

## May 2023

### 主题公园 - China

“主题公园市场值得投资关注，随着新冠疫情防控政策的放宽，预计2023年起，该市场将迎来积极增长前景。消费者对旅游和休闲活动的热情高涨。随着越来越多的国际品牌参与竞争，本地主题公园品牌需通过IP收购、产品和服务创新、数字化和营销活动来保持发展。25-39岁的女性、有两个或更多小孩的家庭以及高家庭收入的18-29岁年轻消费者是主题公园爱好者，并且为园内特殊待遇付费的意愿和预算均较高。主题公园运营商建议升级会员计划、丰富特殊待遇服务内容，并利用IP的力量来增加收入。”

– 刘倩雯，高级研究分析师

## March 2023

### Theme Parks - China

“The theme parks market is worth investment as it is forecast to have positive growth prospects from 2023 with the easing of COVID-19 pandemic prevention policy. Great enthusiasm of travel and leisure activities has been seen among consumers. With increasing international brands joining in the competition, local theme parks brands ...

### 户外爱好者 - China

“基于国家政策的支持以及消费者与日俱增的参与热情，户外产业预计将拥有积极的发展前景。户外企业需要对其制造工厂、供应链、物流、零售以及运营体系进行数字化和智能化升级，来提升生产力、产品质量以及消费者体验。消费者也十分倾向于购买适合日常穿着的环保、休闲、舒适且时尚的户外服装。专业的户外运动品牌可以开发多条产品线，来满足这类消费者需求。”

## February 2023

### The Outdoor Consumer - China

“The outdoor industry is expected to have a positive development outlook, on the back of supportive national policies and increasing consumer participation enthusiasm. Outdoor companies will need to digitise and add intelligence to their manufacturing plants, as well as supply, logistic, retail and operation systems, to improve productivity, quality of ...