

May 2023

## 健康科技 - China

“消费者的健康意识越来越强，也期待健康科技能提供除了监测健康数据以外的更多功能。品牌有机会提供综合健康解决方案，支持消费者更有效地管理身心健康。通过全面的健康管理功能帮助消费者实现健康目标、采取健康的生活方式以及为消费者提供更专业的心理健康资源，是品牌需要探索的重点领域。”

— 许成维，研究分析师

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## Health Tech - China

“Consumers have become more health conscious and expect more from health tech than simply tracking their health data. Brands have the opportunity to provide comprehensive health solutions that can support consumers to manage both physical and mental health more effectively. Holistic health management functions to help consumers achieve their health ...