

April 2020

对环保包装的态度 - China

“在监管措施的实施和媒体的宣传下，消费者的环保意识正迅速提高。中国消费者开始认真对待隐藏在快时尚、网购和快递/外卖服务蓬勃发展背后的垃圾问题。大部分消费者没有将问题推给品牌，而是已经采取行动，避免使用一次性物品并且对包装进行重复利用。环保包装的新理念，例如打造生态时尚潮流，为回收利用搭建便利的收集系统以及提供有趣和定制化的体验，能有效地吸引消费者参与品牌环保活动，并且也有利于建立品牌与消费者之间的长期连结。最后，至关重要的一点是，品牌要积极地向消费者宣传其环保策略的目标和进展，从而避免消费者认为其环保行动只是营销噱头。”

— 邵愉茜，初级研究分析师

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Attitudes towards Sustainable
Packaging - China

“Eco-consciousness is rising quickly through regulatory efforts and media communications. Chinese consumers are starting to take waste problems seriously, hidden behind the boom of fast fashion, online shopping and delivery services. Instead of pushing the problems to the brands, most consumers have been making efforts to avoid single-use items and ...”

Marketing to Young Families -
China

“Changes in parents’ attitudes towards teaching and parenting have directly influenced their preferences when choosing child-related products and services. Free-range parenting, which differs from traditional thinking, is increasingly accepted. Young parents are more likely to encourage their children to participate in various activities, including sports and other skills training, and ...”

针对年轻家庭的营销 - China

“父母对教育和育儿方面的态度有所转变，这在他们选择与孩子相关的产品和服务时，会直接影响他们的偏好。与传统思维迥异的放养式育儿逐渐获得接受。年轻父母更可能鼓励孩子参与各种活动，包括运动和其他技能培训，更加明白数字化育儿的效果和便利。因此，年轻父母在育儿方面更能接受线上学习工具、益智玩具和可穿戴设备。此外，社交媒体在沟通和营销方面的作用都更加重要。对品牌而言，重要的是开发新产品和新的营销策略，在高度分散的儿童相关市场保持成功。”

— 谢栋，初级研究分析师