

June 2016

针对英敏特城市精英人群的营销 - China

“对于市场中运营的不同“角色”（如制造商、零售商和服务商），满足中国消费者彰显个性的需求，为他们提供全新体验，打造健康和平衡的生活方式，都将为其创造获利良机。品牌应该特别关注年轻高收入群体的需求，设计引人注目的会员制度，提升用户的忠实度，获得长远的成功。”

— 顾菁，研究经理

中国消费者 - China

“中国社会正向节能、环保、科技型经济转型，届时，以大规模工业生产为主的经济将被以国内生产为主导的经济所取代，成为经济增长的核心动力。日益增长的可支配收入以及前景乐观的经济展望都将刺激中国消费者增加在生活各个方面的支出（从日用品到非必需品以及非必要消费），以追求更优质的生活，享受期待已久的生活方式。”

May 2016

旅游度假趋势 - China

“中国旅游市场的未来增长主要来自于渴望通过休闲方式并能亲身体验当地文化的家庭游客的需求。另外，长周末和共享经济将进一步推动中国旅游市场的增长。”

— 高尔特，高级研究分析师

April 2016

The Chinese Consumer - China

“China is gradually progressing into an energy-saving, environmental-friendly and technology-driven economy in which mass industrial production is giving way to domestic consumption to act as the key growth engine. Ever-increasing disposable income and an optimistic economic outlook encourages Chinese consumers to spend more money in almost every sector of life ...

Marketing to Mintropolitans - China

“There are lucrative opportunities for market players – manufacturers, retailers and service operators – to cater to Chinese consumers’ growing desire for expressing their individualism, collecting new and exciting experiences and creating balance and wellbeing in life. Brands should particularly focus on attracting young and affluent consumers and invest in ...

Holiday Trends - China

“The future growth of the demand for travel comes from family travellers who are eager to experience immersive local culture in a leisurely way. In addition, long weekends and the sharing economy will further boost the holiday market in China.”

— Gordon Gao, Senior Analyst