

July 2023

Lifestyles of Luxury Car Owners -
China

“The luxury car market has ended years of rapid growth and begun to slow down. New luxury brands such as Tesla have become the main growth driver in the luxury car market, which also means that the position of traditional luxury brands is further challenged. Compared with the past, luxury ...

June 2023

豪车车主的生活方式 - China

“豪华车市场结束了多年的高速增长，呈现出疲软态势。其中，特斯拉等新贵品牌成为了豪华车市场的主要增长动力，这也意味着传统豪华品牌的地位受到进一步的挑战。相比过去，豪华车主对于新旧豪华品牌呈现出不同的期待，新贵品牌需在配置、智能科技和设计感上更努力，而传统豪华品牌则需要在制造工艺上维持优势。此外，豪华品牌可以通过定制化的汽车周边产品满足车主的个性化需求，以及通过具有品牌特色的社群服务获得女性豪华车主的好感。”

— 袁淼，研究分析师

Electric and Hybrid Cars - China

“With the increase of NEVs’ penetration, positive word of mouth from NEV owners drove consumers’ recognition of NEVs’ product power. The survey results show that the satisfaction rate in terms of driving, riding comfort and charging mileage exceeded 70%, indicating that NEVs can meet the daily use needs of most ...

May 2023

电动和混动汽车 - China

“随着新能源车渗透率的提升，新能源车车主的积极口碑推动了新能源车的产品力的认可度。从调研结果来看，驾驶、乘坐舒适性、充电续航等方面的满意度超过了7成，说明新能源车产品已经能够满足大多数车主的日常使用需求。购车方式上，消费者接受度日益增高的电池可换、车电分离等灵活购车模式或成为品牌运营方面的新机遇、新赛道。App私域运营方面，品牌可以通过用户共创等形式，活跃社区自运营，打造用户生态圈，提升私域价值。”

— 袁淼，研究分析师

April 2023

Auto Marketing & Retailing -
China

“Automotive specialised platforms are still the main channel for consumers to access automotive information, while short video platforms with their short, straightforward and fast features are attracting more and more attention from consumers in the age of information fragmentation. The content presentation formats of automotive marketing have also becoming more ...

March 2023

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但短视频平台凭借其短平快的特征，在信息碎片化时代，越来越受到消费者的关注。汽车营销的内容呈现形式也更加多元化。从购物节、品牌跨界店，到虚拟代言人、漫画形式，被访车主对各种内容形式的兴趣度也有着不同程度的上升。后疫情时代，随着线下活动的恢复，线上线下联动的整合营销模式将重新开启。品牌可以结合线下活动在社交和私域平台等渠道进行线上传播，获得持续性和传播性更强的声量，促进品牌的二次曝光与潜客的转化。”

— 袁淼，研究分析师

Upcoming Reports

Car Purchasing Process - China - 2023

Car Aftermarket - China - 2023

Car Usage Habits - China - 2023

汽车购买过程 - 中国 - 2023年

汽车后市场 - 中国 - 2023年

汽车使用习惯 - 中国 - 2023年