

## May 2021

## 数码趋势 — 一季度 - China

“互联网普及率增长，尤其是农村地区的互联网普及率快速攀升，加速中国数字化进程。随着网购、短视频、电商直播和游戏等众多消费趋势继续普及，消费者更加依赖社交媒体活动。随着互联网流量红利消退，大型互联网企业和制造业公司将继续打造自己的生态系统，以留住消费者。智能手机影像主导了相机品牌的原有市场。相机品牌需要利用基于场景的功能在非必需品市场环境下寻求增长，并追上视频化和社交化等最新消费趋势。”

— 张鹏俊，研究分析师

## Z世代科技产品使用习惯 - China

“Z世代决定了使用科技服务进行营销的方式。他们的科技产品使用习惯正在从游戏转变到更多不依靠交互就能进行的娱乐活动。他们对于科技服务的看法也受到大事件和大环境的影响，即新冠疫情以及与财务和身心健康带来的日益沉重的社会压力。能够提供娱乐性和价值驱动的产品或服务的品牌将会受到这群消费者的追捧。”

— 许昕远，研究分析师

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## 健康科技 - China

“随着消费者面临着新的健康问题、老龄化问题，并且心理压力加剧，健康科技正获得越来越多的关注。中年人专注于健康风险管理，年轻人则寻求健康科技中的游戏化内容。健康科技未来的商机在于多方面：提供以消费者为本的实用功能、迎合消费者对数据简化重新燃起的兴趣、并通过更好看的外观设计及功能加强产品的潮流性，从而帮助他们全方位改善健康。”

— 刘文诗，研究分析师

本报告分析以下问题：

## March 2021

## Health Tech - China

“Health technology is gaining traction as consumers encounter new health concerns, aging problems, and heightened emotional stressors. Middle-aged people are

## Digital Trends - Q1 - China

“Digitalization in China has accelerated with the rapid development of internet penetration, especially in rural areas. Consumers rely more on social media activities, as many consumer trends continue to expand, such as online shopping, short videos, live streaming commerce, and gaming. Big internet and manufacturing companies continue to build up ...

## Technology Habits of Gen Z - China

“Gen Zers are defining how marketers utilize technology services. Their technology habits are shifting from games to more hands-free entertainment-based activities. Their views on technology services have also been influenced by wider events and circumstances, namely COVID-19 and rising social pressure related to finances and health and wellbeing. Brands offering ...



## Technology and Media - China

focusing on managing health risks while young people are looking for gamified features in health technology. Health technology's future opportunities lie in delivering tools with consumer-centric practical functions, meeting the ...