

May 2023

健康科技 - China

“消费者的健康意识越来越强，也期待健康科技能提供除了监测健康数据以外的更多功能。品牌有机会提供综合健康解决方案，支持消费者更有效地管理身心健康。通过全面的健康管理功能帮助消费者实现健康目标、采取健康的生活方式以及为消费者提供更专业的心理健康资源，是品牌需要探索的重点领域。”

— 许成维，研究分析师

健康生活趋势 - China

“视力问题再次成为排在首位的亚健康问题，因此眼部健康市场需求预计将有所增加。尽管多数消费者认识到了科技对其眼部健康所造成的影响，但人们的护眼需求会随着特定的人生阶段而有所不同。品牌有机会借鉴科技领域的护眼科学，同时基于重点人群特定的日常生活方式与其建立联系。”

——刘文诗，高级研究分析师

April 2023

Health Tech - China

“Consumers have become more health conscious and expect more from health tech than simply tracking their health data. Brands have the opportunity to provide comprehensive health solutions that can support consumers to manage both physical and mental health more effectively. Holistic health management functions to help consumers achieve their health ...

儿童营养 - China

最新版儿童膳食指南比旧版内容更具体，其简单直白的表达方式将更好地帮助父母喂养孩子。企业和品牌也应将这些更新应用到创新和营销信息中，从而为父母提供支持。企业和品牌应专注于扩展饮水场景和教育吃蔬菜和水果的重要性。品牌也应关注到，消费者希望购买平价保健品，因此，未来将会出现更多针对全家健康需求的产品创新。”

Trends in Health and Wellness -
China

“The market demand for eye healthcare is expected to increase as eyesight problems once again become the number one sub-health issue. While the majority of consumers acknowledge the effects of technology on their eye health, their eye protection needs vary according to their specific life stage. Brands have the opportunity ...

March 2023

Children's Nutrition - China

“The newest dietary guidelines for children are more specific than before, which will benefit parents with a more straightforward guide to feeding children. Companies and brands should adopt this change with innovations and marketing messages to support parents. They should focus on expanding the occasions for hydration and education on ...