

March 2023

运动与健身服饰 - China

“消费者日益偏爱专业化、专门化的运动鞋服，即使这些产品价格更高。运动服装的基本功能和舒适性仍然是首要考虑因素，但消费者也渴望更多的多功能产品。国产运动品牌已成为中国消费者的新宠。本土品牌可通过DTC渠道为消费者提供独特的体验，继续增强品牌影响力。”

——任敏惠，研究分析师

Sports & Fitness Wear - China

“Consumers increasingly prefer professional and specialised sportswear and shoes, even if they cost more. Basic functions and comfort of sportswear is still considered a priority, while consumers crave for more multi-functional products. Domestic sportswear brands have become Chinese consumers’ favourites. They can continue to enhance their brand influence by delivering ...

February 2023

女性内衣零售 - China

“女性消费愈发关注‘自己’。舒适度是她们购买内衣裤时的首要考虑因素。在此基础上，随着女性愈发接受自然美与真实的自己，内衣裤品牌需要了解女性多元化、个性化的需求。对于内衣裤品牌来说，在产品之外提供独特的体验，来与女性建立联结十分重要。支持女性对美的追求的创意宣传活动、打造拥有共同兴趣爱好女性社群，以及开展专属活动是值得一试的方法。”

— 任敏惠，研究分析师

January 2023

Women's Underwear Retailing - China

“Women’s spending has become focused on the ‘self’. Comfort becomes the top priority when they purchase underwear. On top of this, underwear brands need to be aware of the diverse and individualised demands as women increasingly accept natural beauty and their true selves. It is important that underwear brands provide ...

对街头潮流的态度 - China

“近年来，中国的街头时尚市场在年轻消费者中迅速扩张且得到了主流购买力的认可。但人们对街头时尚的认识仍更多地受到外观设计的影响，而非其代表的精神价值。品牌不妨着手向人们传达自身理念和价值观，并将对外观设计感兴趣的消费者转化为认可街头时尚精神内涵的忠实粉丝。”

— 张鹏俊，高级研究分析师

December 2022

Attitudes towards Street Fashion - China

“China’s street fashion market has rapidly expanded among young consumers in recent years and has been recognised by mainstream consumption power. But people’s perceptions of street fashion are still shaped

more by the exterior design than the spiritual value it represents. Conveying brand philosophy and values to people and converting ...

October 2022

中性化时尚 - China

"并非所有人都是出于精神追求而购买中性化产品，但大部分中国消费者接受中性化趋势所表达的自由与极简概念。舒适感与放松感的终极感受是中性化产品人气不断上升的原因。"

较之对传统的顾虑，相似度太高和缺乏独特性是提及最多的购买阻碍。品牌需要在二元性别的局限之外丰富中性化风格，来适应更多场合并满足各种需求。更重要的是，仅仅‘顺应社会潮流’有其风险。明智的消费者十分清楚产品和营销活动所传达的道德信息是否一致。"

September 2022

Gender-neutral Fashion - China

"Not everyone buys gender-neutral products for spiritual reasons, but most Chinese consumers welcome the freedom and minimalism expressed in gender-neutral trends. The ultimate feeling of comfort and relaxation is why gender-neutral products continue to rise in popularity."

Too much similarity and lack of uniqueness are the most mentioned purchase barriers ...

对奢侈品的态度 - China

"犒劳自己日益成为消费者花费的重要动因，且这一点特别明显地体现在他们对奢侈品的定义。消费者对奢侈品的定义已演变至与精神享受相关联的词语，如“自我享受”和“令人愉悦”。这说明消费者珍视拥有奢侈品的美好体验和感受，胜于奢侈品本身。如今中国消费者对本土文化和传统非常自豪，因此国际奢侈品牌需特别关注他们对此的观点，并采用更好的方式与他们建立联系。彰显对中国文化的深入了解和尊重，以及走近本地消费者的生活可成为奢侈品牌在中国市场蓬勃发展的制胜策略。"

— 董文慧，研究分析师

奢侈品与数字化 - China

"中国消费者是对线上奢侈品购物接受最迅速、态度最开明的群体之一，此外，新冠疫情加快了奢侈品品牌拥抱电商的速度。然而，数字化不仅是另一种销售渠道，而应作为全渠道零售和消费者品牌体验不可或缺的组成部分。数字化也不存在万能方法。除了在购买转化率方面仍然领先的头部电商平台外，各类数字化渠道都有自身优势，值得品牌部署。"

—— 董文慧，研究分析师

August 2022

Attitudes towards Luxury - China

Digitalisation in Luxury - China

“Treating oneself is increasingly becoming an important driver for consumers’ spending, and it is particularly true when looking at consumers’ definitions of luxury which has evolved towards words that evoke spiritual enjoyment, such as “indulgence” and “pleasure”. Consumers value the nice experience and feelings brought about by having a luxury ...

“Chinese consumers are among the quickest and most open to adopting online luxury shopping and COVID-19 has accelerated the speed luxury brands are embracing ecommerce. However, digitalisation is not just another sales channel but should be an integral part of omnichannel retailing and consumer experience with the brand. There is ...

Lifestyles of Luxury Car Owners - China

“New entrants have become the main driver of luxury car sales volume growth and have rebuilt the competitive landscape of the luxury car market. All brands are stepping up their efforts on intelligence and electrification. Compared to the past, luxury car owners today are no longer satisfied with comfortable driving ...

July 2022

豪车车主的生活方式 - China

“新势力品牌的入局成为了推动豪华车销量增长的主要驱动力，也重洗了豪华车市场的竞争格局。智能化和电动化已成为各品牌竞相发力的焦点。相比过去，新一代豪华车主已不满足于车辆行驶过程中舒适的驾乘体验，而是愈发期待车辆在静止时也能够获得令人满意的、多元化的车内空间的使用。其使用场景，可以包括餐饮娱乐，甚至是阅读办公等场景。而相对小众的、与众不同的感受，例如露营等户外活动的体验，也会是可以打动豪华车主的机会点。”

— 袁淼，研究分析师