

February 2022

消费意愿 - 下半年 - China

“中国经济稳步复苏的趋势仍未改变。尽管下半年消费者财务状况和信心略有下滑，但新冠疫情的影响预计将有所减弱。消费者追求更优质的生活，悦己型和自我犒劳型消费的优先级提高。未来，情感共鸣将成为重要的消费驱动力，品牌应特别予以关注。”

——张鹏俊，研究分析师

January 2022

Consumer Spending Sentiment - H2 - China

“The trend of a stable recovery of China’s economy remains unchanged. Although the financial situation and confidence of consumers has declined slightly in the second half of the year, the impact of the coronavirus outbreak is expected to be alleviating. As consumers pursue a higher quality of life, self-enjoyment and ...

December 2021

个人保险 - China

“新冠疫情极大地提高了消费者的健康意识，也增强了消费者对个人保险产品的关注。后疫情时代，中国的保险市场，尤其是人寿保险市场将继续增长。一方面监管政策为保险行业的转型提出了明确要求。另一方面，成熟的科技为行业转型提供了必要支持。‘保险科技’正在重新定义保险行业。未来，随着消费者需求变得更加多样化，家庭组合保险将成为重要趋势。”

— 张鹏俊，研究分析师

November 2021

Insurance - China

“The pandemic has greatly increased consumers’ health awareness and their attention to insurance products. China’s insurance market, especially life insurance, continues to grow after the outbreak. First, policy supervision has set out clear requirements for the transformation of the insurance industry. Second,

mature technology provides the necessary support for the ...

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。受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

July 2021

Consumer Spending Sentiment - H1 - China

“Chinese consumers still have strong savings habits, and at the same time, they are actively exploring new sources of income. Making money from the emerging industry like live streaming commerce is a good example. Respondents' confidence in the future, whether long-term or short-term, has been significantly improved. This shows that ...