

October 2013

针对中产阶级的市场营销 - China

英敏特预测截至2015年中国中产阶级户数将突破3,500万大关。英敏特报告《消费者生活方式：中国的中产阶级——中国，2012年6月》深入分析了营销商应如何瞄准该消费群。中国拥有巨大的日益富裕的城市中产阶级消费者市场。未来数年该市场将继续增长，这意味着有必要了解中国新兴中产阶级以及金融改革、全球竞争力、社会发展甚至环境可持续性等各种正在进行的变革。

July 2013

数码科技趋势 - China

本报告考查了中国消费类电子科技和数字化媒体的发展趋势。这是《数码科技趋势》中国系列的首份报告，着眼于过去三个月内科技设备的拥有和使用。英敏特的消费者调查数据也展示了消费者打算在未来几个月内购买的科技产品，分析了科技设备销量增长或下降的诱因。

Digital Trends - China

“The high level of smartphone penetration and social network usage in China suggests that there is a lot of potential in technology products that are sold with integrated content services built in.”

Marketing to the Middle Classes - China

“China’s vast area, different levels of regional development and varied cultures mean that the middle class cannot be regarded as a single segment but represents multiple segments. These multiple markets present opportunities and challenges for companies, especially multinationals. In order to understand middle class needs and aspirations, companies need to ...

May 2013

消费者消费习惯 - China

随着中国在世界经济体系中的地位日益提高，中国经济向内需转型，中国消费者对世界经济发展的作用也越来越大。这让中国消费者和他们的消费习惯成为了众多公司业务发展计划的关注焦点。了解中国消费者的生活方式、希望、需求和追求以及这些因素会如何影响他们的消费习惯变得越来越重要。

April 2013

Consumer Spending Habits - China



China Lifestyles: Demographics - China

China's consumers' spending habits are changing as rapidly as the country's economy is growing. Improved availability of products and services and developments within the retail environment are leading to a shift in consumer lifestyles and spending habits.