

January 2018

针对年轻父母的营销 - China

“与前几代人相比，当代中国父母更倾向于分担家务责任，也愿意让孩子（和自己）变得更独立自主。他们更有可能认为使用教育性的高科技工具（如语言学习和理财等工具）以及照顾宠物有助于孩子成长，而不会认为它们分散孩子注意力。”

— 马子淳，高级研究分析师

December 2017

Marketing to Young Parents - China

“Chinese mums and dads have a higher tendency to share household responsibilities and a willingness to encourage independence in their children (and themselves) than previous generations have. Educational high-tech tools (eg language learning and financial management) and taking care of pets are more likely to be considered a help rather ...

针对青少年的营销 - China

“尽管青少年最关注的仍是学业成就，但是由于当今社会的创业热情日益高涨，他们的学业压力有所降低。他们（包括其父母）不再像以往那样热衷于固守传统的人生路线，即上学、就业、工作、然后退休。理财服务、科技产品和在营销中使用音乐等都是市场新机遇所在。”

— 马子淳，高级研究分析师

November 2017

Marketing to Teens - China

“Although academic achievement is the top priority, the growing level of entrepreneurship enables teens to feel less stressed about their grades. They (and their parents) are less keen to follow the traditional route from school to a job for life before retiring. New opportunities lie in financial services, technology products ...

October 2017

针对大学生的营销 - China

“中国大学生比以往更青睐时尚前卫的品牌定位，尊重他们不一定会认同的价值观。他们往往比老一代更放松，推崇悠闲自得的学习和赚钱机会，不会急于求成。”

— 马子淳，高级研究分析师

September 2017

Marketing to Students - China

“Chinese university students are more into trend-leading brand propositions than before and respect values that they do not necessarily agree with. They tend to be more laidback than older generations – appreciating flexible opportunities for learning and earning and shying away from aggressive and pushy ways to achieve.”

– ...

August 2017

Trends in Health & Wellness - China

“Consumers feel healthier than two years ago, while a good number of them are more interested in holistic and non-medical health management approaches. As the importance of emotional healthcare is increasingly acknowledged, more people tend to eat healthy food and do sports not just for health but to induce happy ...

July 2017

针对英敏特城市精英人群的营销 - China

“尽管英敏特城市精英人群对未来更积极自信，但该群体也有更大的情感压力。他们认识到了购买道德品牌的重要性——但这并非出于利他主义的精神，而更多是希望保护自己免受污染之害。”

June 2017

Marketing to Mintropolitans - China

“Despite their strong self-confidence and positive attitude towards future, Mintropolitans are more emotionally stressed than the rest of consumers. They acknowledge the importance of purchasing ethical brands, but the underlying reason is less of an altruistic act but more about self-protection from increasing pollutions.”

– Alina Ma, Senior Research ...

中国消费者 - China

健康生活趋势 - China

“消费者感觉比2年前更健康，其中相当一部分人对非医疗性的整体健康管理方式更感兴趣。随着精神健康的重要性得到更多认同，更多人倾向选择健康饮食和运动健身，不仅为了体格健康，也为了调节情绪，开心快乐。他们也积极参与时尚、有趣的娱乐活动以及享受放松的项目，让每一天的生活都精彩纷呈、充实而有意义。”

– 马子淳，高级研究分析师

对奢侈品的态度 - China

“随着平价奢侈品牌和产品日益普及，中国奢侈品市场发展可观。中国消费者对奢华体验的渴望增加，但是大多数中国消费者对奢侈品往往只有一个笼统的概念，尚未认识到不同奢侈品牌的独特品牌价值。”

– 马子淳，高级研究分析师

“经济放缓以及工作和财务压力导致消费者越来越趋向保守开销。同时，他们也渴望更健康和更精彩的生活方式。这就要求他们不断学习并成为更明智的消费者——在购买前能判断产品的质量和性价比，以实现预算最大化来享受生活方式的升级——他们希望同时拥有健康的体魄和愉悦的心情，会通过寻求更健康的饮食和更具体验性的娱乐活动来达到这些目的。”

— 顾菁，研究总监

May 2017

Consumer Attitudes towards Luxury - China

“As more affordable luxury brands and items are available, the Chinese luxury market is performing well. Desire for luxurious experiences is on the rise, but the majority of Chinese consumers tend to treat luxury as a collective concept and are yet to recognise the unique brand value of different luxury ...

The Chinese Consumer - China

“Consumers have become more conservative spenders from seeing the slowing economy and feeling more pressure both from work and financially. Meanwhile they are eager to live a healthier and more exciting lifestyle. This requires them to learn and become smarter shoppers – being able to gauge a product’s quality and ...

April 2017

针对单身消费者的营销 - China

“单身消费者群体的心态呈现多元化——有人乐于（而且自愿）单身，有些人热切渴望走入婚姻（候婚一族）。但是其兴趣爱好和对不同市场促销活动的兴趣程度都与已婚消费者非常相似。事实证明，那些认为单身者在社交方面不够活跃，生活得不快乐，缺乏与父母或未来伴侣建立亲密关系的能力等观点都属于误解和偏见。”

— 马子淳，高级研究分析师

March 2017

Marketing to Singles - China

“The singles market is made up with diverse minds – some happy (and voluntary) to be single and some struggling to get married (ie married-people-in-waiting), but their passions, hobbies and interest in diverse campaigns and promotions are similar to married people. That singles are less active in social activities, less ...

针对55岁以上人群的营销 - China

“人们对中老年消费者有三大误解：其一，认为他们生活方式过时老土，因此也不会思考如何改善；其二，认为他们愿意购买高级的或者更先进的产品，仅仅是因为他们有足够的财力；其三，未能认识到他们价值观和生活追求的多样性。”

February 2017



China Lifestyles: Demographics - China

Marketing to Over-55s - China

“Three misconceptions about senior consumers: assuming they tend to live the old fashioned way and thus think less about improvement and would pay more for premium or advanced product features just because they can afford and not recognising the diversity of the senior consumers in terms of their values and ...