

May 2022

对可持续性的态度 - China

“过去两年，消费者的可持续意识快速增强，并积极地日常生活中实践可持续行为。虽然消费者的可持续行为仅限于对其生活方式影响甚微的简单活动，但英敏特认为消费者对自身健康的关注，以及为子孙后代守护环境的决心将持续激励他们追求可持续的生活方式。品牌应把握机遇，肩负起教育和助力消费者投身可持续行列的责任，借此树立可靠的形象，并加强与消费者之间的联系。”

— 董文慧，研究分析师

April 2022

Attitudes towards Sustainability - China

“Consumers’ awareness of sustainability has been improved rapidly in the past two years, and they are also actively practicing sustainability in daily lives. Although consumers’ eco-friendly doings are limited to “easy” behaviours which have minimal impact to their lifestyles, we believe that caring for own health as well as preserving ...

粉丝经济 - China

“如今，愈发成熟的中国消费者寻求着在产品之外与品牌建立更深层次的联系，并逐渐成为品牌粉丝。品牌的工作不仅在于让消费者了解最新的流行趋势，还要提供一种陪伴感，并体现他们的价值观与个性。作为对此的回应，品牌有机会组织更多的公益/环保活动，并打造贴心的品牌形象；同时正视自身的优势和缺陷，进一步让品牌粉丝参与到与品牌共创的过程之中，以展示更加接地气的形象。”

——邵愉茜，研究分析师

March 2022

Fan Economy - China

“Today’s more sophisticated Chinese consumers are seeking a deeper connection with brands beyond products and are growing to become brand fans. The job of brands is not only informing consumers of the latest trends, but also providing a sense of companionship and reflecting their values and personality. In response, brands ...