

May 2022

针对年轻家庭的营销 - China

“2021年下半年，‘双减’政策和《家庭教育促进法》正式出台，旨在减轻过重的作业和课后辅导负担，教育学习目标随之出现重大转变，从以学业成绩为中心转变为重视道德品质、丰富的知识与技能。家长给出了积极的反馈，尤其表示其孩子的休闲时间与户外活动增多。”

同时，新育儿方式给一些年轻家长带来诸多挑战，他们比以往任何时候都希望寻求能支持自己的解决方案和思路。品牌若想吸引年轻家长，最有效的方式是打造趣味且有教育意义的产品趋势，并提供有意义的非物质性体验活动及专业建议。品牌还需注意，广告夸大宣传已成为年轻家长为孩子购物时最担忧的问题。品牌十分有必要通过看得见摸得着的产品品质和可以感知到的产品情感温度，来向消费者展示其产品货真价实。”

— 甘倩，研究分析师

April 2022

Marketing to Young Families - China

“With the Double-Reduction Policy and Family Education Promotion Law coming into effect in late 2021, aiming to reduce the pressures of excessive homework and after-school tutoring, a major shift has been seen in educational learning goals, from academic achievement to a moral quality, diverse knowledge and skills. Positive feedback is ...

粉丝经济 - China

“如今，愈发成熟的中国消费者寻求着在产品之外与品牌建立更深层次的联系，并逐渐成为品牌粉丝。品牌的工作不仅在于让消费者了解最新的流行趋势，还要提供一种陪伴感，并体现他们的价值观与个性。作为对此的回应，品牌有机会组织更多的公益/环保活动，并打造贴心的品牌形象；同时正视自身的优势和缺陷，进一步让品牌粉丝参与到与品牌共创的过程之中，以展示更加接地气的形象。”

——邵愉茜，研究分析师

March 2022

Fan Economy - China

对家居环境的态度 - China

“为了在高度分散的市场赢得成功，家居品牌需重视在品质、设计和性价比之间取得平衡。与此同时，品牌也需更积极地宣传自己在设计或生活方式方面的潮流引领者形象，正如时尚或美容行业一样。”

社交媒体上的内容营销激增为新晋玩家带来了机遇，但同时也将进一步加剧市场竞争。长远来看，那些能够意识到家庭居住状况中人口以及生活方式价值观的动态变化的品牌有望成为赢家。”

— 甘倩，研究分析师

Attitudes towards Home Living - China

“It is important for home brands to strike a balance between quality, design and value to win in a very fragmented market. At the same time, they need to be more vocal in promoting themselves as design or lifestyle trendsetters, as in the fashion or beauty industry.

The proliferation of ...



China Lifestyles: Demographics - China

“Today’s more sophisticated Chinese consumers are seeking a deeper connection with brands beyond products and are growing to become brand fans. The job of brands is not only informing consumers of the latest trends, but also providing a sense of companionship and reflecting their values and personality. In response, brands ...