

December 2019

针对现代家庭的营销 - China

“中国家庭中父母和孩子在一起的时间仍然很多，但亲子关系正在改变。越来越多的家长已经意识到发展孩子独立性很重要，而且在许多时候愿意让孩子选择要买什么。同时，孩子更多地参与家庭的决策过程。做购物决策时，孩子的意见会被考虑在内。提升品牌知名度需要通过强化沟通去不仅影响成年人，还要影响家中的孩子，并帮助现代家庭构建友好关系。”

– 谢栋，初级研究分析师

November 2019

Night Life - China

“The China night life market is a big market with potential to grow, but current supplies are still limited. All walks of night life, including dining, entertaining, shopping, exercise/sports and cultural related, have seen opportunities to grow. Overall Chinese consumers mostly want to be relaxed or de-stressed but there ...

针对大学生的营销 - China

“现在的大学生寻求比以往更为多样化的体验，这刺激了他们对消费的强烈欲望。但与此同时，他们极为注重自我管理 and 自我调节，更注重情商、控制和表达情绪以及处理人际关系的重要性。该群体对生活 and 未来职业发展抱有积极务实的态度。品牌可以与年轻人建立坚实牢固的关系。为此，品牌有必要了解如何利用游戏化元素吸引该群体，帮助他们实现自我提升，养成良好习惯。”

– 谢栋，初级研究分析师

Marketing to University Students - China

“Today’s students are seeking more diverse experiences than ever, which stimulates their strong desire for consumption. However, at the same time, they are highly conscious of self-management and self-regulation. They are more aware of the importance of emotional intelligence, controlling and expressing their emotions, and handling interpersonal relationships. They hold ...

夜生活 - China

“中国夜生活市场不小也有强大增长潜力，但目前的市场供给仍然有限。各行各业的夜生活，包括餐饮、娱乐、购物、运动健身和文化类活动，都有大展拳脚的机会。总体来说，中国消费者夜间大多想要放松或减压，但如今的夜生活有更多体验活动和新乐趣。具体而言，英敏特在夜间旅游和文化活动（艺术和表演）中看到致胜良机。”

– 牛钰，品类总监

Marketing to Modern Families - China

“Parents and children in Chinese families still spend a lot of time together, but parent-child relations have been changing. More parents have realized the importance of developing independence in their children and in many areas are willing to let them choose what to buy. At the same time, children are ...

对意见领袖的态度 - China

“随着社交媒体网红数量的迅速增长和多渠道网络（MCN）机构的迅猛发展，KOL行业正经历专业化进程，该行业 and 市场的竞争将更为激烈。社交媒体上KOL和追随者的多元化将推动KOL市场的碎片化，但这将惠及品牌，因为最合适的KOL能够说到目标受众的心坎里。”

健康生活趋势 - China

“消费者正以自己的方式对抗焦虑和压力，来重新掌控自己的健康问题。保持积极的精神状态被认为是健康生活中最重要的因素，心理健康也受到了更多的关注。消费者更多地意识到了保持健康的生活方式的重要性，并希望能够得到专业的咨询和采用新技术的更好的健康诊断。虽然如此，对大多数消费者来说，仅凭一己之力坚持努力绝非易事。品牌可通过帮助消费者调节情绪、培养健康的生活方式、管理医疗保健数据并寻求有效方式保持身心健康方面的全方位策略，寻求更多商机并在品牌与消费者之间建立更紧密的联系。”

– Keiyou Wang, Research Director

October 2019

Attitudes towards KOLs - China

“With the rapid growth of social media influencers and development of MCN agencies, the KOL industry is going through a professionalization process and the KOL industry and market will be more competitive. The diversification of KOLs and social media followers will push the fragmentation of the KOL market but it ...

Trends in Health and Wellness - China

“Consumers are taking back control over health issues by fighting against anxiety and stress in their own ways. Mental health is receiving more attention, as keeping a positive mind-set is considered most important by almost every one. They are more aware of the importance of maintaining healthy lifestyles as well ...

September 2019

Marketing to Outdoor Lovers - China

“The outdoor market in China is a new emerging market, although outdoor activities have been popular for years thanks to consumers’ increasing incomes and willingness to participate. Outdoor lovers, especially when seeking professional guidance, find it difficult to make choices. It is essential for outdoor clothing and equipment brands to ...

