

## February 2021

## 奥特莱斯店购物 - China

“奥特莱斯购物是消费升级和国内购物需求增加而带动的新趋势。奥特莱斯之前因其品牌 and 价格而具有吸引力。但现在，对于奥特莱斯而言，提供适合消费者的娱乐设施和齐全的入驻品牌是吸引客流量的关键，因为消费者开始将光顾奥特莱斯视为家庭旅行或休闲活动。同时，加快数字化让消费者有更多的机会光顾奥特莱斯，以及在疫情爆发期间和疫情之后吸引和留住高端购物者，做到这几点在长期内会实现收入最大化。”

— 董文慧，研究分析师

## 时尚意见领袖 - China

“KOL（意见领袖）营销发展如火如荼，但哪些人属于时尚意见领袖尚且没有明确定义。KOL营销成功的秘诀在于信任，只有消费者信任KOL，这种营销形式才能存在。对于KOL来说，要想在行业中保持影响力，真实、诚信、信任和附加价值仍是关键。许多KOL现在正面临来自KOC（意见消费者）或小众KOL的竞争，这种新概念旨在与消费者建立起更紧密的联系。当前，消费者希望通过时尚意见领袖了解的主要是非奢侈品以及较为详细的购物指导。男性时尚和跨品类销售将是未来值得探索的领域。”

— 许昕远，研究分析师

## January 2021

## Shopping in Outlets - China

“Shopping in outlets is a new trend driven by consumption upgrading and increasing demand for domestic shopping. Outlets used to be attractive because of their brands and prices. But now, for outlets, providing consumer-friendly entertainment facilities with comprehensive brand portfolios is key to luring more footfalls, since consumers are beginning ...

## 设计师品牌 - China

“长期以来，中国的设计师品牌一直受到忽视。但随着年轻一代成为消费主力，设计师品牌开始被更频繁地提及。虽然公众对设计师品牌的认知仍然有限，但对设计师品牌的态度已经发生了变化。在社交网络和名人效应的协同作用下，再加上多品牌集合店和专卖店越来越受欢迎，设计师品牌的价格、质量和口碑将进一步受到肯定。”

— 董文慧，研究分析师

## Fashion Influencers - China

“KOL marketing is particularly strong; however there is no exact definition of what a fashion influencer is. The secret behind the success of KOL marketing is trust, and the marketing form only exists because consumers trust key opinion leaders. For KOLs to stay relevant in the industry, authenticity, integrity, trust ...

## December 2020

## 奢华配饰 - China

“奢侈品配饰越来越多地为消费者所接受，逐渐成为日常穿搭的一种形式。对奢侈品牌而言，国内市场已成为相当重要的市场，中国消费者对电商的接受度高，意味着奢侈品牌需重新思考在中国市场的战略。人们对于审美和可持续发展愈发强烈的认知，带来了更多对于产品创新和营销

组合的关注。消费者希望物品的吸引力和价值更持久，因此，新冠疫情之后，他们对高级珠宝手表的兴趣有所攀升。”

## November 2020

### Designer Brands - China

“Designer brands have been neglected in China for a long time. But as the younger generation become the major consumption force, designer brands have been mentioned more frequently. Although the public perception of designer brands remains limited, the attitudes towards designer brands have changed. With the synergy effect of social ...

### Luxury Accessories - China

“Luxury accessories are increasingly more accepted by consumers and gradually becoming a form of daily wear. The domestic market has become a more important market for luxury brands and Chinese consumers' high acceptance of e-commerce means luxury brands need to re-think their strategy in China. Increasing awareness of aesthetics and ...

## August 2020

### 豪华车车主生活方式 - China

“新冠疫情后，与整个汽车市场相比，豪华车市场将更具韧性和竞争力，因为计划购买豪华车消费者的财务状况受到的冲击较小，并且升级需求仍然存在。

基于购车因素不同的优先次序，豪华车车主表现出不同的特点。与美国等发达市场不同，美国消费者普遍认为豪华车是“自我放纵消费”，而更多中国消费者则认可豪华车的质量价值。了解不同豪华车车主对汽车功能、品牌服务和活动的期望之间的差异和一致性，将有助于品牌制定以消费者为导向的策略，并更有效地满足消费者的不同需求。

此外，豪华车品牌正在不同领域持续创新为消费者提供解决方案，例如，将汽车的概念从单纯的交通工具转变为“车内梦想空间”、提供运动体验以及建立线上社群。”

– 甘倩，研究分析师，2020年6月30日

## July 2020

### Lifestyles of Luxury Car Owners - China

“Compared with the overall car market, the luxury car market is more resilient and will become more competitive after COVID-19 as the financial status of those who plan to purchase luxury cars is less impacted and upgrading demand persists.”

