

May 2021

## 健康生活趋势 - China

## 度假趋势 - China

“自然风光将成为推动周末消费的主要引擎。新冠疫情后，消费者更渴望利用休闲时光亲近自然。”

性价比和负责任的消费能吸引大众参与旅游度假。对Z世代来说，平价亲民变得越来越重要。相比价格因素，旅游预算更高的亲子家庭更看重负责任消费，相关主题活动能吸引高预算的亲子游客。”

— 赵凌波，高级研究分析师

April 2021

Trends in Health & Wellness -  
China

“Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more aware of being overweight, are seeking “effortless” solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health. With ...

## 对家居环境的态度 - China

“随着整体住房条件的改善，中国消费者更渴望通过家居设计来实现和表达自己对特定‘生活方式’的追求。消费者在基本的居住需求外，更加注重全面的身心健康，尤其是在新冠疫情爆发后。从健康相关的智能设备和环保材料到

## 针对Z世代的营销 - China

“在多元化和数字化环境中长大的Z世代消费者，已经成长为一个颇具自信心的消费群体。他们不遵循传统标准的成功路径，而倾向于以包容的心态，选择更灵活的人生道路。同时，他们愿意通过坚持自定义的“消费哲学”来展现其坚定的信念，其“消费哲学”包括强调功能性产品的颜值和支持有益社会的事业。”

在经济低迷和过度依赖互联网的环境下，Z世代消费者面临着压力和焦虑，品牌也可从中挖掘更多商机。品牌若能助力年轻消费者平衡线上与线下活动，改善其心情，或令其尽情玩耍、探寻自我的更多可能性，年轻消费者自然会被这样的品牌吸引。”

— 邵愉茜，研究分析师

## Marketing to Gen Z - China

“Gen Zers, raised in a diversified and digitally-connected environment, have grown up to be a group of self-confident consumers. Instead of following traditional norms of success, they tend to live a flexible life path with an inclusive mindset. Meanwhile, they are eager to present their assertive nature by insisting a ...

家庭娱乐系统，消费者愿意支付更多的钱来营造安全、轻松和愉悦的家居环境，这为家居品牌指明了未来的机遇所在。

此外，多数消费者都愿意亲自参与家装设计，并且认为值得为有设计感的和限量版的产品支付溢价。品牌需要抓住机会，借助综合性营销渠道或主题（包括综合性生活方式展览、媒体赞助、文化活动和科技创新等），帮助消费者了解并探索自己的个性需求。”

— 邵愉茜，研究分析师

## March 2021

### Holiday Trends - China

“Nature will be a key driver to capture holiday consumption during weekends because consumers crave being close to nature in their leisure time after COVID-19.

Price-quality balance and responsible consumption can motivate holiday participation. Affordability has become more important to encourage purchasing among Gen-Zers. Activities inspired by responsible consumption can ...

### Attitudes Towards Culture Marketing - China

“Beyond the practical functions of products and services, consumers are increasingly paying more attention to the cultural values and novelty experiences conveyed by brands in their pursuit of self-expression. Incorporating Chinese elements is the most recent and remarkable trend, associated with the rise of consumers' national pride and culture confidence ...

### 对文化营销的态度 - China

“除了产品和服务的实用功能，消费者在追求自我表达中越来越关注品牌所传递的文化价值和新奇体验。融入中国元素是最近期且最瞩目的趋势，这与消费者的民族自豪感和文化自信心的提升息息相关。

### Attitudes towards Home Design - China

“Along with improving housing conditions, Chinese consumers' desire to achieve and express their 'lifestyle' through home design has never been higher. Beyond basic functionalities, holistic wellbeing at home has become a priority, especially in the wake of COVID-19. From health-related smart devices and sustainable materials, to home entertainment systems, consumers ...