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### 中老年休闲生活 - China

“健身、线上社群与旅游品牌目前拥有巨大的市场潜力。创新商业模式需要跟上新兴中老年人群体的步伐，满足他们对高质量休闲生活的追求，让他们能同时获取享受和自尊双重追求的休闲生活。与此同时，新冠疫情的爆发导致休闲市场面临不可预测的停业难题。在这个史无前例、充满不确定性的时期，各品牌或需采取能够线上线下吸引各类中老年消费者细分的服务模式。”

— 侯彦，高级研究分析师

### Seniors' Leisure Time - China

“The market shows great potential for brands in fitness, online community and travelling. Innovative business models need to keep up with the emerging seniors seeking high-quality leisure life where both treats and self-esteem needs can be fulfilled. At the same time, the market is being tested by the unpredictable closures ...