

January 2022

男士奢侈品 - China

“男性在奢侈品市场中越来越重要，他们对奢侈品的追求与定义变得多样化。他们的需求已脱离炫耀性消费。整体而言，奢侈品对男性的意义更深厚，内涵更丰富。早期，他们对奢侈品品类的偏好更侧重于电子产品；当他们变得更富裕时，则会寻求时尚产品。尽管大多数时候，他们是奢侈品的收礼者，但随着他们更注重通过社交媒体搜索奢侈品信息，给自己买奢侈品的趋势也在许多场景中兴起。善于捕捉男性个性、并帮助他们实现独特的自我表达的奢侈品牌将在未来大获成功。”

– 董文慧，研究分析师

Luxury for Men - China

“Men are being increasingly important in the luxury market, with their pursuit and definition of luxury goods become diverse. Their demands shifting away from conspicuous consumption and luxuries overall are having more meaningful and rich connotations for them. Their preference of luxury categories being more focused on digital products at ...

November 2021

奢侈品配饰 - China

“近年来，奢侈品配饰一直是消费者送礼和犒劳自己的首选。不过，消费者的态度和购物习惯在不断变化：购买决策变得越来越理性，在选购品牌时也会进行更全面的考虑。消费者会欣然接受能带给他们身份认同和独特性的产品，即使购买二手奢侈品也会如此，因为他们希望在自身与品牌和产品之间建立更深刻的连结。”

– 董文慧，研究分析师

October 2021

Luxury Accessories - China

“Luxury accessories have been the first choice for consumers when gifting and treating themselves in recent years. But consumers' attitudes and shopping habits are constantly changing. Their purchases have become increasingly rational, and more comprehensive when shopping for brands. They will readily accept products that bring them identity and uniqueness ...

September 2021

时尚意见领袖 - China

“在做购买决定时，时尚意见领袖对消费者而言越来越重要。随着社交媒体的蓬勃发展，时尚KOL不断采用新方式与消费者建立联系。从纯图片文字到短视频和直播，从微博和小红书到抖音和哔哩哔哩，内容和形式不断变化。然而，无论形式如何变化，消费者一直希望看见更真实和

专业的分享和能深深触动他们并为他们发声的内容。能抓住消费者兴趣点、创作鲜明对比意见并引领深度讨论的时尚KOL在未来会越来越受欢迎。”

— 董文慧，研究分析师

August 2021

Fashion Influencers - China

“Fashion influencers have been increasingly important for consumers when making purchase decisions. With the vigorous development of social media, fashion KOLs keep adapting new ways to connect with consumers. From pictures and text to short videos and livestreaming, through Weibo and Xiaohongshu to Douyin and Bilibili, the content and format ...

轻奢品 - China

“对追求更为理性和精致生活的消费者而言，轻奢品已成为一种生活方式。同时，消费者比以往更加注重环保。他们更受致力于承担社会责任的品牌吸引。奢侈品市场曾被外国品牌主宰，但如今消费者希望看到更多的本土奢侈品牌。只要本土轻奢品牌将本土文化优势融入可持续环保中，就有望在本地消费者当中营造较强的亲和力。”

— 董文慧，研究分析师

July 2021

Affordable Luxury - China

“Affordable luxury has become a lifestyle for consumers pursuing more rational and exquisite lives. Meanwhile, consumers are paying more attention to the environment. They are more attracted by brands that are dedicated to social responsibilities. The luxury market used to be dominated by foreign brands but consumers now are looking ...

Lifestyles of Luxury Car Owners - China

“With the electrification of the global automotive industry, the luxury car market landscape is being reshaped. With luxury car owners' understanding of NEVs and favourable policies, NEVs from premium domestic brands are highly accepted by consumers. The surveyed luxury car owners' environmental awareness is further enhanced, as most of them ...

快时尚 - China

“快时尚已经成为一种生活方式。消费者不仅在日常生活中广泛接纳快时尚产品，还愿意在重要场合穿戴快时尚服饰。消费者对快时尚品牌支持日益增长，为这些品牌拓展品类和穿戴场景注入信心。家居生活可能是快时尚的下一个商机。同时，快时尚品牌也可以尝试利用极简主义或中国传统风格创造自己的经典款式和设计，而不仅仅依靠快速更新产品来加深消费者对品牌的依恋。”

— 董文慧，研究分析师

June 2021

豪车车主的生活方式 - China

“随着全球电动化转型的进一步推进，豪华车市场的格局正在被重塑。豪华车主在对新能源车的了解以及利好政策加持的前提下，对于本土高端品牌新能源车也有较高的接受度。大部分受访豪华车主表示愿意购买回收再利用材料制作的产品，环保理念进一步增强。豪华车品牌正逐渐意识到品牌创新的重要性，着力于打造差异化的品牌形象，以寻求在竞争激烈的豪华车市场立于不败之地。”

— 袁淼，研究分析师

May 2021

Fast Fashion - China

“Fast fashion has become a way of life. Consumers not only widely accept it in their daily lives, but are also willing to wear it for important occasions. This rising support gives fast fashion confidence to expand both in categories and wearing scenarios. Home living may be the next opportunity ...

Z世代奢侈品消费 - China

“随着Z世代购买力的提升，他们对奢侈的需求和定义也在不断改变。对Z世代而言，奢侈品不仅是产品，还是可以彰显其身份的生活方式和一种情感的表达形式。此外，奢侈品牌采用的新市场营销和科技手段，如盲盒和虚拟娱乐也越来越受到Z世代欢迎，很有可能驱动未来增长。随着越来越多的奢侈品牌拥抱社交媒体和虚拟娱乐，它们与Z世代的连接也会加强。”

April 2021

Luxury for Gen Z - China

“As the purchasing power of Gen Z rises, their needs and definition of luxury are also being reshaped. For Gen Z consumers, luxury is not just about individual products, but a way of life and form of emotional expression that can help them express their identities. In addition, new marketing ...

运动休闲品牌 - China

“疫情爆发后，随着人们的健康和运动意识不断增强，中国运动休闲市场也在持续增长。为了满足健康生活方式、身份和专业性方面的需求，消费者对运动休闲产品的要求不断提升，包括从面料、设计到科技元素。同时，领先的国际运动休闲品牌正面临来自本土运动休闲品牌和快时尚品牌的双重挑战。为了长久延续品牌的成功，运动休闲品牌不妨提供高阶购物体验，帮助消费者在运动和休闲时间实现自我表达。”

— 董文慧，研究分析师

March 2021

Athleisure Brands - China

“Athleisure market in China keep growing along with the rising awareness of health and exercising after the outbreak. Consumers' demands for athleisure products are increasing from materials to designs and technology for correlating the needs in healthy lifestyle, identity and professionalism. Meanwhile, leading international athleisure brands are facing more challenges ...