

June 2018

对运动健身的态度 - China

“体育运动已不再仅仅意味着强身健体，还代表了一种时尚的健康生活方式选择。因为害怕落伍，人们踊跃加入这一浪潮，对运动设备和服装不吝支出，越来越热衷去健身中心或打造家庭健身房。”

— 马子淳，研究副总监

中国消费者 - China

“在2017年中国经济表现更加稳健的强心剂作用下，不同于去年同期，消费者的谨慎态度开始略微放松。不过，他们不太可能改变其精明的消费习惯。性价比仍将是消费者购物时的首要考虑因素。这与低价关联不大，而是更重要的，不能让消费者感觉被坑。如同价格昂贵和独家专属不再是豪华品牌的标准，花哨但不走心的营销也不能像投资更卓越的产品和服务一样有效地赢得客户青睐。”

消费者更看重工作满意度，以及保护隐私。民族自豪感也在上升：他们不仅对中国品牌更有信心，愿意为此买单，而且也在呼吁传统文化和传承的回归。这为品牌创造了自我推广，吸引当今中国消费者的新机会。”

May 2018

Attitudes towards Fitness - China

“Participating in sports is no longer just for the development of physical strength, but also seen as a trendy lifestyle choice. Driven by fear of missing out, people are eager to go with this tide as shown by the fast-growing desire for splurging on sports gear and apparel, going to ...

The Chinese Consumer - China

“Thanks to a more solid performance in China's economy in 2017, consumer sentiment is starting to move away slightly from the prudence and caution seen in the same time last year. However, consumers are unlikely to change their habit of spending in a smart way. Value for money will continue ...