

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

May 2021**美容零售 - China**

“新冠疫情爆发后，消费者不断转向线上，但对线上和线下渠道产品质量和价格的认知存在差异明显。实体店需要提供指导和体验式的产品服务，与消费者建立紧密联系；线上平台则需要联手品牌活动，成为品牌的合作伙伴。直播电商的发展应有有助于线上渠道突破仅凭竞争性价格立足的僵局，开创品牌认可的新格局。”

— 周文棋，研究分析师

April 2021**Beauty Retailing - China**

“Consumers are continuously shifting towards online in the wake of COVID-19, but the differential in the perceived quality of products and prices between online and offline channels are marked. Physical stores need an educational and experiential offering to connect with consumers, while online platforms need to team up with brand ...