

March 2023

运动与健身服饰 - China

“消费者日益偏爱专业化、专门化的运动鞋服，即使这些产品价格更高。运动服装的基本功能和舒适性仍然是首要考虑因素，但消费者也渴望更多的多功能产品。国产运动品牌已成为中国消费者的新宠。本土品牌可通过DTC渠道为消费者提供独特的体验，继续增强品牌影响力。”

——任敏惠，研究分析师

Sports & Fitness Wear - China

“Consumers increasingly prefer professional and specialised sportswear and shoes, even if they cost more. Basic functions and comfort of sportswear is still considered a priority, while consumers crave for more multi-functional products. Domestic sportswear brands have become Chinese consumers’ favourites. They can continue to enhance their brand influence by delivering ...

February 2023

女性内衣零售 - China

“女性消费愈发关注‘自己’。舒适度是她们购买内衣裤时的首要考虑因素。在此基础上，随着女性愈发接受自然美与真实的自己，内衣裤品牌需要了解女性多元化、个性化的需求。对于内衣裤品牌来说，在产品之外提供独特的体验，来与女性建立联结十分重要。支持女性对美的追求的创意宣传活动、打造拥有共同兴趣爱好女性社群，以及开展专属活动是值得试一试的方法。”

— 任敏惠，研究分析师

January 2023

Women's Underwear Retailing - China

“Women’s spending has become focused on the ‘self’. Comfort becomes the top priority when they purchase underwear. On top of this, underwear brands need to be aware of the diverse and individualised demands as women increasingly accept natural beauty and their true selves. It is important that underwear brands provide ...

对街头潮流的态度 - China

“近年来，中国的街头时尚市场在年轻消费者中迅速扩张且得到了主流购买力的认可。但人们对街头时尚的认识更多地受到外观设计的影响，而非其代表的精神价值。品牌不妨着手向人们传达自身理念和价值观，并将对外观设计感兴趣的消费者转化为认可街头时尚精神内涵的忠实粉丝。”

— 张鹏俊，高级研究分析师

December 2022

Attitudes towards Street Fashion - China

“China’s street fashion market has rapidly expanded among young consumers in recent years and has been recognised by mainstream consumption power. But people’s perceptions of street fashion are still shaped



Luxury and Fashion - China

more by the exterior design than the spiritual value it represents. Conveying brand philosophy and values to people and converting ...