

February 2022

消费意愿 - 下半年 - China

“中国经济稳步复苏的趋势仍未改变。尽管下半年消费者财务状况和信心略有下滑，但新冠疫情的影响预计将有所减弱。消费者追求更优质的生活，悦己型和自我犒劳型消费的优先级提高。未来，情感共鸣将成为重要的消费驱动力，品牌应特别予以关注。”

——张鹏俊，研究分析师

January 2022

Consumer Spending Sentiment - H2 - China

“The trend of a stable recovery of China’s economy remains unchanged. Although the financial situation and confidence of consumers has declined slightly in the second half of the year, the impact of the coronavirus outbreak is expected to be alleviating. As consumers pursue a higher quality of life, self-enjoyment and ...

Marketing to Modern Women - China

“Modern women are no longer bound to the ideal image of being a ‘Superwoman’, with regard to the right age to get married, achieving the delicate balance between work and home life, and always looking perfect. Instead, defining a career path and creating more ‘me moments’ to achieve personal pursuits ...

July 2021

针对宠物主人的营销 - China

“后疫情时代，医疗保健和居家场景消费增加，表明消费态度正在发生转变。宠物主人居家时间增多，并将其作为通过提升宠物待遇以增进人宠关系的机会。鉴于一些现代的宠物主人依然希望携带宠物外出，提供宠物友好型服务以满足日益增长的文明养宠需求会是品牌吸引该群体的好方法，尤其是那些聚焦一线城市宠物主人的品牌。”

— 甘倩，研究分析师

June 2021

Marketing to Pet Owners - China

“In the context of post-COVID-19, a rise of spending in healthcare and at-home occasions is evidence of a shift of consumption attitudes; pet owners stay at home more and take it as chances to enhance human-pet bonds by offering better treats for pets. Considering that some modern pet owners still ...