

January 2019

对共享经济的态度 - China

“中国消费者尚未养成使用共享商品和服务的习惯，并表现出极大担忧。由于该市场仍处于新兴增长阶段，规章制度需要进一步完善。但它也为企业的成长和创新带来了充足空间。虽然低价仍是消费者使用的首要动因，但他们也关注环境和社会的整体健康和谐。”

— 赵鑫宇，初级研究分析师

December 2018

Attitudes towards Sharing Economy - China

“Chinese consumers have not built up the habit of using sharing products and services and show great concern. As the market still stands in an emerging to growth stage, rules and regulations need to be further improved. Yet it also provides substantial space for companies to grow and innovate. Although ...

November 2018

针对青少年的营销 - China

“虽然如今的青少年更加有主见和个性（与更加民主的家庭环境有关），但其共性特点仍占主导，并表现出对艺术和人文知识的浓厚兴趣。他们并不排斥广告，但对内容质量和幽默感有更高的期待，有趣的内容可以成为他们日常的‘社交货币’用以增进朋友交流。在零食方面，健康和功能性的宣称会更加受到青睐。”

— 赵鑫宇，初级研究分析师

针对大学生的营销 - China

“如今的大学生更特立独行，有自己的个性。他们信奉勤奋和卓越，同时也崇尚不拘而悠闲的态度。他们看起来既很现实，又很娇惯。他们积极在专业/学术技能上投资，也在爱好和娱乐活动上投入。他们平均使用3.4种渠道展示自己的爱好，方式富有创意，希望启发他人。拥有社交功能和深刻同理心的产品和服务会赢得这些年轻人的青睐。”

— 赵鑫宇，初级研究分析师

Marketing to Teens - China

“Although today's adolescents are more assertive and individualistic, which is related to democratic family environments, they still share a lot in common. A strong interest is shown in aesthetics and humane knowledge. They do not reject advertising per se, but demand humour and high-quality contents, which can serve as ...

October 2018

Marketing to University Students - China

“Today’s university students are more distinctive and have personality. They value diligence and excellence also an informal and laid-back attitude. They appear both very practical and spoiled. Professional/academic skills are proactively invested, as well as hobby and leisure activities. An average of 3.4 channels is utilized to showcase ...

September 2018

对意见领袖的态度 - China

“互联网新时代赋予‘听众’和‘发言者’更多的沟通方式。社交媒体的可及性和快捷性孕育KOL数量，特别是网红数量，呈指

几何级增长。这是一种通过人性化功能吸引消费者的全新触点，了解消费者对他们的态度对于品牌发展至关重要。。”

August 2018

Attitudes towards KOLs - China

“The new era of internet offers both ‘listeners’ and ‘speakers’ more methods of communication. By the accessibility and instance of social media, the number of KOLs, especially internet celebrities, has shown a geometric growth. It is a brand new touchpoint to reach consumers with humanized features and understanding consumers’ attitudes ...

June 2018

对运动健身的态度 - China

“体育运动已不再仅仅意味着强身健体，还代表了一种时尚的健康生活方式选择。因为害怕落伍，人们踊跃加入这一浪潮，对运动设备和服装不吝支出，越来越热衷于去健身中心或打造家庭健身房。”

— 马子淳，研究副总监

中国消费者 - China

“在2017年中国经济表现更加稳健的强心剂作用下，不同于去年同期，消费者的谨慎态度开始略微放松。不过，他们不太可能改变其精明的消费习惯。性价比仍将是消费者购物时的首要考虑因素。这与低价关联不大，而是更重要的，不能让消费者感觉被坑。如同价格昂贵和独家专属不再是豪华品牌的标准，花哨但不走心的营销也不能像投资更卓越的产品和服务一样有效地赢得客户青睐。

消费者更看重工作满意度，以及保护隐私。民族自豪感也

China Lifestyles: Demographics - China

在上升：他们不仅对中国品牌更有信心，愿意为此买单，而且也在呼吁传统文化和传承的回归。这为品牌创造了自我推广，吸引当今中国消费者的新机会。”

May 2018

Attitudes towards Fitness - China

“Participating in sports is no longer just for the development of physical strength, but also seen as a trendy lifestyle choice. Driven by fear of missing out, people are eager to go with this tide as shown by the fast-growing desire for splurging on sports gear and apparel, going to ...

The Chinese Consumer - China

“Thanks to a more solid performance in China’s economy in 2017, consumer sentiment is starting to move away slightly from the prudence and caution seen in the same time last year. However, consumers are unlikely to change their habit of spending in a smart way. Value for money will continue ...

April 2018

婚庆趋势 - China

“尽管中国社会日益包容不同的生活方式，但仍是一个集体主义社会——即重视家庭的团结和统一。这意味着，婚恋、婚礼策划和婚姻咨询等行业不会成为夕阳产业。年轻夫妻其实更倾向于一起分担结婚相关的筹备工作，而非和父母一起筹划。”

— 马子淳，研究副总监

March 2018

Wedding Trends - China

“Although China is getting more tolerant of different ways of living, this is still a collectivistic society – valuing family cohesion and conformity. This means dating, wedding planning and marriage counselling businesses will not become sunset industries. In fact, young couples are more likely to share wedding-related tasks with each ...

February 2018

针对宠物主人的营销 - China

“宠物业发展持续攀升，尤以养猫增势最猛。原因在于现代人期待填补心灵的空缺（如养儿育女），但又不想生活方式整体改变。既然宠物主十分在乎动物的陪伴，营销宣传和产品功效就可环绕在宠溺和疼惜宠物之上，而不是为了省时却淡化了宠物与主人之间的互动。”

节日购物 - China

“节日正在重塑消费者的支出模式，尤其是网络购物节。更强大的消费能力和更丰富的选择提升了消费者对个性化的追求，以及对零售商和品牌的创新要求。对更卓越体验的需求也催生了节日购物与节日娱乐的融合，即所谓的‘娱乐式零售’。旅游度假支出也让中国的节庆购物国际

— 马子淳，高级研究分析师

January 2018

Marketing to Pet Owners - China

“The pet industry will continue on an upward trajectory, especially related to cat ownership. This is because people want to fill the emotional void in their lives (eg parenthood) without completely changing their lifestyles. As pet owners value animals’ companionship a lot, marketing communications and product benefits could be around ...

化。这在为零售商和品牌带来新机遇的同时也给其制造了挑战。零售商必须取得传统与变革、送礼和自用，以及购物和娱乐、对网络购物节不屑与兴奋间的平衡。”

Festival Shopping - China

“Festivals are reshaping consumers’ spending patterns, especially online shopping festivals. Greater spending power and choice are driving individualisation among consumers and the need for innovation by retailers and brands. Demand for better quality experiences is also driving the convergence of festival shopping with festive entertainment into so-called “retailtainment”. Travel spending ...