

August 2021

数码趋势——二季度 - China

“新冠疫情为可穿戴数码产品、智能音箱和智能家居配件等其他数码产品提供了机会。多种形式和时长的视频内容已成为当下消费者娱乐休闲、网购、获取知识技能和旅游灵感等信息的重要来源。消费者生活加速数字化，也转变了他们与虚拟娱乐、产品和服务互动的方式。作为数码原住民的中国Z世代消费者是数码产品、视频内容和虚拟娱乐未来需求和发展的驱动力。Z世代消费者享受兴趣社区带来的亲密关系，品牌正可以从关注他们的对话并参与到Z世代的身份认同探索之旅。”

— 颜慧诗，研究分析师

July 2021

Digital Trends - Q2 - China

“The COVID-19 outbreak has presented opportunities in other devices, such as wearables, smart speakers, and smart household accessories. Video-based content in various formats and duration are now important resources for consumers' leisure and entertainment, eCommerce, skills and knowledge, travel inspiration, and more. Accelerated digitisation in consumers' lives has led to ...

可穿戴设备 - China

“可穿戴设备市场总体将继续增长。功能上，可穿戴设备的主要功能即将从活动追踪转向医疗监测和整体健康的提升。除了与健康行业保持紧密联系，可穿戴设备行业的企业还在探索细分化的用户需求，如针对儿童和年长者推出产品。随着现有的设备越来越多被作为时尚配饰，新兴品类也在崛起。智能眼镜或将为下一个蓝海市场。”

— 张鹏俊，研究分析师

June 2021

Wearable Devices - China

“The market as a whole continues to grow. In terms of functions, wearable devices are about to shift from being primarily used for activity tracking to medical monitoring and improving overall health. Besides sticking closely to the health sector, industry players are also exploring segmented users' needs, such as targeting ...