

July 2021

情绪健康管理 - China

“新冠肺炎带来的恐惧和越发高压的社会环境让压力和疲倦持续成为最常见的情绪问题。对此，消费者对在未来练习冥想并且通过香氛护理刺激感官产生了浓厚兴趣。随着食用慰藉食品来调整情绪已得到广泛认可，品牌可考虑为不同的慰藉食物赋予特定的“角色”，让它们在动荡纷繁的世界中陪伴消费者。”

– 刘文诗，高级研究分析师

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Managing Emotional Wellbeing -
China

“Not only buoyed by the fear of COVID-19, but also facing increasingly stressful surroundings, stress and tiredness continue to become the most commonly occurred emotional issues. As a result, consumers are showing notable future interests in practising meditation and seeking sensory stimulations through scent-care. As using comfort food to adjust ...