September 2022

中国消费者：适应不确定性的未来 - China

“建立在真实体验的基础上并兼具便利性和透明度的品牌很可能从竞争中脱颖而出，因为这些因素可以带来安全感和慰藉感，这正是在疫情期间和疫情后应对财务困境的人们所殷切渴望的。除了实用性因素，中国消费者也在寻求文化连接，并与那些关心弱势群体（如老年人、少数群体、宠物）和环境的道德品牌产生共鸣。”

– 顾菁，品类总监

August 2022

针对宠物主人的营销 - China

“以宠物为主题的宣传活动不仅对宠物主人，而且对几乎所有喜欢动物的人都有情感影响。因此，各行各业的众多品牌，包括运动品牌、奢侈品牌甚至汽车品牌，都纷纷开始发掘与宠物关联或合作的机会，在针对年轻消费者营销时尤其如此。大多数宠物主人都愿意为有设计感和提供定制的产品和服务买单。展现全方位的理解和体贴入微的专业关怀是让品牌在竞争中脱颖而出的最有效策略之一。”

针对Z世代的营销 - China

“针对Z世代的营销关键在于理解他们的多元化与包容性。他们对新思想、文化、潮流和生活方式保持更为开放的态度，同时也有意识学习上一辈传授的知识。这也是Z世代表现得如此复杂的部分原因。在生活方式方面，他们既能做到经常运动，但也经常熬夜。在经济状况方面，他们既能做到努力工作，减轻家庭财务负担，也会贷款分期购买科技新品。在品牌个性方面，他们同时接受现代与经典，前沿与传统。由此可见，鉴于经济状况和新冠疫情带来的不确定性，年轻消费者正在追求独立的个人生活价值。对品牌而言，关键在于尊重各种选择，用年轻一代的思维方式来思考问题——平等交流，敢于表达，不遗余力地去爱自己所爱。”

– 甘倩，生活方式分析师

July 2022

The Chinese Consumer: Adjusting to Uncertainties - China

"Brands which build on authentic experiences featuring both convenience and transparency are likely to stand out from the competition, as these factors may trigger the sense of reassurance and comfort which is highly desired when people have to deal with financial struggles and uncertainties during and after the pandemic. Besides ...

Marketing to Pet Owners - China

“Pet themed engagement has the emotional impact on not only pet owners but almost everyone who likes animals. As a result, a wide range of brands in different categories, including sports, luxury and even car brands, start to explore their opportunities in association or collaboration with pets, especially when targeting ...

June 2022

针对55岁以上人群的营销 - China

Marketing to Gen Z - China

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

“年龄只是数字，而不是定义。与今天的年轻消费者类似，老一辈消费者也在拥抱数字生活，热衷于探索新的爱好，并体验与健身、时尚和智能家居生活相关的各种潮流事物。此外，作为老字号国货品牌的拥趸，55岁以上人群希望以一种文化相连的现代方式来缅怀自己的黄金时期。

面向中老年消费者的营销远不止于放大字体和在广告中展示中老年人的形象。了解并回应中老年消费者未被满足的社交和娱乐等需求，可以帮助他们改善其身心健康，应对后疫情时期的孤独感和社交隔离。”

May 2022

Marketing to Over-55s - China

"Age is just a number, not a definition. Similar to younger consumers today, the older generations are also embracing digital life and keen on exploring new hobbies and engaging in various trendy experiences with regard to fitness, fashion and smart home lives. Also, being aficionados of time-honoured domestic brands, over-55s ...

“The key to marketing to Gen Z is understanding their diversity and inclusivity. They are more open to new thinking, culture, trends and lifestyles, while at the same time, well aware of the learnings older generations have left them. That is partly why they appear so complicated. In terms of ...

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.