

September 2023

针对宠物主人的营销 - China

“我国的宠物拥有率仍在快速增长，人宠关系从传统的饲养关系转向更平等的‘伙伴关系’。养宠观念的改变也在影响人宠互动和消费行为。社交媒体和科技正在改变养宠生活方式，而宠物主也试图变得更成熟、更有主见，以摆脱碎片化信息的束缚。因此提升‘专业’形象对品牌变得更重要。”

——张泽龙，高级研究分析师

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Marketing to Pet Owners - China

"Pet ownership in China is still growing rapidly, and the relationship between pets and people is shifting from a traditional foster relationship to a more equal 'partnership'. The changing concept of pet ownership is also influencing human-pet interaction and consumer behaviour. Social media and technology are altering the pet-keeping lifestyle ...

Upcoming Reports

Marketing to Men - China - 2023

男士营销 - 中国 - 2023年