

March 2023

消费意愿 —— 下半年 - China

“中国经济发展面临压力。一方面，尽管防控政策最近有所放松，但国内疫情形势仍然具有不确定性，人们的短期信心尚未回升。另一方面，国际经济环境也给企业经营者带来了许多不稳定因素。好消息是消费者的长期信心坚挺，再加上政府的稳经济和促消费措施，这将助力消费市场保持活力。”

——张鹏俊，高级研究分析师

February 2023

Consumer Spending Sentiment -
2H - China

“China's economic development is facing pressure. On the one hand, there are lingering uncertainties regarding the domestic epidemic situation despite the recent relaxation of restrictive policies, and people's short-term confidence has not yet rebounded. On the other hand, the international economic environment has also brought a lot of instability to ...

January 2023

针对现代女性的营销 - China

“有关优质女性所需特质的观念正在不断演变，并且现代女性对通过不断学习实现自我发展有着强烈的追求。她们受到新观念的影响，努力在经济和个人生活方面都变得更加独立，并且在购物选择上更加精明。品牌也是时候与现代女性开启“交心”的沟通对话。

通过回应女性在休闲时放松身心，以及培养更健康的兴趣爱好这些尚未被满足的需求，响应她们对内心平和与美丽生活的追求，并对女性多元化的自我发展表达支持的宣传广告，将助力品牌与女性不断变化的观念与偏好保持一致。”

— 甘倩，研究分析师

游戏玩家的生活方式 - China

“游戏爱好者广泛认可玩游戏带来的益处，如促进人际交往、培养兴趣爱好、打破对人的固有观念等。他们期待更多元化的游戏联名营销活动，包括购买联名实体商品、在游戏中参与联名营销活动，并且关注元宇宙技术带来的升级版虚拟或混合现实体验。

Marketing to Modern Women -
China

“The concept of what makes a good woman is evolving, and modern women have a strong desire to achieve self-development through continuous learning. They are driven by the new principle, of striving to be more independent both in finance and in their personal life, and savvier in terms of making ...

男士营销 - China

“最近，男性对婚姻、家庭和社会角色、生活方式以及个人追求的态度逐渐改变，为品牌开创了新机遇。由于他们更多地参与到家庭活动中，品牌有机会针对其家庭角色进行探索。男性对“感觉年轻”的渴望可能驱动他们购买可为

China Lifestyles: Demographics - China

除开发品牌游戏外，此类技术几乎可以融入生活的方方面面，如泛娱乐、品牌宣传、购物、工作学习乃至健康管理。品牌可携手游戏玩家心仪的IP开展创新的联名活动，将教育和游戏元素融入品牌虚拟体验，并为品牌虚拟大使增添更多实用功能，从而挖掘游戏玩家对快乐和有趣体验的需求。”

— 甘倩，研究分析师

November 2022

Lifestyles of Gamers - China

“Benefits brought by playing games, such as improving social interactions, developing hobbies and interests, and breaking stereotypes about people, are widely recognised by game lovers. They are expecting more diversified game co-branding activities, ranging from purchasing co-branding physical products to participating in co-branding activities in games, and eyeing the upgrading ...

其身心注入新活力的产品。他们对私享空间的需求为线上和线下的男性专属场景和未来创新带来了更多机遇。”

Marketing to Men - China

“Men's attitudes towards marriage, family and social roles, lifestyle and personal pursuits have been changing recently, which generates new opportunities for brands. Their increasing involvement in family activities enables brands to explore targeting men's family role. Their desire to 'feel young' could trigger consumption of products offering a physical or ...