

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 ...