

August 2023

消费意愿 ——上半年 - China

“疫情防控措施放开后，中国经济发展正在恢复，但仍面临压力和挑战。消费者的财务状况保持稳定，且消费信心也有所上涨。谨慎的消费心态仍将在2023年继续。报复性消费将集中于能够以小额支出收获即时快乐的领域，如旅游、线下休闲活动以及餐饮品类。”

——张鹏俊，高级研究分析师

July 2023

Consumer Spending Sentiment - 1H - China

“China’s economic development is recovering after the relaxation of COVID-19, but is still facing pressure and challenges. Consumers’ financial situation remained stable, and consumer confidence also picked up. The cautious consumption mentality will still be maintained in 2023. Revenge spending will be concentrated in sectors that can bring instant happiness ...

June 2023

中国消费者：疗愈之年 - China

“市场即将复苏，但成效并非立竿见影。消费者渴望与外界重建联系，并且以放松、疗愈的方式生活。不过，新冠疫情所带来的生活方式的改变（如对健康和卫生的重视以及谨慎的消费意愿）将在短期内持续。消费者可能更关注价值，而非价格。在后疫情时代，如何为消费者提供价格更低、价值更高的产品/服务，同时力图建立消费者对未来的信心将成为对品牌的考验。”

— 张鹏俊，高级研究分析师

The Chinese Consumer: the Year of Restoring - China

“A recovery is imminent, but it may not be so swift. People yearn to reconnect with the world and live in a

针对55岁以上人群的营销 - China

“中国的中老年人口正在快速增长，而对于老年人的刻板印象需要打破。事实上，55岁以上人群是一个复杂的消费者群体；他们是现代且独立的消费者，越来越适应数字工具和渠道，同时也极为依赖人际关系来维持积极的生活方式以及培养目标感和社交联结。

品牌若不想错过55岁以上人群经过多年工作和储蓄而积攒的巨大的消费能力，就需要解决他们被忽视的情感需求问题。利用互动、陪伴功能和省力的设计重新定义适老化产品，展现真实的中老年人及其多样化的生活方式来鼓励中老年消费者进行现代消费，并帮助巩固幸福的亲子关系。上述方式可以帮助品牌满足55岁以上人群在面对衰老的过程中不断变化的需求。”

— 甘倩，高级研究分析师

Marketing to Over-55s - China

“China is experiencing rapid growth in its older demographic, while stereotypes of old people have to be broken. In reality, the over-55s are a complex group of consumers; they are modern and independent

China Lifestyles: Demographics - China

relaxed, healing way. However, lifestyle changes brought about by the pandemic, such as attention to health and hygiene and cautious consumption sentiment, will continue in the short term ...

consumers who are increasingly adapting to digital tools and channels, while at the same time highly reliant ...

May 2023

针对Z世代的营销 - China

"Z世代同时做加法和减法，以寻找生活的平衡，而非‘什么都想要’。一方面，他们渴望更多高质量的体验和丰富的社交网络与互动，另一方面，他们希望找到方法将自己从无关紧要的琐事、无效社交和‘信息茧房’中解放出来，从而缓解焦虑，更好地享受生活。为Z世代提供安全感、对生活的掌控感和身心健康的品牌能够赢得他们的信任，并且极有可能获得他们的忠诚度。"

针对年轻家庭的营销 - China

"年轻父母对养育孩子的态度发生了明显改变。他们越来越重视‘陪伴’在孩子成长过程中的作用。随着减轻孩子学习负担的需求日益明确，保护孩子们的童心和创造力正成为更重要的事。科技的发展不仅改变了教育和信息来源的形态，也在影响家长对孩子未来发展方向的思考方式。与此同时，年轻父母对自我实现的追求并没有在育儿期间停止。他们希望孩子成为自己动力和灵感的源泉，而不是束缚。儿童品牌在与消费者沟通时，需要展现出‘与孩子一同成长’的姿态，避免‘说教者’的形象。"

– 张泽龙，高级研究分析师

April 2023

Marketing to Gen Z - China

"Gen Zers are doing both addition and subtraction to find balance in life, instead of ‘wanting it all’. On the one hand, they long for more high-quality experience and enriched social network and interactions, while on the other hand, they seek solutions to free themselves from unimportant things, invalid socialisation ...

Marketing to Young Families - China

"The attitudes of young parents towards childcare have changed remarkably. They increasingly focus on the role of ‘companionship’ in the development of their children. As the need to reduce children’s study load becomes clearer, the protection of children’s childlike innocence and creativity is becoming a more important issue ...