

December 2017

汽车售后市场 - China

中国的车主和其驾驶的车辆都步入成熟期——2017年，汽车平均驾驶年限达到3.5年。目前他们喜欢到独立汽修店进行小保养和快速修理。经常进行汽车维保的20多岁的女性车主值得引起更多关注。相比一线城市，二、三线城市车主拥有更多的车辆，他们对汽车维保知识也更感兴趣，因此这一群体尤为重要。

November 2017

Car Aftermarket - China

“Car maintainers in China are maturing, together with their cars – the average length of driving reaches 3.5 years in 2017. They now prefer independent auto shops for minor maintenance and quick repair. Female car owners in their 20s worth being paid more attention to, given their higher maintenance ...

October 2017

Sportswear Retailing - China

“Sportswear retail sales are on the up, but are moving relatively slowly, competing as they do with other fashions, and the attention of consumers in a market limited by a significant number of people never or rarely getting involved in sports. To appeal to more people, including sports enthusiasts, sportswear ...

运动服装零售 - China

这份报告将帮助您发掘机会，了解影响您所处市场的关键因素。我们可以让您即时获取市场分析和建设性意见。报告还将通过提供新颖的观点激发您的思维过程，从而挑战您的常规思维。

Car Purchasing Process - China

“The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands' official websites and WeChat accounts ...