

October 2020

情绪健康管理 - China

“多数中国消费者认为自己有情绪健康问题。压力和疲倦是提及率高的情绪问题，经济压力和工作量大也是提及率高的情绪问题来源。虽然消费者情绪健康情况不乐观，但是，积极的自我情绪评估意味着情绪问题将得到更积极的管理。品牌的发展机遇在于提供更具体的解决方案，而不是笼统宣称能提升心情。具体而言，品牌可应对短期的压力和睡眠问题，或者长远来看，将情绪问题和具体人群的健康问题联系在一起。品牌也可提供有意义的理由来鼓励消费者参与人际沟通，而非简单地说服消费者走出舒适圈。同时，品牌也可使用更温情的营销沟通手段，如营造一种享用产品的仪式感。”

— 刘文诗，研究分析师

Managing Emotional Wellbeing - China

“The majority of Chinese believe that their emotional health is not in good form, driven by high incidence of stress and fatigue, as well as growing financial pressures and increasing workload. Despite this pessimism, proactive self-evaluation drives up better self-management. Opportunities lie in providing more detailed solutions rather than a ...

September 2020

The Fitness Consumer - China

“The outbreak of COVID-19 has brought more opportunities to the fitness industry in China than challenges. Wellbeing, experience and technology will be the key consumer trend drivers. Consumers will look for fitness solutions in everything they do. Meanwhile the purpose of doing fitness activities is not just for physical wellbeing ...

健身人士 - China

“对中国健身行业来说，新冠疫情带来的机遇大于挑战。身心健康、体验和科技将会是关键消费者驱动力。消费者会从自己日常所做的每件事中寻求健身方案。同时，健身的目的不仅是增强体质，还有情绪管理（如远离压力）。此外，消费者会进一步依赖科技更好地了解自己，并更高效地达成健身效果。品牌可把握住这些领域的机遇，从而在未来市场中蓬勃发展。”

— 顾菁，品类总监

肠道健康管理 - China

“消费者对天然的、全方位提升健康的方式偏好推动了肠道健康相关功能性食品饮料的增长，并对保健品带来挑战。市场机遇在于扩大品类，提供各种“有益肠道健康”的食品饮料（如兼具健康和纵享的选择），以及由更高端的产品需求所驱动的保健品创新（如对新场合和新配方的兴趣）。此外，消费者越来越关注心理健康，尤其是在新冠疫情后。这表明聚焦有关肠脑轴的消费者教育，从长远来看，可能会进一步推动肠道健康管理市场的增长。”

— 刘文诗，研究分析师，2020年8月7日

August 2020

Gut Health Management - China

“Consumers' preference for holistic natural approaches drives growth for functional food and drink and presents challenges for supplements in the gut health



Health and Wellbeing - China

management market. Opportunities lie in category expansion to offer various “better-for-gut health” food and drink choices (eg a mix of both healthy and indulgence options), as well as ...