

March 2023

消费意愿 —— 下半年 - China

“中国经济发展面临压力。一方面，尽管防控政策最近有所放松，但国内疫情形势仍然具有不确定性，人们的短期信心尚未回升。另一方面，国际经济环境也给企业经营者带来了许多不稳定因素。好消息是消费者的长期信心坚挺，再加上政府的稳经济和促消费措施，这将助力消费市场保持活力。”

——张鹏俊，高级研究分析师

February 2023

Consumer Spending Sentiment - 2H - China

“China’s economic development is facing pressure. On the one hand, there are lingering uncertainties regarding the domestic epidemic situation despite the recent relaxation of restrictive policies, and people’s short-term confidence has not yet rebounded. On the other hand, the international economic environment has also brought a lot of instability to ...

January 2023

针对现代女性的营销 - China

“有关优质女性所需特质的观念正在不断演变，并且现代女性对通过不断学习实现自我发展有着强烈的追求。她们受到新观念的影响，努力在经济和个人生活方面都变得更加独立，并且在购物选择上更加精明。品牌也是时候与现代女性开启“交心”的沟通对话。

通过回应女性在休闲时放松身心，以及培养更健康的兴趣爱好这些尚未被满足的需求，响应她们对内心平和与美丽生活的追求，并对女性多元化的自我发展表达支持的宣传广告，将助力品牌与女性不断变化的观念与偏好保持一致。”

— 甘倩，研究分析师

游戏玩家的生活方式 - China

“游戏爱好者广泛认可玩游戏带来的益处，如促进人际交往、培养兴趣爱好、打破对人的固有观念等。他们期待更多元化的游戏联名营销活动，包括购买联名实体商品、在游戏中参与联名营销活动，并且关注元宇宙技术带来的升级版虚拟或混合现实体验。”

Marketing to Modern Women - China

“The concept of what makes a good woman is evolving, and modern women have a strong desire to achieve self-development through continuous learning. They are driven by the new principle, of striving to be more independent both in finance and in their personal life, and savvier in terms of making ...

男士营销 - China

“最近，男性对婚姻、家庭和社会角色、生活方式以及个人追求的态度逐渐改变，为品牌开创了新机遇。由于他们更多地参与到家庭活动中，品牌有机会针对其家庭角色进行探索。男性对“感觉年轻”的渴望可能驱动他们购买可为

除开发品牌游戏外，此类技术几乎可以融入生活的方方面面，如泛娱乐、品牌宣传、购物、工作学习乃至健康管理。品牌可携手游戏玩家心仪的IP开展创新的联名活动，将教育和游戏元素融入品牌虚拟体验，并为品牌虚拟大使增添更多实用功能，从而挖掘游戏玩家对快乐和有趣体验的需求。”

– 甘倩，研究分析师

其身心注入新活力的产品。他们对私享空间的需求为线上和线下的男性专属场景和未来创新带来了更多机遇。”

November 2022

Lifestyles of Gamers - China

“Benefits brought by playing games, such as improving social interactions, developing hobbies and interests, and breaking stereotypes about people, are widely recognised by game lovers. They are expecting more diversified game co-branding activities, ranging from purchasing co-branding physical products to participating in co-branding activities in games, and eyeing the upgrading ...

Marketing to Men - China

“Men’s attitudes towards marriage, family and social roles, lifestyle and personal pursuits have been changing recently, which generates new opportunities for brands. Their increasing involvement in family activities enables brands to explore targeting men’s family role. Their desire to ‘feel young’ could trigger consumption of products offering a physical or ...

September 2022

中国消费者：适应不确定性的未来 - China

“建立在真实体验的基础上并兼具便利性和透明度的品牌很可能从竞争中脱颖而出，因为这些因素可以带来安全感和慰藉感，这正是疫情期间和疫情后应对财务困境的人们所殷切渴望的。除了实用性因素，中国消费者也在寻求文化连接，并与那些关心弱势群体（如老年人、少数群体、宠物）和环境的道德品牌产生共鸣。”

– 顾菁，品类总监

August 2022

Consumer Spending Sentiment - 1H - China

“The steady recovery of China’s economy was disrupted by the large-scale COVID-19 resurgence in March 2022. Although economic development has been severely challenged, consumers’ financial situation and long-term confidence remain stable. Although the current economic indicators have basically returned to positive in June, the economic recovery in the second half ...