August 2019

对奢侈品的态度 - China

“随着中国奢侈品市场走向成熟，中国消费者正寻求借助奢侈品牌树立个人形象，展现独特个性并更好地反应自身性格。向前看，奢侈时尚品牌将需要采取策略，用鲜明的品牌形象、更好的产品种类和更多定制化选择捕获正在崛

针对户外爱好者的营销 - China

“得益于消费者收入的增长和参与意愿的提高，尽管户外运动流行了若干年，但中国的户外用品市场仍是一个新兴市场。户外爱好者认为很难做出选择，尤其是在寻求专业指导时。户外服饰和装备的品牌不仅有必要考虑如何将自已的产品与普通运动品牌甚至快时尚品牌区别开来，还需要思考如何让消费者获得更多户外知识和良好的实操练习。中国消费者时尚意识强，愿意租借户外运动装备而非购买，这对户外品牌而言既是挑战又是机遇。”

— 谢栋，初级研究分析师

低线城市生活 - China

“一线城市和低线城市的差距正在缩小，在教育和经济层面都是如此。由于信息传播迅速，低线城市消费者表现出了对最新趋势的强烈追求，但相比一线城市消费者，他们可享受的产品和服务较少。他们享受休闲式购物，并希望购物能更具娱乐性，线上线下都是如此。

本报告探索营销策略能如何有效增强产品-品牌联想，提升生活方式和潮流体验，并推广服务解决方案。针对低线城市消费者时，传播‘整体性价比’的概念至关重要，并且应利用游戏化的电子学习和社交商务来制造满足感和与他人联系的感觉，同时增加他们的品牌参与度。”

— 王慧蓉，品类总监，中国

起的年轻奢侈品消费者的心。进一步，投资全渠道对于奢侈品牌而言仍然重要，尤其是在这方面落后的硬奢侈品牌。”

– 夏月，研究分析师

July 2019

Living in Lower Tier Cities - China

“Gaps between tier one and lower tier cities are narrowing both in educational and economic respects. Consumers in lower tier cities show a strong willingness to pursue the latest trends, driven by the fast spread of information, but have less products and services available to them compared to those in ...

June 2019

针对亚文化的营销 - China

“亚文化爱好者愿意在兴趣爱好上投入时间。他们愿意分享自己的兴趣爱好，并且想要更多地参与到与自己兴趣相关的活动中去。品牌可将线上和线下资源整合，提升与粉丝群体在现实生活中的互动。同时，市场营销中应体现对亚文化的理解和原真性。”

– 赵鑫宇，初级研究分析师

中国消费者 - China

“2018年经济仍保持健康态势，GDP（国内生产总值）因消费者支出不断增加而达到了6.6%增速。但前景的不确定性意味着一些品类既经历了消费升级，也伴随消费降级。前者伴随消费者追求犒赏自己而出现，后者则源于人们节俭的消费习惯，上述变化可见于旅游度假和服装及配饰细分品类。增长知识和积累经验等无形资产对未婚和已婚人群而言都十分重要，其优先性超过生理上的满足。品牌应首先以卓越的产品质量惊艳消费者，而不是尝试通过价值和个性引起他们的共鸣。”

May 2019

The Chinese Consumer - China

“The economy is still healthy, recording 6.6% GDP growth in 2018, maintained by consumers' increasing consumption. But uncertainties ahead mean some sectors have experienced both trading up, with consumers' seeking self-indulgence, and trading down, due to frugal mindsets, as seen in the holiday and clothes and accessories segments. Intangible ...

Marketing to Subcultures - China

“Subculture lovers devote a lot of time to their hobbies. They are willing to share their interests and be more engaged in activities related to their interests. Brands would do well to integrate online and offline resources and increase interaction with consumers in real life. Meanwhile, understanding and authenticity should ...

March 2019

针对55岁以上人群的营销 - China

Marketing to Over-55s - China

“老年人喜欢社交且乐于结交新朋友。他们是谨慎果断的消费者，非常看重实用性和性价比。举办线下活动，以及发挥老年人中意见领袖的影响力，是品牌向老年人推广品牌的好方式。健康问题仍是老年人的关注重点，他们也愿意在健康方面投资，说明健康市场极具潜力。”

“Seniors enjoy socialising with others and will not hesitate to make new friends. They are prudent as well as assertive consumers and place a great emphasis on utility and value for money. Offline events are a good way to promote brands to older people, as is harnessing the influence of ...

February 2019

对企业社会责任的态度 - China

“中国消费者普遍具有企业社会责任意识。他们越来越看重具有社会责任感的企业，对企业社会责任的更多领域感兴趣。企业承担社会责任的做法已不再仅仅限于成立慈善基金或发起独立项目。当今企业要将社会责任融入企业文化之中，制定可量化的目标并努力践行；此外，企业社会责任也可成为企业与消费者沟通的渠道，为产品和公司提供故事素材。”

— 赵鑫宇，初级研究分析师

January 2019

Attitudes towards Corporate Social Responsibility - China

“Chinese consumers have high CSR awareness. They increasingly seek companies that are socially responsible and show interest in a wider range of responsible areas. Companies today have to grow beyond setting up charitable funds or separate projects. It is time to integrate CSR into corporate culture and set quantifiable goals ...

January 1970

Attitudes towards Luxury - China

“With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality. Going forward, luxury fashion houses will need to have strategies in place to capture the rising younger luxury consumers with ...