

## August 2023

## 免疫力和肠道健康管理 - China

“消费者提升免疫力的策略已经从构建外部防御屏障演变成了打造健康、有活力的生活方式。品牌可以抓住这一即时的市场机遇，建立提升免疫力与有活力的生活方式之间的关联度，从而升级品牌形象。由于消费者尚未完全理解在日常生活中通过管理肠道来提升免疫力的重要性，品牌需要借助自身的想象力，并结合统一的行业定义，来阐释庞杂的概念，从而吸引潜在的消费者。”

——刘文诗，首席分析师

## July 2023

Immunity and Gut Health  
Management - China

“Consumers’ tactics for improving immunity have evolved from building external barriers to viruses to building a healthy and active lifestyle. Brands may seize this immediate market opportunity to link immune improvement with active lifestyles to upgrade their brand images. While consumers have not yet fully understood the importance of improving ...

## June 2023

## 情绪健康管理 - China

“压力是当前中国消费者情绪问题的首要来源。无业人群、低收入者、年轻一代、独居消费者和新手妈妈被认为更容易受到心理问题的影响。如今，消费者正在通过更轻松、更可及的方式寻求情绪健康，如减压休闲活动、去寺庙以及线上心理诊断和治疗。品牌需要关注消费者日益增长的来自工作和竞争的压力。专注于增强脑力、助眠和补充能量的功能创新，以及有关健康饮食促进心理健康的新理念的教育，将能够吸引具有整体健康意识的成熟消费者。”

## Seniors' Wellbeing - China

“Given the standards for healthy Chinese older adults emphasises the importance of helping seniors live healthily physically, psychologically and socially, these three aspects will become the future directions for companies and brands that wish to tap into the seniors’ wellbeing sector. Companies and brands should also ‘listen to’ seniors’ health ...

## 中老年健康管理 - China

“鉴于《中国健康老年人标准》强调帮助中老年人在身体、心理和社会方面保持健康的重要性，因此对于希望打入中老年健康管理品类的公司与品牌而言，这3方面将是未来的发力方向。公司与品牌也应该顺应新冠疫情之后中老年人健康管理行为的变化（如具有体检需求、担心阳康后不宜进行健身运动），并适度改进旗下产品与服务从而提升适老化水平。”

——刘文诗，首席分析师

Managing Emotional Wellbeing -  
China

“Stress ranks as the current top cause of emotional issue of Chinese consumers. The jobless, low-earners, young generations, solo-living consumers and new moms are seen as more vulnerable to mental issues. Consumers now are seeking for emotional wellbeing through more



## Health and Wellbeing - China

relaxing and accessible ways, such as de-stress leisure activities, going ...