

March 2021

科技意见领袖 - China

“在科技行业内，科技KOL在拉动科技产品购买方面的影响力颇具争议，但该群体也不可避免地加强了品牌营销。该群体对较年轻的消费者更具影响力，具体来说是通过关注性价比高的产品以及让科技类信息更具娱乐性这两个途径实现。KOL在提供可靠专业的信息上与消费者产生的共鸣最强，而非‘个性’方面。”

— 许昕远，研究分析师

February 2021

数码趋势——三季度更新 - China

“新冠疫情并没有阻止中国的数字化进程。疫情在方方面面改变了消费者的消费习惯。直播的兴起重塑了整个电商行业的形态。在医疗行业，健康监测的理念和线上医疗平台的兴起成为加快线上医疗产业发展的催化剂。行业需要深思如何赢得用户信任，从而维持自身生态系统的用户流量。”

——张鹏俊，研究分析师

January 2021

Technology Influencers - China

“Within the technology industry, technology KOLs have a debatable influence in terms of driving technology purchases, but are unavoidable to enhance brand marketing. They are more influential with younger consumers specifically by focusing on value-for-money technology products and to help make technology based information more entertaining. KOLs resonate best with ...

智能家居 - China

“智能家居市场虽受新冠疫情的影响，但仍保持积极的增长前景。过去4年中，该市场保持稳定增长，消费者的设备升级意愿、物联网科技和5G应用的渗透，都是驱动市场增长的动因。整体而言，该市场仍处于发展初期阶段；智能安防、智能灯具和智能家电等细分将驱动市场创新前行。”

— 许昕远，研究分析师

数码趋势——四季度更新 - China

“2020年4个季度中，智能音箱的渗透率保持增势，这得益于英敏特城市精英人群对该品类的接受度提升。听觉体验是品牌把握未来增长机遇的关键。年轻消费者（如Z世代）并非带动市场增长的灵丹妙药。VR设备等高端数码设备或许要重新审视目标人群和定位策略。”

— 赵凌波，高级研究分析师

Digital Trends - Q4 - China

“Driven by Mintropolitans, smart speakers have improved penetration throughout the four quarters in 2020. Acoustic experience is to highlight for capturing future growth opportunities. Young people (eg Gen-Zers) are not the panacea. High-end digital devices, such as VR devices, may want to re-examine the targeting and positioning strategies.”

— ...

December 2020**Digital Trends - Q3 - China**

"COVID-19 has not stopped the process of digitalization in China. It has changed consumers' consumption practices in all walks of life. The rise of live streaming has reshaped the entire e-commerce industry. In the medical industry, the concept of health monitoring and the rise of online medical platforms have become ...

电子竞技 - China

“新冠疫情减缓了以粉丝为基础的收入增长，但增加了游戏数量，这将是电子竞技行业未来发展的良好资产。与传统的体育赛事相比，电竞的线上过渡更为容易。就团队之间的竞争而言，消费者对电竞的看法与传统体育相似。鉴于电竞的商业模式尚处于起步阶段，联盟和团队仍在探索品牌塑造、竞赛和社交观看的新方式。”

– 许昕远，初级研究分析师

November 2020**E-sports - China**

"COVID-19 has slowed fan-based revenue growth, but boosts gaming number which will be a good asset for esports industry going forward. Compared to traditional sports tournaments, esports had an easier transition online. The perception of esports is similar to traditional sports in terms of the competitiveness between teams. Considering the ...

Smart Home - China

"The smart home market retained a positive outlook under the influence of COVID-19, as the market has continued to grow at a steady speed over the past four years, fuelled by consumers' willingness to upgrade their devices, IoT technology and the 5G applicable penetration. Overall, the market is still at ...