April 2023

Car Purchasing Process - China

"After a temporary sluggishness in the second wave of the pandemic, China's passenger car market has returned to steady growth, with NEV share growth being particularly notable. The car owners' trading-up demand has not changed, and in addition to upgrading to better configurations, brands and models, there is also an ...

February 2023

Car Aftermarket - China

"The steady expansion of China's car aftermarket has been driven by the growth in car ownership and the increased cost per repair and maintenance of high-priced cars. In comparison to the past, efficiency and flexibility of service are now becoming the new focus in aftersales service. Given the opaque prices ...

January 2023

汽车购买过程 - China

"中国乘用车市场在经历了第二波疫情的短暂低谷期后，已恢复至稳定的增长，其中新能源车的占比增长尤为醒目。相比过去，车主的消费升级需求犹在，升级方面除了配置、品牌、车型外，对售后服务升级的需求也有所增加。另一方面，汽车智能化的趋势使得车主对创新技术有了更高的期待，品牌需要持续扎根于技术创新，并将技术优势通过试驾等营销渠道传递给潜在用户，为占领智能车市场打下用户基础。"

– 袁淼，研究分析师

November 2022

汽车后市场 - China

"汽车保有量和高价位汽车维保单价的增长，推动了中国汽车售后市场规模稳步增长。相较于以往，如今服务效率及灵活性正成为售后服务中新的发力点。在传统汽车后市场价格不透明、操作不规范的大背景下，车主用户愈发倾向于通过线下朋友以及线上评价来了解门店的口碑，以此获得双重保险。不仅如此，年轻的新一代车主更是显现出对养车APP和DIY保养以及改装的兴趣。可以预见在未来几年内，线上和线下服务的融合、消费者端和门店端之间的数据的打通必将成为后市场的大趋势，并带来更多的竞

Car Usage Habits - China

"Most car owners will connect their phone to the in-car system to receive the best experience available at this stage. In the high end new energy vehicle (NEV) sector, the car networking ecosystem centred on in-car system has burgeoned. Besides the smart experience brought by the in-car system, car owners ...

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

争和变革。”

–袁淼，研究分析师

September 2022

汽车使用习惯 - China

“大部分车主会将手机和车机连接使用，以获得现阶段的最佳体验。而在高端新能源车领域，以车载系统为中心的车联网生态也已初露锋芒。除了车载系统为车主带来的智能体验，车主对智能科技颜值的期待也有所提升，科技颜值正在为他们带来新的情绪价值。而车主们也越来越能够理性地看待辅助驾驶功能，并越来越认可其中的基础功能。”

– 袁淼，研究分析师

August 2022

Lifestyles of Luxury Car Owners - China

“New entrants have become the main driver of luxury car sales volume growth and have rebuilt the competitive landscape of the luxury car market. All brands are stepping up their efforts on intelligence and electrification. Compared to the past, luxury car owners today are no longer satisfied with comfortable driving ...

July 2022

豪车车主的生活方式 - China

“新势力品牌的入局成为了推动豪华车销量增长的主要驱动力，也重洗了豪华车市场的竞争格局。智能化和电动化已成为各品牌竞相发力的焦点。相比过去，新一代豪华车主已不满足于车辆行驶过程中舒适的驾乘体验，而是愈发期待车辆在静止时也能够获得令人满意的、多元化的车内空间的使用。其使用场景，可以包括餐饮娱乐，甚至是阅读办公等场景。而相对小众的、与众不同的感受，例如露营等户外活动的体验，也会是可以打动豪华车主的机会点。”

– 袁淼，研究分析师

New Energy Cars & Smart Cars - China

“The environmental trend of NEVs is more recognized by users, while the interest of female car owners and replacement car buyers in NEVs has increased significantly. Intelligence has become the winning key for NEV brands. Car users not only expect BEVs to feature a more high-tech appearance but also want ...

May 2022

新能源和智能汽车 - China

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

“新能源车的环保趋势性得到车主用户更多认可，同时，女性车主及换购车主对新能源车的兴趣度增长明显。智能化成为新能源车品牌的决胜关键，车主用户不仅期待纯电动车拥有更具科技感的颜值，同时更希望通过新能源车先进的智能配置来提升实际的用车体验，而品牌可以通过完善的试驾服务来提升车主用户对高端智能配置的接受度。此外，跨界玩家的入局也为智能化赛道的竞争格局增加了不确定性，具有技术优势的智能汽车产品将受到青睐。”

– 袁淼，研究分析师

March 2022

Car Marketing & Retailing - China

“Specialised automotive platforms remain the main channel among car owners for car purchase-related information, but new online channels, such as social media and short video platforms, have been gradually accepted, mainly by young consumers. Brand apps have become an effective portal for brands to establish bonds with car owners online ...

February 2022

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但如今社交媒体、短视频类等线上新渠道正逐渐被以年轻消费者为代表的人群所接受。官方App成为品牌与车主用户在线上建立联系的有效窗口，除了汽车相关的信息，生活服务类的内容亦能引起车主用户的共鸣。随着汽车市场进入存量时期，品牌开始着力于通过多样化的营销新形式满足细分人群的差异化需求。同时，随着品牌对用户思维的愈加重视，以用户需求为导向的个性定制化产品及服务将受到青睐。”

– 袁淼，研究分析师

Car Purchasing Process - China

"With the continuous rebound and growth of the domestic macro economy in China, more consumers in the auto market have had the chance to satisfy their need to purchase another car or replace a car, leading to a noticeable increase in the year-on-year growth of new car sales volume. At ...

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