

## July 2015

### 针对单身消费者的营销 - China

“单身消费者的快乐与否在很大程度上取决于他们是否有足够的财力来满足需要和坚持兴趣。虽然在满足‘单身贵族’和不断崛起的‘独立女性’的高级需求中蕴含着巨大的商机，但品牌也有机会将重心放在那些经济不太宽裕和压力更大的单身消费者（尤其是男性消费者）身上。”

— 顾菁，高级研究分析师

### 健康生活趋势 - China

“中国消费者越来越重视健康，这对品牌和公司来说是个利好消息，因为消费者需求和目前市场上提供的产品之间存在着巨大的缺口。采用更优质的原料和精致包装可以使产品变得更具吸引力。另外，随着健康意识的提高，消费者细分变得越来越重要，因此全能型产品策略将不再适用。”

— 李宇静，高级研究分析师

## June 2015

### Marketing to Singles - China

“Single people's happiness is largely dependent upon how well they are able to support their life financially to fulfil their needs and interests. While there is great business potential lying in satisfying the advanced needs of the 'Live in the moment singles' and the rising 'Independent females', there also lies ...

### 中国消费者消费习惯 - China

“中国消费者绝不是‘思想简单’的消费者，他们在消费分门别类的不同产品的过程中形成了错综复杂的消费需求，这就导致他们对国产和国际品牌产生不同程度的偏好。本土品牌能否在未来取得成功的关键在于创新和品牌创建，而整体来看，国际品牌需要致力于产品或服务本地化，以更好针对中国消费者特别的意向和消费偏好。”

— 顾菁，高级研究分析师

## May 2015

### Trends in Health and Wellness - China

“Chinese consumers' consciousness towards health and wellness is rising. The good news for brands and companies is that there are great opportunities between consumer demands and current products in the market. And products can become more attractive by leveraging better ingredients and product packaging. On the other hand, consumer segmentation ...

## April 2015

### Chinese Spending Habits - China

“Chinese consumers are by no means 'single minded'. They have developed sophisticated needs when consuming different categories which lead to varying preferences between Chinese and international brands. The key to the future success of Chinese brands lies in



## China Lifestyles: Demographics - China

innovation and brand building while international  
brands will in general need to ...