

June 2022

零售趋势：国潮 - China

“国潮是动态发展的趋势，传统文化是其核心价值。品牌有必要通过数字化以及与流行文化融合等形式/内容创新，展现其紧跟潮流的精神。传统文化元素是国潮的核心价值，也是消费者购买国潮产品最重要的驱动力。消费者不仅期待老字号得到重振，也希望看到国际品牌进行更多本土化尝试。”

——张鹏俊，研究分析师

May 2022

Evolving Retailing Trends:
Guochao - China

"Guochao is a trend of dynamic development, with traditional culture as its core value. It is necessary for brands to demonstrate their on-trend spirit through form/content innovation, such as digitalisation and fusion of popular culture. Traditional cultural elements are the core value of Guochao, and they are also the ...

线上购物节 - China

“作为年度重要的促销活动，线上购物节已步入较为缓慢的发展阶段，消费者的投诉声浪也不断增加。尽管如此，它们依然具有吸引力，消费者在购物节的花费也持续上升。为了推动线上购物节的长期增长，品牌和平台应提供简单直接的折扣和更具吸引力的体验，让消费者乐在其中。同时，品牌应将购物节作为与消费者互动和提升品牌忠诚度的重要契机，而不仅是简单的促销活动。”

— 姚镔妍，研究分析师

报告关键议题

Online Shopping Festivals - China

“Online shopping festivals, as major promotional events during the year, have entered a stage of slower development, and there have been increasing complaints from consumers. Despite that, they remain appealing to consumers and spending during these festivals continues to increase. To drive long-term growth in online shopping festivals, brands and ...

April 2022

私域流量：D2C零售 - China

“私域渠道大受关注是疫情后电商得到发展的直接结果。然而，品牌需要认识到，私域渠道并不是应对获客成本攀升导致的所有问题的法宝，领先的电商平台仍是网购消费者的首选之地。品牌需要意识到私域渠道带来的独特价值。知名品牌可以在私域渠道打造社群，以此将流量引导回旗舰店。新兴品牌或可利用私域渠道获取一手消费者数

据，并致力于提供定制化服务，以满足小众需求。”

——张鹏俊，研究分析师

March 2022

Private Traffic: Direct-to-Consumer Retailing - China

“Private channels have received great attention as a direct result of ecommerce development in the wake of the outbreak. However, brands need to be aware that private channels are not the answer to all the problems associated with the rising costs of customer acquisition. Leading ecommerce platforms are still the ...

February 2022

美容零售 - China

“中国的零售格局持续发展，新玩家与新平台快速兴起。品牌需要有效地运营私域流量，为消费者提供个性化的产品推荐与实用的美容建议，并利用非美容类的信息满足消费者的情感需求，以此维持消费者兴趣并培育其品牌忠诚度。”

——柴静彦，研究分析师

Beauty Retailing - China

“China’s retailing landscape continues to evolve, with new players and platforms emerging quickly. Brands need to operate private domain traffic in an effective way, providing personalised product recommendations and practical beauty tips, and leveraging non-beauty information to cater to consumers’ emotional needs, so as to retain consumer interest and cultivate ...

Upcoming Reports

Experiential Retailing - China - 2022

Mother and Baby Products Retailing - China - 2022

Fresh Grocery Retailing - China - 2022

生鲜零售 - 中国 - 2022年

Consumer Spending Sentiment - 1H - China - 2022

体验式零售 - 中国 - 2022年

母婴零售 - 中国 - 2022年

Trends in Online Retailing - China - 2022

线上零售趋势 - 中国 - 2022年

消费意愿 —— 上半年 - 中国 - 2022年