

## May 2021

## Z世代奢侈品消费 - China

“随着Z世代购买力的提升，他们对奢侈的需求和定义也在不断改变。对Z世代而言，奢侈品不仅是产品，还是可以彰显其身份的生活方式和一种情感的表达形式。此外，奢侈品牌采用的新市场营销和科技手段，如盲盒和虚拟娱乐也越来越受到Z世代欢迎，很有可能驱动未来增长。随着越来越多的奢侈品牌拥抱社交媒体和虚拟娱乐，它们与Z世代的连接也会加强。”

## April 2021

## Luxury for Gen Z - China

“As the purchasing power of Gen Z rises, their needs and definition of luxury are also being reshaped. For Gen Z consumers, luxury is not just about individual products, but a way of life and form of emotional expression that can help them express their identities. In addition, new marketing ...

## 运动休闲品牌 - China

“疫情爆发后，随着人们的健康和运动意识不断增强，中国运动休闲市场也在持续增长。为了满足健康生活方式、身份和专业性方面的需求，消费者对运动休闲产品的要求不断提升，包括从面料、设计到科技元素。同时，领先的国际运动休闲品牌正面临来自本土运动休闲品牌和快时尚品牌的双重挑战。为了长久延续品牌的成功，运动休闲品牌不妨提供高阶购物体验，帮助消费者在运动和休闲时间实现自我表达。”

— 董文慧，研究分析师

## March 2021

## Athleisure Brands - China

“Athleisure market in China keep growing along with the rising awareness of health and exercising after the outbreak. Consumers' demands for athleisure products are increasing from materials to designs and technology for correlating the needs in healthy lifestyle, identity and professionalism. Meanwhile, leading international athleisure brands are facing more challenges ...