

October 2016

针对青少年的营销 - China

“中国青少年比老一辈人更精通电子科技。这使得他们能一键互联世界，更容易获取信息和知识，但沉迷网络世界也耽误了他们的学业，使其面临着更大的竞争压力。抗压能力不强使很多青少年缺乏自主性和独立性。由父母帮他们做大部分的决策，将绝大多数的时间放在学习上，青少年很难成熟起来。另外，受到父母集体主义思想的影响和西方个人主义文化的熏陶，中国青少年处于“遵循传统”还是“追求个性化”的矛盾中。”

— 马子淳，高级研究分析师

September 2016

Marketing to Teens - China

“Chinese teenagers are more digitally savvy than older generations. This makes them feel globally connected and gives them easier access to information and knowledge, but also exposes them to many distractions from school work and places them under a high level of competitive pressure. Coupled with an inability to handle ...

健康生活趋势 - China

“中国消费者采取全面平衡的理念来管理健康，其中保持心理健康和养成良好的饮食习惯是最重要的。西方饮食概念还未在中国消费者中广泛流行。而有规律的运动正逐渐成为健康生活的重要组成部分。食品安全和空气污染仍然是消费者担忧的两大问题，他们对更多样化、更有效的健康改善方式有强烈需求。”

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Trends in Health and Wellness - China

“Chinese people take a holistic and balanced approach to managing wellness with mental health and good eating habits being the top priorities. Western eating concepts still play a limited role, while exercising regularly is being recognised as an essential part of healthy lifestyle. Food safety and air pollution remain two ...