

January 2022

针对现代女性的营销 - China

“现代女性不再被‘女超人’的理想形象所束缚，不管是关于适婚年龄、工作与生活的平衡，还是周遭对于外表的高要求。相反，确立职业发展规划与创造更多的‘独处时光’来实现个人追求，对单身和已婚的现代女性来说都至关重要。为了回应现代女性对性别平等和性别包容日益增进的认知，品牌有必要加入对话，了解她们在感情关系和工作场合中扮演的新角色，并提供支持性的产品和服务，助力她们为自己独特的个性而奋斗。”

——邵愉茜，研究分析师

游戏玩家的生活方式 - China

“新技术与激烈的竞争正在催动网络游戏行业领域的创新和发展。随着其他文化元素与商业场景的不断融合和参与，玩网络游戏不再只是“不务正业”和打发时间，而是游戏玩家创造、探索和表达自己的方式。同时，出于身心健康目的，游戏玩家更加关注健康的游戏环境。游戏玩家的偏好不断变化，当瞄准这一群体时，通过道德考量等有意义的生活方式话题吸引消费者，并鼓励和谐的游戏环境对品牌而言至关重要。”

— 甘倩，研究分析师

November 2021

Lifestyles of Gamers - China

“New technology and fierce competition are accelerating innovations and the development of the online gaming landscape. With increasing collaboration and engagement of other cultural elements and commercial scenarios, playing online games is no longer just for ‘goofing around’ and time-killing, but more as a way of creation, exploration and expression ...

Marketing to Men - China

“Marketing to men is no longer in a conventional sense highlighting men’s power, but rather empowering men to challenge the prevailing social norms and give themselves the space to adopt new roles and behaviours.

Marketing to Modern Women - China

“Modern women are no longer bound to the ideal image of being a ‘Superwoman’, with regard to the right age to get married, achieving the delicate balance between work and home life, and always looking perfect. Instead, defining a career path and creating more ‘me moments’ to achieve personal pursuits ...

男士营销 - China

“男士营销不再以传统的方式突出男性力量，而是赋权男性，挑战现有的世俗观念，给自己接受新角色、新行为的空间。当下，新冠疫情的不确定因素仍然存在。在这个充满变化与全新生活方式的时代，性别定型论日益受到质疑与挑战。与以往任何时候相比，男性消费者现在更渴望通过品牌的价值理念来展现自己多层次的新身份和新品味。营销人员不应将男性消费者的理性与感性视作是两种对立的、不相关的因素，而应认识到关键在于要从将两者结合的角度去理解男性消费者的社会与文化需求，避免在认知上带有性别定型的成见。”

——王慧蓉，品类总监

In an era of change and new lifestyle trends amid the uncertainty of COVID-19, with gender ...

October 2021

针对50岁以上人群的营销 - China

“网络流行语‘小孩子才做选择，成年人当然全都要’也适用于大部分中老年人。虽然中老年人专属产品对他们具有吸引力，但仅凭舒适、价格实惠和方便使用等传统宣称已不能打动他们，因此品牌有必要更新沟通策略。如今中老年人追求积极活跃的生活方式，因此面向中老年消费者的品牌需结合时尚、体验及数码趋势元素以满足他们的期待。响应“去年龄化”的运动休闲趋势，以及融入宠物和地方文化等生活主题的产品和休闲活动，能帮助品牌吸引中老年人的注意。”

— 邵愉茜，研究分析师

September 2021

Marketing to Over-50s - China

“Just like the popular modern slang phrase ‘only kids make choices, as adults want all’, the same is true for most older adults. Just-for-senior products have appeal for seniors, while traditional interpretations alone, such as comfort, good pricing and easy-to-use, are far from enough, and need to be updated. Adding ...

August 2021

消费意愿——上半年 - China

“中国消费者的存款习惯依然根深蒂固，同时他们也在积极探索新的收入来源。通过直播带货等新兴行业来赚取收入就是一个很好的例子。被访者对于未来的长期信心和短期信心均有显著提升。这表明，随着疫苗普及率的逐渐提升和经济的强劲复苏，中国消费者正逐步摆脱疫情阴影。关注银发经济与宅经济等新兴趋势，或可帮助品牌开辟更多商机。”

— 张鹏俊，研究分析师

中国消费者：重新定义价值 - China

“整体消费意愿乐观，经济稳健增长，同时消费者渴望更健康的生活方式和未来长期的安全保障，这些因素将共同推动整体消费支出在未来几年稳步增长。消费者做购买决策时越来越受情感因素驱动，他们会更青睐与自己道德价值观相符的品牌（如尊重消费者文化身份和个性，履行企业社会责任等）。”

— 顾菁，品类总监

July 2021

针对宠物主人的营销 - China

“后疫情时代，医疗保健和居家场景消费增加，表明消费态度正在发生转变。宠物主人居家时间增多，并将其作为通过提升宠物待遇以增进人宠关系的机会。鉴于一些现代的宠物主人依然希望携带宠物外出，提供宠物友好型服务以满足日益增长的文明养宠需求会是品牌吸引该群体的好方法，尤其是那些聚焦一线城市宠物主人的品牌。”

— 甘倩，研究分析师

June 2021

Marketing to Pet Owners - China

“In the context of post-COVID-19, a rise of spending in healthcare and at-home occasions is evidence of a shift of consumption attitudes; pet owners stay at home more and take it as chances to enhance human-pet bonds by offering better treats for pets. Considering that some modern pet owners still ...

