

November 2019

健康生活趋势 - China

“消费者正以自己的方式对抗焦虑和压力，来重新掌控自己的健康问题。保持积极的精神状态被认为是健康生活中最重要的因素，心理健康也受到了更多的关注。消费者更多地意识到了保持健康的生活方式的重要性，并希望能够得到专业的咨询和采用新技术的更好的健康诊断。虽然如此，对大多数消费者来说，仅凭一己之力坚持努力绝非易事。品牌可通过帮助消费者调节情绪、培养健康的生活方式、管理医疗保健数据并寻求有效方式保持身心健康方面的全方位策略，寻求更多商机并在品牌与消费者之间建立更紧密的联系。”

- Keiyong Wang, Research Director

October 2019

针对户外爱好者的营销 - China

“得益于消费者收入的增长和参与意愿的提高，尽管户外运动流行了若干年，但中国的户外用品市场仍是一个新兴市场。户外爱好者认为很难做出选择，尤其是在寻求专业指导时。户外服饰和装备的品牌不仅有必要考虑如何将我们的产品与普通运动品牌甚至快时尚品牌区别开来，还需要思考如何让消费者获得更多户外知识和良好的实操练习。中国消费者时尚意识强，愿意租借户外运动装备而非购买，这对户外品牌而言既是挑战又是机遇。”

- 谢栋，初级研究分析师

September 2019

Marketing to Outdoor Lovers - China

“The outdoor market in China is a new emerging market, although outdoor activities have been popular for years thanks to consumers' increasing incomes and willingness to participate. Outdoor lovers, especially when seeking professional guidance, find it difficult to make choices. It is essential for outdoor clothing and equipment brands to ...

Trends in Health and Wellness - China

“Consumers are taking back control over health issues by fighting against anxiety and stress in their own ways. Mental health is receiving more attention, as keeping a positive mind-set is considered most important by almost every one. They are more aware of the importance of maintaining healthy lifestyles as well ...

低线城市生活 - China

“一线城市和低线城市的差距正在缩小，在教育和经济层面都是如此。由于信息传播迅速，低线城市消费者表现出了对最新趋势的强烈追求，但相比一线城市消费者，他们可享受的产品和服务较少。他们享受休闲式购物，并希望购物能更具娱乐性，线上线下都是如此。

本报告探索营销策略能如何有效增强产品-品牌联想，提升生活方式和潮流体验，并推广服务解决方案。针对低线城市消费者时，传播‘整体性价比’的概念至关重要，并且应利用游戏化的电子学习和社交商务来制造满足感和与他人联系的感觉，同时增加他们的品牌参与度。”

- 王慧蓉，品类总监，中国

August 2019

对奢侈品的态度 - China

“随着中国奢侈品市场走向成熟，中国消费者正寻求借助奢侈品牌树立个人形象，展现独特个性并更好地反应自身性格。向前看，奢侈时尚品牌将需要采取策略，用鲜明的品牌形象、更好的产品种类和更多定制化选择捕获正在崛起的年轻奢侈品消费者的心。进一步，投资全渠道对于奢侈品牌而言仍然重要，尤其是在这方面落后的硬奢侈品牌。”

— 夏月，研究分析师

July 2019

Living in Lower Tier Cities - China

“Gaps between tier one and lower tier cities are narrowing both in educational and economic respects. Consumers in lower tier cities show a strong willingness to pursue the latest trends, driven by the fast spread of information, but have less products and services available to them compared to those in ...

January 1970

Attitudes towards Luxury - China

“With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality. Going forward, luxury fashion houses will need to have strategies in place to capture the rising younger luxury consumers with ...