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手机 - China

“在饱和的手机市场，随着消费者展示出消费升级的潜力，换机购买成为主要的市场推动因素。在低线城市和农村地区尤其如此。品牌应该专注出类拔萃的高端手机，同时也要注重线下零售渠道的发展以取胜低线市场。”

Mobile Phones - China

“In the saturating mobile phone market, replacement purchase is the key driver as consumers show the potential to trade up. This is especially the case for lower tier cities and rural areas. Brands should focus on offering outstanding premium phones and also pay attention to developing offline retail channels to ...