The Chinese Consumer: Value Redefined - China

“Consumer spending sentiment is overall confident. Total spending will continuously increase in the next few years with a moderate pace thanks to stable economic growth and desire for healthier lifestyles along with future security assurances over the long term. When making purchase decisions, consumers are becoming increasingly emotion-driven – favouring ...

针对年轻家庭的营销 - China

“随着父母们希望以更专业和专属的方式来照顾自己的孩子，亲子产品市场不断发展壮大。在各种社交渠道的影响下，年轻父母对家庭生活方式和教育的态度正在改变。育儿KOL（关键意见领袖）甚至是“儿童KOL”正逐渐成为品牌的潜在合作伙伴之一。

一直以来，吸引儿童都意味着提供有趣而不复杂的设计或理念。然而，年轻父母更重视品牌营销活动中的道德性，并更喜欢那些有助于培养孩子良好品格和积极生活态度的品牌。品牌也有机会利用产品设计创新来鼓励孩子养成习惯，并吸引他们参与以道德思考为主题的、有意义的和体验式的‘对话’。”

— 甘倩，研究分析师

May 2021

Marketing to Young Families - China

“The market for products aimed at children and their parents keeps on growing as parents seek out increasing specialised and exclusive ways of caring for their children. Young parents’ attitudes towards family lifestyles and education are changing, influenced by diversified socialising channels. Parenting KOLs and even ‘kidfluencers’ are becoming one ...

健康生活趋势 - China

针对Z世代的营销 - China

“在多元化和数字化环境中长大的Z世代消费者，已经成长为一个颇具自信心的消费群体。他们不遵循传统标准的成功路径，而倾向于以包容的心态，选择更灵活的人生道路。同时，他们愿意通过坚持自定义的“消费哲学”来展现其坚定的信念，其“消费哲学”包括强调功能性产品的颜值和支持有益社会的事业。”

在经济低迷和过度依赖互联网的环境下，Z世代消费者面临着压力和焦虑，品牌也可从中挖掘更多商机。品牌若能帮助年轻消费者平衡线上与线下活动，改善其心情，或令其尽情玩耍、探寻自我的更多可能性，年轻消费者自然会被这样的品牌吸引。”

— 邵愉茜，研究分析师

度假趋势 - China

“自然风光将成为推动周末消费的主要引擎。新冠疫情后，消费者更渴望利用休闲时光亲近自然。”

性价比和负责任的消费能吸引大众参与旅游度假。对Z世代来说，平价亲民变得越来越重要。相比价格因素，旅游预算更高的亲子家庭更看重负责任消费，相关主题活动能吸引高预算的亲子游客。”

— 赵凌波，高级研究分析师

April 2021

Trends in Health & Wellness - China

“Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more aware of being overweight, are seeking “effortless” solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health. With ...

对家居环境的态度 - China

“随着整体住房条件的改善，中国消费者更渴望通过家居设计来实现和表达自己对特定‘生活方式’的追求。消费者在基本的居住需求外，更加注重全面的身心健康，尤其是在新冠疫情爆发后。从健康相关的智能设备和环保材料到家庭娱乐系统，消费者愿意支付更多的钱来营造安全、轻松和愉悦的家居环境，这为家居品牌指明了未来的机遇所在。”

此外，多数消费者都愿意亲自参与家装设计，并且认为值得为有设计感的和限量版的产品支付溢价。品牌需要抓住机会，借助综合性营销渠道或主题（包括综合性生活方式展览、媒体赞助、文化活动和科技创新等），帮助消费者了解并探索自己的个性需求。”

— 邵愉茜，研究分析师

Marketing to Gen Z - China

“Gen Zers, raised in a diversified and digitally-connected environment, have grown up to be a group of self-confident consumers. Instead of following traditional norms of success, they tend to live a flexible life path with an inclusive mindset. Meanwhile, they are eager to present their assertive nature by insisting a ...

March 2021

Holiday Trends - China

对文化营销的态度 - China

China Lifestyles: Demographics - China

“Nature will be a key driver to capture holiday consumption during weekends because consumers crave being close to nature in their leisure time after COVID-19.

Price-quality balance and responsible consumption can motivate holiday participation. Affordability has become more important to encourage purchasing among Gen-Zers. Activities inspired by responsible consumption can ...

Attitudes towards Culture Marketing - China

“Beyond the practical functions of products and services, consumers are increasingly paying more attention to the cultural values and novelty experiences conveyed by brands in their pursuit of self-expression. Incorporating Chinese elements is the most recent and remarkable trend, associated with the rise of consumers’ national pride and culture confidence ...

“除了产品和服务的实用功能，消费者在追求自我表达中越来越关注品牌所传递的文化价值和新奇体验。融入中国元素是最近期且最瞩目的趋势，这与消费者的民族自豪感和文化自信心的提升息息相关。

Attitudes towards Home Design - China

“Along with improving housing conditions, Chinese consumers’ desire to achieve and express their ‘lifestyle’ through home design has never been higher. Beyond basic functionalities, holistic wellbeing at home has become a priority, especially in the wake of COVID-19. From health-related smart devices and sustainable materials, to home entertainment systems, consumers ...