

August 2021

Lifestyles of Luxury Car Owners -
China

“With the electrification of the global automotive industry, the luxury car market landscape is being reshaped. With luxury car owners’ understanding of NEVs and favourable policies, NEVs from premium domestic brands are highly accepted by consumers. The surveyed luxury car owners’ environmental awareness is further enhanced, as most of them ...

轻奢品 - China

“对追求更为理性和精致生活的消费者而言，轻奢品已成为一种生活方式。同时，消费者比以往更加注重环保。他们更受致力于承担社会责任的品牌吸引。奢侈品市场曾被外国品牌主宰，但如今消费者希望看到更多的本土奢侈品品牌。只要本土轻奢品牌将本土文化优势融入可持续环保中，就有望在本土消费者当中营造较强的亲和力。”

— 董文慧，研究分析师

July 2021

Affordable Luxury - China

"Affordable luxury has become a lifestyle for consumers pursuing more rational and exquisite lives. Meanwhile, consumers are paying more attention to the environment. They are more attracted by brands that are dedicated to social responsibilities. The luxury market used to be dominated by foreign brands but consumers now are looking ...

快时尚 - China

“快时尚已经成为一种生活方式。消费者不仅在日常生活中广泛接纳快时尚产品，还愿意在重要场合穿戴快时尚服饰。消费者对快时尚品牌支持日益增长，为这些品牌拓展品类和穿戴场景注入信心。家居生活可能是快时尚的下一个商机。同时，快时尚品牌也可以尝试利用极简主义或中国传统风格创造自己的经典款式和设计，而不仅仅依靠快速更新产品来加深消费者对品牌的依恋。”

— 董文慧，研究分析师

June 2021

豪车车主的生活方式 - China

“随着全球电动化转型的进一步推进，豪华车市场的格局正在被重塑。豪华车主在对新能源车的了解以及利好政策加持的前提下，对于本土高端品牌新能源车也有较高的接受度。大部分受访豪华车主表示愿意购买回收再利用材料制作的产品，环保理念进一步增强。豪华车品牌正逐渐意识到品牌创新的重要性，着力于打造差异化的品牌形象，以寻求在竞争激烈的豪华车市场立于不败之地。”

— 袁淼，研究分析师

May 2021

Fast Fashion - China

“Fast fashion has become a way of life. Consumers not only widely accept it in their daily lives, but are also willing to wear it for important occasions. This rising support gives fast fashion confidence to expand both in



Luxury and Fashion - China

categories and wearing scenarios. Home living may be the next opportunity ...