

April 2023

私域流量：D2C零售 - China

“尽管人们对私域零售的潜力充满热情，但其增长尚未达到预期。后疫情时代，品牌需要重新思考它们的私域渠道策略。在线上 and 线下渠道提供优质的内容和体验以传递品牌价值 and 理念，应该成为品牌通过私域渠道增强消费者忠诚度的优先策略。同时，品牌可以专注于在私域渠道上发展有潜力成为重复购买者、创新者或KOL（关键意见领袖）的“高价值”消费者，以进一步利用其私域流量。”

Live Streaming Commerce - China

“Live streaming shopping no longer just means low prices for consumers. Future opportunity lies in generating higher-quality content. This requires brands to develop a live streaming strategy that considers both sales and brand influence. Meanwhile, it illustrates that live streaming commerce has entered the second stage of competition – one ...

直播带货 - China

“网络直播购物对消费者不再仅仅意味着获得低价；未来的机遇在于打造更优质的内容。这需要品牌制定兼顾销量和品牌影响力的直播策略。与此同时，这也说明直播带货已经进入第二竞争阶段，即整合内容创作能力与电商运营效率的阶段。”

——张鹏俊，高级研究分析师

March 2023

Private Traffic: Direct-to-Consumer Retailing - China

“Despite the enthusiasm surrounding the potential of direct-to-consumer retailing, it has not seen anticipated growth. Brands need to reconsider their strategies on DTC channels in the post-epidemic era. Delivering brand values and philosophies through high-quality branded content and experience online and offline should be a priority for enhancing consumers' loyalty ...

美容零售 - China

“尽管2022年出现了严峻挑战，但是在疫情防控政策放宽的情况下，消费者有望购买更多美容及个人护理产品且恢复实体店购物。随着消费者减少冲动消费，并且更多受品质和体验所驱动，线上和线下渠道有必要采用多种策略，并提供高品质体验吸引消费者，为其提供合理的购买理由。品牌也需在不同触点上展现更大的诚意，以便与消费者建立起健康长久的关系。”

——古丹阳，高级研究分析师

February 2023

Beauty Retailing - China

“Despite tough challenges in 2022, the lifting of the COVID-19 prevention and control policies will see consumers purchasing more BPC products and returning to physical stores. With spending sentiment becoming less impulsive and more driven by quality and experience, it will be important for both online and offline channels to ...