

May 2023

对可持续性的态度 - China

“消费者如今已达成成为可持续产品支付溢价的共识，但对于真正的可持续产品应具备什么特点提出了更高的要求。品牌需在整个产品生命周期不同阶段都提供更具可持续性的选择，从而说服消费者并证明其溢价的合理性。除了产品，若品牌能为消费者提供有关可持续的实际体验，如线下绿色店铺或线下可持续主题活动，便可以更有效地与消费者就可持续进行沟通。”

— 任敏惠，研究分析师

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Attitudes towards Sustainability -
China

"Consumers have now reached a consensus to pay a premium for products that claim to be sustainable, but with higher requirements regarding what would constitute a truly sustainable product. Brands would need to provide more sustainable options throughout the entire product life cycle in order to convince consumers and justify ...