

August 2022

对新兴文化的态度 - China

“新兴文化有望强烈影响消费者的生活方式和购买决策。其影响力的大小与特定文化的发展水平有关。为进一步培养新兴文化，品牌需要持续投资基础设施建设和服务项目，以提升参与度（比如提高大众对冰雪运动的参与频率）。为进一步扩大新兴文化对人们生活方式的影响，品牌可利用深耕特定领域的KOL的力量，或通过IP联名，真正与目标消费者产生共鸣（如激发怀旧情感、唤起民族自豪感等）。”

— 侯彦，高级研究分析师

对不确定性的态度 - China

“充满不确定性的大环境促使人们更加关注心理健康和家居环境，这也是品牌需要跟进的热点。此外，品牌还需要提供更多的保证，以缓解不确定性导致的压力。例如，提供监测功能，帮助消费者重获掌控感；承担更多的企业社会责任，打造可靠的品牌形象等。”

——张鹏俊，研究分析师

July 2022

Attitudes towards Emerging Culture - China

“Emerging cultures have the potential to strongly influence consumers' lifestyles and purchase decisions. The strength of this influence is related to the development level of the culture. To further cultivate the culture, brands will need to make a continuous effort in infrastructure building and service offerings to strengthen engagement (eg ...

Attitudes towards Uncertainties - China

“An environment full of uncertainty has made people pay more attention to mental health and home environment, which are the hotspots for brands to follow up. In addition, brands also need to provide more reassurances to alleviate the stress caused by uncertainty. For example, providing monitoring functions to give back ...

May 2022

对可持续性的态度 - China

“过去两年，消费者的可持续意识快速增强，并积极地在日常生活中实践可持续行为。虽然消费者的可持续行为仅限于对其生活方式影响甚微的简单活动，但英敏特认为消费者对自身健康的关注，以及为子孙后代守护环境的决心将持续激励他们追求可持续的生活方式。品牌应把握机遇，肩负起教育和助力消费者投身可持续行列的责任，借此树立可靠的形象，并加强与消费者之间的联系。”

— 董文慧，研究分析师

April 2022

Attitudes towards Sustainability - China

“Consumers' awareness of sustainability has been improved rapidly in the past two years, and they are also

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

China Lifestyles: Attitudes & Trends - China

actively practicing sustainability in daily lives. Although consumers' eco-friendly doings are limited to "easy" behaviours which have minimal impact to their lifestyles, we believe that caring for own health as well as preserving ...

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

“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 ...