

March 2014**针对青少年的营销 - China**

手机、在线视频和社交网络是当今青少年生活的重心，取代了一度由电视和音乐占据的主导地位。如今的青少年一半以上的闲暇时间用于与亲朋好友社交，包括面对面的交流和科技辅助的交流（互联网和手机）。然而，越来越多的证据显示，即使在与朋友碰面的时候，青少年仍然会同时使用数字通信。

February 2014**Marketing to Teens - China**

“As well as being more connected than previous generations, China’s teenagers also appear to be more self-centred and value those elements in their current lifestyle that benefit themselves, at the expense of more traditional values such as caring for others.”

January 2014**55岁以上中老年消费者生活方式 - China**

再怎么强调55岁以上人群对中国未来经济的重要性都不为过。因而，企业迫切需要吸引这一消费市场，进行相应的产品和服务营销。这不仅只是因为55岁以上人群的重要性，也因为他们会影响照顾他们的年轻消费者的购买选择。向55岁以上人群的成功营销可成为企业在激烈的消费市场中生存的竞争优势。

针对妈妈们的市场营销 - China

本报告深入探讨了当代中国妈妈身上不断变化的人口特征、她们所关心的事情、她们的消费行为和对家庭、事业及个人生活的态度。本报告的最重要发现是，中国妈妈的追求越来越高，在实现目标的过程中也愈发精明敏锐。这对面向妈妈们进行营销的各品牌产生影响深远，同时也带来了商机。

December 2013**Marketing to Over 55s - China****中国消费者——区域分析 - China**

希望在中国蓬勃发展的各公司应从当地经济发展情况、人口和传统文化这三方面入手对中国的具体情况矩阵分析，并理解上述三方面综合是产生差异的原因。尽管有差异，和谐的家庭关系仍是人们生活的核心，这与年龄、收入、地理位置或社会地位无关。因此，以家庭价值观为核心的市场营销仍很重要。

Marketing to Consumers - a Regional Perspective - China

“Companies that want to thrive in China should aim to develop a matrix of China that looks at the local economy development, population and traditional culture simultaneously, and acknowledge that the differences are explained by these three factors together. That said, a harmonious family relationship is the centre of living ...

Marketing to Mums - China

China Lifestyles: Demographics - China

“It can not be stressed enough how important the over-55s will become to China’s economy in the future. There is an urgent need for companies marketing products and services to start taking notice of the over-55s as a consumer market, not just in themselves, but also the younger generations of ...

“Chinese mums are becoming more demanding in what they want to achieve as well as savvier in how they achieve these goals. This has profound implications and opportunities for brands marketing to mums.”

November 2013

休闲生活 - China

由于中国消费经济增速放缓，一些休闲服务业之间的竞争越来越激烈，迫使休闲服务供应商扩大其即时消费群，并在中低收入群体和低线城市中发展更多业务。

消费者饮食习惯 - China

由于经济迅速发展，收入不断提高，中国消费者的生活方式以及食品购买与食用习惯正在发生显著的变化。这为食品制造商、零售商和餐饮供应商提供了巨大的商机，他们可以开发创新产品，满足中国消费者日益多样化的需求与口味，因为这些消费者仍将是新食品与新食品理念的接受者。

October 2013

针对中产阶级的市场营销 - China

英敏特预测截至2015年中国中产阶级户数将突破3,500万大关。英敏特报告《消费者生活方式：中国的中产阶级——中国，2012年6月》深入分析了营销商应如何瞄准该消费群。中国拥有巨大的日益富裕的城市中产阶级消费者市场。未来数年该市场将继续增长，这意味着有必要了解中国新兴中产阶级以及金融改革、全球竞争力、社会发展甚至环境可持续性等各种正在进行的变革

September 2013

Leisure Time - China

“Due to the slowing consumer economy in China, competition is increasing in many leisure services sectors, and this is forcing leisure service providers to look beyond their immediate consumer bases and develop more business among middle and lower income groups, and in lower tier cities.”

August 2013

Consumer Eating Habits - China

“The rapid and significant changes in the way Chinese consumers buy and eat food are creating new opportunities to develop new and innovative products to

suit diversifying lifestyle needs. But Chinese consumers continue to be concerned about food safety, and are increasingly demanding better information about food product health and ...

July 2013

数码科技趋势 - China

本报告考查了中国消费类电子科技和数字化媒体的发展趋势。这是《数码科技趋势》中国系列的首份报告，着眼于过去三个月内科技设备的拥有和使用。英敏特的消费者调查数据也展示了消费者打算在未来几个月内购买的科技产品，分析了科技设备销量增长或下降的诱因。

Digital Trends - China

“The high level of smartphone penetration and social network usage in China suggests that there is a lot of potential in technology products that are sold with integrated content services built in.”

Marketing to the Middle Classes - China

“China’s vast area, different levels of regional development and varied cultures mean that the middle class cannot be regarded as a single segment but represents multiple segments. These multiple markets present opportunities and challenges for companies, especially multinationals. In order to understand middle class needs and aspirations, companies need to ...

May 2013

消费者消费习惯 - China

随着中国在世界经济体系中的地位日益提高，中国经济向内需转型，中国消费者对世界经济发展的作用也越来越大。这让中国消费者和他们的消费习惯成为了众多公司业务发展计划的关注焦点。了解中国消费者的生活方式、希望、需求和追求以及这些因素会如何影响他们的消费习惯变得越来越重要。

April 2013

Consumer Spending Habits - China

China’s consumers’ spending habits are changing as rapidly as the country’s economy is growing. Improved availability of products and services and developments within the retail environment are leading to a shift in consumer lifestyles and spending habits.

Trends in Health and Wellness - China

Incidence of cancer and a variety of chronic diseases, such as cardiovascular and cerebrovascular disease, are on the rise amongst urban Chinese residents. Meanwhile, prevalence of sub-health, generally regarded as a root cause of chronic diseases, is, according to

government statistics, on the up with 60% of Chinese people suffering ...

March 2013

健康趋势 - China

“当前，中国城市居民健康状况的发展趋势堪忧，亚健康状态和诸如癌症或各种心脑血管等慢性病的发病率呈逐年上升的趋势。同时,亚健康状态又被普遍看作是导致各种慢性病的根本原因，是慢性病的前奏。根据政府有关部门的调查统计，我国目前约有60%的人在生理或精神上处于亚健康状态。”

- 茅玮 - 高级研究分析员