– Gloria Gan, Research Analyst, 30 June 2020

### 对高端美容产品的态度 (应对新冠疫情之后) - China

“有资深研发人员研发’和’使用先进的加工技术’的科学因素是与高端品牌形象关联最密切的特性，因此加强创新是赢得消费者可支配支出的关键。英敏特预测，有证书和证明背书的临床试验将进一步拉动信心。高端品牌拓宽线上曝光的同时，其训练有素的顾问的专业知识是另一个构建信心的因素，这能锁定对经济有保障/追求上进的消费者的进一步销售。英敏特趋势《智慧美容》(Beauty with a Brain) 展现了科学研究的益处，并且这一益处能通过训

练有素的销售顾问团队强化——线上线双管齐下鼓励消费者参与并留住消费者。”

— 靳尧婷，研究分析师，2020年4月30日

## June 2020

### 儿童服装 (含新冠疫情分析) - China

“新冠疫情将给2020年第一季度童装市场带来巨大打击，因为对童装零售至关重要的线下渠道受到严重冲击。但是，英敏特对童装市场在2020年下半年恢复有信心，因为儿童成长迅速，童装，尤其是儿童服装和鞋履，更是生活必需品。新冠疫情将加速童装购的线下和线上融合。长远看来，该市场仍受益于4-12岁人口数的增长。愿意在孩子的服装上投入更多，让孩子造型时尚将最终驱动市场增长。而且，童装品牌应注意到孩子的意见在购买决策中的重要性，尽力从数码一代的孩子年幼起就在线上与之建立联系，进行沟通。”

### Attitudes towards Prestige BPC Products (Responding to COVID-19) - China

[graphic: ]

### Childrenswear (Incl Impact of COVID-19) - China

“The outbreak of COVID-19 is expected to bring a substantial hit to the children’s fashion market in the first quarter of 2020, as heavily impacted offline channels are critical to childrenswear retailing. Yet, Mintel is confident that the childrenswear market will recover in the second half of 2020, since childrenswear

...

## April 2020

### 运动休闲品牌 - China

“运动休闲在过去5年中持续火热，并且毫无热度减退的迹象。尽管领先运动休闲品牌在最近的新冠疫情中受到了经济冲击，但这样的负面影响很有可能是暂时的，因为中国城市居民的健康意识不断加深，并且对全方位运动服装的需求也日渐增强。面临着来自于时尚品牌和奢侈品牌在运动休闲市场的挑战，运动服装品牌在品牌价值、产品设计和专业运动服装上仍保有强大的竞争力。运动品牌在满足消费者对舒适和合身的需求上走在前列。”

— 夏月，研究分析师

## March 2020

### Athleisure Brands - China

“Athleisure has been popular for the past five years, and there is no sign of it falling out of favour. Although leading athleisure brands have seen an economic hit during the recent coronavirus outbreak, the negative

### Z世代奢侈品消费 - China

“在社交媒体，尤其是微信和微博的帮助下，如今绝大多数的Z世代对奢侈品有一个大致的概念，甚至相当一部分人在高中时期或更早就获得了这些认知。尽管相对来说，Z世代是奢侈品世界中的“新手”，并且他们的可支配收入

impact is likely to be temporary as Chinese urbanites are getting more health-conscious and ...

较少，但是他们对于随着收入的增加趋优购买奢侈品的意愿很强烈，并且他们也愿意使用信用产品购买奢侈品。奢侈美容产品和配饰是很好的起点。为了在Z世代中抓住机会并与他们培养长久的关系，品牌应该以更直接且更吸引人和更互动的方式，更好地向Z世代宣传其独特的故事、传承和工艺。”

— 夏月，研究分析师

## February 2020

### Luxury for Gen Z - China

“With the help of social media, especially WeChat and Weibo, the vast majority of Gen Zers now have a general idea about what luxury is, and even quite a few have such knowledge in and before high-school age. Although Gen Z is relatively new to the luxury world and has ...