

September 2023

年轻人的运动 - China

“消费者的运动兴趣趋于多元化且追求更活力的生活方式，为顺应这一日益突出的趋势，英敏特建议品牌开发兼具时尚性与功能性、且能够迎合更多运动场景需求的产品。未来的机遇蕴藏在面向骑行/滑雪等细分潮流运动的专业体育用品赛道，以及运用体感和VR技术的虚拟体育领域。此外，热情体育粉丝的巨大商业潜力有待进一步挖掘，尤其是30-39岁的女性以及网球、赛车和高尔夫等富人运动的爱好者。为了保持潮流运动的长期参与率，品牌也需通过综合性线下体育活动持续提升消费者的参与程度，将潮流、社交和娱乐属性融为一体从而更好地吸引年轻消费者。”

– 刘倩雯，高级研究分析师

Sports Among the Youth - China

“In response to the growing consumer trend of more diverse sports interests and active lifestyles, brands are advised to develop tailored products that are both fashionable and functional, and that can cater to the broader needs of sports scenes. Future opportunities are seen in specialized sports goods for segmented trendy ...

July 2023

休闲生活趋势 - China

“新冠疫情对消费者的行为产生了深远影响，享受休闲时间的权利意识得到空前的认可，从而促使城镇和农村居民的休闲时长大幅增加。经营思路能够契合消费者日益增长的综合兴趣需求，包括在身心健康、自我发展、文化遗产、自然和环境保护的休闲产业商家被看好会拥有广阔的发展前景。”

– 刘倩雯，高级研究分析师

Leisure Trends - China

“The COVID-19 pandemic has had a profound impact on consumer behaviour, with the right to enjoy leisure time being especially recognised, leading to a significant rise in the length of leisure time for both city and rural residents. Businesses in the leisure industry with a mindset that aligns with consumers' ...

May 2023

主题公园 - China

“主题公园市场值得投资关注，随着新冠疫情防疫政策的放宽，预计2023年起，该市场将迎来积极增长前景。消费者对旅游和休闲活动的热情高涨。随着越来越多的国际品牌参与竞争，本地主题公园品牌需通过IP收购、产品和服务创新、数字化和营销活动来保持发展。25-39岁的女性、有两个或更多小孩的家庭以及高家庭收入的18-29岁年轻消费者是主题公园爱好者，并且为园内特殊待遇付费的意愿和预算均较高。主题公园运营商建议升级会员计划、丰富特殊待遇服务内容，并利用IP的力量来增加收入。”

– 刘倩雯，高级研究分析师

户外爱好者 - China

March 2023

Theme Parks - China

“The theme parks market is worth investment as it is forecast to have positive growth prospects from 2023 with the easing of COVID-19 pandemic prevention policy. Great enthusiasm of travel and leisure activities has been seen among consumers. With increasing international brands joining in the competition, local theme parks brands ...

“基于国家政策的支持以及消费者与日俱增的参与热情，户外产业预计将拥有积极的发展前景。户外企业需要对其制造工厂、供应链、物流、零售以及运营体系进行数字化和智能化升级，来提升生产力、产品质量以及消费者体验。消费者也十分倾向于购买适合日常穿着的环保、休闲、舒适且时尚的户外服装。专业的户外运动品牌可以开发多条产品线，来满足这类消费者需求。”

February 2023

The Outdoor Consumer - China

“The outdoor industry is expected to have a positive development outlook, on the back of supportive national policies and increasing consumer participation enthusiasm. Outdoor companies will need to digitise and add intelligence to their manufacturing plants, as well as supply, logistic, retail and operation systems, to improve productivity, quality of ...

Upcoming Reports

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