

February 2015

面向妈妈的市场营销 - China

“现今的妈妈们认为拥有良好的外表和保持家庭幸福（以孩子为焦点）同样重要，这表明美容产品和服务创新有机会满足她们的新需求。除了产品营销，道德营销也被证明在妈妈中奏效。同时，妈妈们在态度和购买力上的差别表明，在向不同级别城市的妈妈们进行营销时，有必要采取有针对性的营销策略。”

December 2014

Marketing to Mums - China

“According to the National Bureau of Statistics, there are more than 15 million women giving birth to babies in China every year, with the majority of them (about 65%) being first-time mums. The proportion of first-time mums is even higher amongst urban consumers – reaching an average of 89% over ...

针对青少年的市场营销 - China

“青少年正处于从父母娇宠的‘小皇帝’向担负起生活中各方面责任的转型过程中，例如，他们都需要适当地管理自己的零用钱，用以承担日常生活开支，而年龄偏大的青少年——大专和大学在校生——正积极地谋划未来职业发展，甚至准备开始担负起家庭责任。”

November 2014

Marketing to Teens - China

“Brands will need to have a full understanding of teenagers’ attitudes and behaviour before they can effectively market to them. Knowing the multiple facets of today’s teenagers and seeing their key pursuits and needs are both important.”

– Laurel Gu, Senior Research Analyst

September 2014

针对家庭的市场营销 - China

“爸爸们越来越多的参与家庭日常任务如日常采购、做饭烧菜和照顾孩子。对于公司和品牌十分重要的一点是需要明白传统的家长角色和优先事项已不再适用于当今20多岁和30多岁的家长。在一些家庭里，爸爸们可能依然是养家糊口的人，但是，他们整体上也花更多的时间和家人在一起，照顾家庭方面也不亚于妈妈们。”

August 2014

Marketing to Families - China

针对中产阶级的市场营销 - China

“Dads are getting more involved in household duties such as grocery shopping, cooking, and taking care of children. It is vital for companies and brands to understand that the traditional parental roles and priorities no longer exist nowadays to modern parents in their 20s and 30s. Dads may still be ...

“在中国政府致力减少贫富分化和城乡生活质量差距的努力下，最低工资标准不断调整提高，以鼓励国内消费。同时，政府还投资改善全国各地交通基础设施。这不仅为中西部带来了更多的就业机会，而且随着对汽车和通信行业等高科技岗位需求的增多，居民收入也进一步增长。因此，这使得一批先前收入较低的消费者（通常来自低线城市）跻身进入中产阶级。

July 2014

健康趋势 - China

“随着中国主流消费者日益关注健康问题，大量商机应运而生。考虑到消费者积极培养健康饮食和运动习惯，并采取预防措施应对潜在健康威胁，相关公司和企业可提供各种解决方案帮助消费者实现这一目标，并鼓励他们坚持健康的生活习惯。企业可以根据消费者群体的不同需求和购买力，对相关产品与服务的功能和价格区间进行细分。”

June 2014

Marketing to the Middle Class - China

“As a result of the government’s plans to reduce income disparity and also the living quality gap between rural and urban areas, the minimum wage has been rising in order to encourage China’s domestic consumption. Also, as the government is investing to upgrade the transport infrastructure throughout the country, this ...

May 2014

Trends in Health and Wellness - China

“Cases of ‘illness of affluence’, such as obesity, diabetes, high blood pressure, are on the rise amongst urban Chinese residents owing to the advancement and fast pace of modern life. Meanwhile, mass industrialisation has made a bitter pill for the environment. The worsening air quality has led to an increase ...

中国消费者——拥抱变化 - China

“企业因此需要重新调整其产品和服务，以满足大众消费者的需求，而不是仅仅着眼于可赚利润更客观的消费者。消费者对健康生活方式的关注和追求是影响其消费的另一重要因素。平均收入的不断增长意味着中国人的可支配收入更多，日益愿意为更优质的食物和饮料、非处方药和药品、度假等多种产品和服务买单，从而改善其生活方式。”

April 2014

Chinese Consumers - China

“Operators need to re-adjust their products and services package to target the demand of the mass consumers rather than just the lucrative customers. Chinese aspiration to lead a healthy lifestyle is indeed another factor to direct their consumption to. Increasing average income indicates that Chinese are becoming more willing to ...

March 2014

旅游度假 - China

中国消费者旅游度假市场增长显著，这主要归功于中国政府对出境游限制的放宽、增加国民休闲时间政策的出台、中国中产阶级的崛起，以及中国居民可支配收入的提高。

February 2014

Holidays - China

“Chinese travellers are now more complicated than they were in previous years; holiday operators/destinations therefore need to identify and map out the diverse needs and wants of Chinese travellers from different demographics and typologies in order to be able to offer them customised holiday products and services.”

针对20多岁年轻消费者的营销 - China

由于中国幅员辽阔，不同地区的经济发展程度不同，所以20多岁年轻消费者很多元，不得将其视为单一的消费群。中国不同地区的多样性，使得中国的20多岁年轻消费者与其他国家的20多岁年轻消费者截然不同。然而，中国的20多岁年轻消费者与全球各地同年龄的消费者的共同点是擅长高科技：他们都接触到了高科技产品、电子产品和无线网络，借助网路更加了解世界。

January 2014

Marketing to Consumers in their 20s - China

“The rising cost of living, particularly within the larger cities, has only served to contribute to the financial pressure on the twentysomethings. As a result, many have yet to break free from the parental home and find their own financial independence, or to appreciate the importance of balancing spending between ...