

January 2016

奢侈品营销 - China

“随着数字科技的发展，加上营销商孜孜不倦努力——致力于营销策略的整合，奢侈品和体验式奢侈品的营销活动的空间潜力无限。奢侈品品牌跨界合作主打限量版产品、延伸的高端服务或休闲活动在中国市场的发展更是欣欣向荣。可是，在体验式营销和品牌延伸战略实践中保持独一无二的定位是奢侈品牌所面临的核心挑战。

December 2015

针对青少年的营销 - China

“青少年的网络生活还有待更有趣和更好玩的产品来丰富，尤其是那些有益身心健康，但不一定（且最好不是）和学习相关的产品。在现实世界中，青少年如今更注重才艺和专业技能的发展。品牌可以迎合这种新兴需求来吸引青少年（如推出相关的休闲/教育类产品或课程）。”

— 顾菁，研究经理

November 2015

Luxury Marketing - China

“With advancements in digital technology and marketers’ efforts in planning integrated marketing communication strategies, the scope for campaigns for luxury goods or services is seemingly unlimited. Crossover partnerships to create limited edition products, services or leisure activities inspired by luxury brands are flourishing in China. The key challenge is the ...

针对20多岁年轻消费者的营销 - China

“相比年长一代，20多岁的中国消费群体特征鲜明。然而，有些时候，辈分与年龄因素会被“放大”。英敏特发现20多岁群体本身体现极大的多样性，同时他们与年长的一代也有相似点（如求同心理）。

Marketing to Teens - China

“Teenagers’ cyber life is yet to be enriched with more fun and playful products which are healthy but not necessarily (and ideally not) educational. When it comes to real world experiences, teenagers are now attaching more importance to the development of a talent or professional skills. Brands may respond to ...

October 2015

Marketing to People in their 20s - China

休闲生活 - China

"The twentysomethings in China are an interesting group to study given the unique family structure they have been brought up in and China's fast economic development in the last two decades."

"随着人们工作时间变得更长、更灵活，休闲运营商可能需要在产品和服务上锐意创新，以迎合其更繁忙的生活方式（如在工作时运动或放松）和休闲偏好。"

September 2015

Leisure Time - China

"Chinese consumers' expenditures on leisure products and activities are expected to increase by more than 10% annually towards 2019, driven by the increasing disposable income as well as multiple factors relating to people's evolving lifestyles. This report aims to help leisure goods manufacturers as well as leisure service operators understand ...

防污染产品的营销 - China

"2015年2月，中国空气污染调查纪录片《穹顶之下》火遍全国，上线后短短时间内就吸引了上亿人次观看。该纪录片的超高人气可以被视为中国消费者对污染问题的高度关注和担忧。"

August 2015

Marketing Pollution-proof Products - China

"In February 2015, Under the Dome, a documentary that investigated air pollution in China, became a smash hit in China. It attracted hundreds of millions of viewers in a very short time after it went live online. The popularity of the documentary could be regarded as a demonstration of the ...

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

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

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 ...

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 ...

有机食品偏好 - China

“有机食品价格过高是主要的阻碍因素，商家还未充分证实产品高价物有所值。与此同时，有机食品品牌也有必要跳出仅仅最为“安全选择”的角色，致力于更多强调“道德”或“功能性”的优势，使其产品更具吸引力。放眼长远，为了帮助消费者形成“有机”的生活方式，投资推广教育性的营销活动也必不可少。”

— 顾菁,高级研究分析师

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

March 2015

Organic Food Preferences - China

“The organic food market in China is tiny; yet it is also developing quickly thanks to the growing consumer interest in this sector driven by an increasing level of attention that people pay towards health and wellbeing.

针对55岁以上人群的营销 - China

“到本世纪30年代初期，中国的60岁以上人口将达到4亿，将占全国人口总数的四分之一。而官方预测美国的人口总数在2030年将达到3.594亿。根据联合国的预测，截至2040年，将有30%的中国人的年龄超过60岁，到2050年这一占比将达到四分之一。国家统计局预测，2015年60岁以上人口数将超过2.3亿。

February 2015

Marketing to Over 55s - China

针对1-3线城市消费者的营销 - China

China Lifestyles: Demographics - China

“In China, the number of people above the aged 60 or over will reach 400 million in the early 2030s, representing a quarter of the country’s total population. To put this into perspective, the total US population is officially forecast to be 359.4 million in 2030. The United Nations ...

“一到三线城市的消费者人数占中国城市总人口数的70%，长期以来一直致力于增加产品用户基数的大多数领先企业因此将他们设定为公司的目标群体，为了进一步增长业绩，这些企业尤其将目光放在了更低线城市的消费者身上。

January 2015

Marketing to Consumers in Tier 1, 2, 3 Cities - China

“Consumers in tier one to three cities make up for more than 70% of the total urban population in China, making them the target of the majority of leading companies that have been trying to increase their product user base – especially in the lower tier cities – for further ...