ...

Loungewear - China

“Today’s consumers have reached a consensus on wearing loungewear at home, and their consideration of a product’s basic value has become more multifaceted. Brands need to take into account consumers’ real demands in order to provide products that truly meet their needs. The demand for ‘treating yourself’ and gifting occasions ...

August 2023

家居服 - China

“消费者如今已达成居家时穿着家居服的共识，且对产品的基础价值有了更多维度的考量，品牌需考虑消费者真实的诉求从而提供满足切实需要的产品。犒劳自己和礼品场景的需求也为家居服/睡衣品类提供了消费升级的契机。消费者对于多种家居服/睡衣风格款式的偏好以及男性消费者对于中式/国风家居服的喜爱为品牌在风格拓展以及客群扩充上提供了新的机遇。而家居服/睡衣与消费者情绪感受息息相关的特性，也提示品牌可以通过多样的活动，让消费者获得身与心的放松和舒缓。”

奢侈品与数字化 - China

“消费者渴望高端奢华的体验，对主要的奢侈品类也仍然保有兴趣。奢侈品牌可以利用消费者在不同线上平台的使用习惯，吸引他们的注意力并将其转化为购买行为。综合性购物网站、抖音和小红书可以是奢侈品牌的有力工具。除了善用这些平台来强化影响力外，奢侈品牌还需要结合互动内容和创新的视觉体验，以更加新颖和沉浸式的方式吸引消费者，进一步扩大受众范围。”

– 任敏惠，研究分析师

July 2023

Digitalisation in Luxury - China

“Consumers crave luxurious experiences while maintaining interest in main luxury categories. Luxury brands can leverage consumers’ usage habits across different online platforms to capture their attention and convert it into a purchase. Comprehensive shopping websites, Douyin and Xiaohongshu can then be powerful tools for luxury brands. In addition to judiciously ...

Lifestyles of Luxury Car Owners - China

“The luxury car market has ended years of rapid growth and begun to slow down. New luxury brands such as Tesla have become the main growth driver in the luxury car market, which also means that the position of traditional luxury brands is further challenged. Compared with the past, luxury ...

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June 2023

豪车车主的生活方式 - China

“豪华车市场结束了多年的高速增长，呈现出疲软态势。其中，特斯拉等新贵品牌成为了豪华车市场的主要增长动力，这也意味着传统豪华品牌的地位受到进一步的挑战。相比过去，豪华车主对于新旧豪华品牌呈现出不同的期待，新贵品牌需在配置、智能科技和设计感上更努力，而传统豪华品牌则需要在制造工艺上维持优势。此外，豪华品牌可以通过定制化的汽车周边产品满足车主的个性化需求，以及通过具有品牌特色的社群服务获得女性豪华车主的好感。”

– 袁淼，研究分析师

Upcoming Reports

Fashion Accessories - China - 2023

时尚配饰 - 中国 - 2023年

Affordable Luxury - China - 2023

Sports and Leisure Wear - China - 2023

运动与休闲服饰 - 中国 - 2023年

轻奢品 - 中国 - 2023年

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