针对宠物主人的营销 - China

“以宠物为主题的宣传活动不仅对宠物主人，而且对几乎所有喜欢动物的人都有情感影响。因此，各行各业的众多品牌，包括运动品牌、奢侈品牌甚至汽车品牌，都纷纷开始发掘与宠物关联或合作的机会，在针对年轻消费者营销时尤其如此。大多数宠物主人都愿意为有设计感和提供定制的产品和服务买单。展现全方位的理解和体贴入微的专业关怀是让品牌在竞争中脱颖而出的最有效策略之一。”

针对Z世代的营销 - China

“针对Z世代的营销关键在于理解他们的多元化与包容性。他们对新思想、文化、潮流和生活方式保持更为开放的态度，同时也有意识学习上一辈传授的知识。这也是Z世代表现得如此复杂的部分原因。在生活方式方面，他们既能做到经常运动，但也经常熬夜。在经济状况方面，他们既能做到努力工作，减轻家庭财务负担，也会贷款分期付款购买科技新品。在品牌个性方面，他们同时接受现代与经典，前沿与传统。由此可见，鉴于经济状况和新冠疫情带来的不确定性，年轻消费者正在追求独立的个人生活价值。对品牌而言，关键在于尊重各种选择，用年轻一代的思维方式来思考问题——平等交流，敢于表达，不遗余力地去爱自己所爱。”

– 甘倩，生活方式分析师

July 2022

The Chinese Consumer: Adjusting to Uncertainties - China

"Brands which build on authentic experiences featuring both convenience and transparency are likely to stand out from the competition, as these factors may trigger the sense of reassurance and comfort which is highly desired when people have to deal with financial struggles and uncertainties during and after the pandemic. Besides ...

Marketing to Pet Owners - China

"Pet themed engagement has the emotional impact on not only pet owners but almost everyone who likes animals. As a result, a wide range of brands in different categories, including sports, luxury and even car brands, start to explore their opportunities in association or collaboration with pets, especially when targeting ...

June 2022

针对55岁以上人群的营销 - China

“年龄只是数字，而不是定义。与今天的年轻消费者类似，老一辈消费者也在拥抱数字生活，热衷于探索新的爱好，并体验与健身、时尚和智能家居生活相关的各种潮流事物。此外，作为老字号国货品牌的拥趸，55岁以上人群希望以一种文化相连的现代方式来缅怀自己的黄金时期。

面向中老年消费者的营销远不止于放大字体和在广告中展示中老年人的形象。了解并回应中老年消费者未被满足的社交和娱乐等需求，可以帮助他们改善其身心健康，应对后疫情时期的孤独感和社交隔离。”

Marketing to Gen Z - China

"The key to marketing to Gen Z is understanding their diversity and inclusivity. They are more open to new thinking, culture, trends and lifestyles, while at the same time, well aware of the learnings older generations have left them. That is partly why they appear so complicated. In terms of ...

May 2022

Marketing to Over-55s - China

针对年轻家庭的营销 - China

China Lifestyles: Demographics - China

"Age is just a number, not a definition. Similar to younger consumers today, the older generations are also embracing digital life and keen on exploring new hobbies and engaging in various trendy experiences with regard to fitness, fashion and smart home lives. Also, being aficionados of time-honoured domestic brands, over-55s ...

"2021年下半年，‘双减’政策和《家庭教育促进法》正式出台，旨在减轻过重的作业和课后辅导负担，教育学习目标随之出现重大转变，从以学业成绩为中心转变为重视道德品质、丰富的知识与技能。家长给出了积极的反馈，尤其表示其孩子的休闲时间与户外活动增多。

同时，新育儿方式给一些年轻家长带来诸多挑战，他们比以往任何时候都希望寻求能支持自己的解决方案和思路。品牌若想吸引年轻家长，最有效的方式是打造趣味且有教育意义的产品趋势，并提供有意义的非物质性体验活动及专业建议。品牌还需注意，广告夸大宣传已成为年轻家长为孩子购物时最担忧的问题。品牌十分有必要通过看得见摸得着的产品品质和可以感知到的产品情感温度，来向消费者展示其产品货真价实。”

— 甘倩，研究分析师

April 2022

Marketing to Young Families - China

"With the Double-Reduction Policy and Family Education Promotion Law coming into effect in late 2021, aiming to reduce the pressures of excessive homework and after-school tutoring, a major shift has been seen in educational learning goals, from academic achievement to a moral quality, diverse knowledge and skills. Positive feedback is ...

对家居环境的态度 - China

"为了在高度分散的市场赢得成功，家居品牌需重视在品质、设计和性价比之间取得平衡。与此同时，品牌也需更积极地宣传自己在设计或生活方式方面的潮流引领者形象，正如时尚或美容行业一样。

社交媒体上的内容营销激增为新晋玩家带来了机遇，但同时也将进一步加剧市场竞争。长远来看，那些能够意识到家庭居住状况中人口以及生活方式价值观的动态变化的品牌有望成为赢家。”

— 甘倩，研究分析师

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

Attitudes towards Home Living - China

"It is important for home brands to strike a balance between quality, design and value to win in a very fragmented market. At the same time, they need to be more vocal in promoting themselves as design or lifestyle trendsetters, as in the fashion or beauty industry.

The proliferation of ...

March 2022

Fan Economy - China

"Today's more sophisticated Chinese consumers are seeking a deeper connection with brands beyond



China Lifestyles: Demographics - China

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 ...