

## November 2022

## 手机与手机Apps - China

“经历2021年的坚实复苏，中国手机市场于2022年面临重重挑战。这归因于换新需求萎缩以及手机创新的吸引力不复以往。软件和智联生态系统成为手机品牌实现突围的主要领域。除了产品之外，手机品牌需肩负社会责任以提升品牌形象以及赢得消费者的好感。”

— 许成维，研究分析师

## 数码趋势 —— 上半年 - China

“科技产品和服务是消费者日常生活中不可或缺的工具。消费者有通过科技寻找生活解决方案的内在需求，在此推动下，对购买各种科技产品具有浓厚兴趣，即使是成熟且普遍拥有的产品。人工智能应用是科技创新的一大方向。尽管人们大多积极看待且欢迎智能功能，但科技品牌应避免在每样产品中过度使用‘智能’标签，并且应专注于完善消费者认为真正有用的功能。”

—— 邵娟，品类总监

## October 2022

Mobile Phones and Integrated  
Apps - China

“After a solid recovery in 2021, China’s mobile phone market faces challenging times in 2022, as replacement demand dwindles and innovations in mobile phones are less attractive for consumers. Software and connectivity ecosystems become the main areas for mobile brands to stand out. Besides products, mobile brands will need to ...

## 对个人数据隐私的态度 - China

“随着消费者的隐私意识不断增强，他们对企业如何保护他们的隐私抱有更多的期待和更高的要求。企业可将数据隐私保护视为一项差异点。尊重消费者的数据隐私或可有助于企业赢得更多信任。”

55岁以上消费者的科技产品使用习惯 -  
China

“55岁以上人群对科技产品与服务展现出积极的态度。随着人口愈发老龄化，科技企业在“银发经济”中有着巨大的发展潜力。除了视觉方面的转变之外，在操作流程、个人数据安全和改进用户体验方面的进一步适老化转型将更能引起中老年人的共鸣。此外，像健康管理解决方案等中老年人最看重的领域，也为品牌带来了机遇。”

## September 2022

Technology Habits of Over-55s -  
China

“Over-55s have shown positive attitudes towards technology products and services. Technology players have great developing potential in the “silver hair economy” with an increasingly ageing population. Besides visual changes, further elderly-oriented transformations in operating procedures, personal data security and user experience improvement can resonate more with seniors. Furthermore, areas most ...

## Digital Trends - 1H - China

Attitudes towards Personal Data  
Privacy - China

“As consumers become more privacy-conscious, they also have more expectations and higher requirements for how companies protect their privacy. Companies can view the protection of data privacy as a point of differentiation. Respecting consumers’ data privacy may help them gain more trust.”



## Technology and Media - China

“Technology devices and services are indispensable tools in consumers’ daily lives. Consumers hold a strong interest in purchasing various devices, even the mature and widely-owned ones, driven by their inner needs to seek solutions in life with technology. The application of artificial intelligence is one of the main directions in ...