

August 2014

针对中产阶级的市场营销 - China

“在中国政府致力减少贫富分化和城乡生活质量差距的努力下，最低工资标准不断调整提高，以鼓励国内消费。同时，政府还投资改善全国各地交通基础设施。这不仅为中西部带来了更多的就业机会，而且随着对汽车和通信行业等高科技岗位需求的增多，居民收入也进一步增长。因此，这使得一批先前收入较低的消费者（通常来自低线城市）跻身进入中产阶级。”

July 2014

健康趋势 - China

“随着中国主流消费者日益关注健康问题，大量商机应运而生。考虑到消费者积极培养健康饮食和运动习惯，并采取预防措施应对潜在健康威胁，相关公司和企业可提供各种解决方案帮助消费者实现这一目标，并鼓励他们坚持健康的生活习惯。企业可以根据消费者群体的不同需求和购买力，对相关产品与服务的功能和价格区间进行细分。”

June 2014

Marketing to the Middle Class -
China

“As a result of the government’s plans to reduce income disparity and also the living quality gap between rural and urban areas, the minimum wage has been rising in order to encourage China’s domestic consumption. Also, as the government is investing to upgrade the transport infrastructure throughout the country, this ...

May 2014

Trends in Health and Wellness -
China

"Cases of 'illness of affluence', such as obesity, diabetes, high blood pressure, are on the rise amongst urban Chinese residents owing to the advancement and fast pace of modern life. Meanwhile, mass industrialisation has made a bitter pill for the environment. The worsening air quality has led to an increase ...

中国消费者——拥抱变化 - China

“企业因此需要重新调整其产品和服务，以满足大众消费者的需求，而不是仅仅着眼于可赚利润更客观的消费者。消费者对健康生活方式的关注和追求是影响其消费的另一个重要因素。平均收入的不断增长意味着中国人的可支配收入更多，日益愿意为更优质的食物和饮料、非处方药和药品、度假等多种产品和服务买单，从而改善其生活方式。”

April 2014



China Lifestyles: Demographics - China

Chinese Consumers - China

“Operators need to re-adjust their products and services package to target the demand of the mass consumers rather than just the lucrative customers. Chinese aspiration to lead a healthy lifestyle is indeed another factor to direct their consumption to. Increasing average income indicates that Chinese are becoming more willing to ...