

August 2023

奢侈品与数字化 - China

“消费者渴望高端奢华的体验，对主要的奢侈品类也仍然保有兴趣。奢侈品牌可以利用消费者在不同线上平台的使用习惯，吸引他们的注意力并将其转化为购买行为。综合性购物网站、抖音和小红书可以是奢侈品牌的有力工具。除了善用这些平台来强化影响力外，奢侈品牌还需要结合互动内容和创新的视觉体验，以更加新颖和沉浸式的方式吸引消费者，进一步扩大受众范围。”

– 任敏惠，研究分析师

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Digitalisation in Luxury - China

“Consumers crave luxurious experiences while maintaining interest in main luxury categories. Luxury brands can leverage consumers’ usage habits across different online platforms to capture their attention and convert it into a purchase. Comprehensive shopping websites, Douyin and Xiaohongshu can then be powerful tools for luxury brands. In addition to judiciously ...

Lifestyles of Luxury Car Owners - China

“The luxury car market has ended years of rapid growth and begun to slow down. New luxury brands such as Tesla have become the main growth driver in the luxury car market, which also means that the position of traditional luxury brands is further challenged. Compared with the past, luxury ...

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豪车车主的生活方式 - China

“豪华车市场结束了多年的高速增长，呈现出疲软态势。其中，特斯拉等新贵品牌成为了豪华车市场的主要增长动力，这也意味着传统豪华品牌的地位受到进一步的挑战。相比过去，豪华车主对于新旧豪华品牌呈现出不同的期待，新贵品牌需在配置、智能科技和设计感上更努力，而传统豪华品牌则需要制造工艺上维持优势。此外，豪华品牌可以通过定制化的汽车周边产品满足车主的个性化需求，以及通过具有品牌特色的社群服务获得女性豪华车主的好感。”

– 袁淼，研究分析师