

May 2021

健康生活趋势 - China

April 2021

Trends in Health & Wellness -
China

“Consumers are increasingly paying attention to their health, physically, mentally and socially. They are more aware of being overweight, are seeking “effortless” solutions to help them adopt healthy living habits, and are more conscious of prioritising time with family and friends as an important action to improve emotional health. With ...

健康科技 - China

“随着消费者面临着新的健康问题、老龄化问题，并且心理压力加剧，健康科技正获得越来越多的关注。中年人专注于健康风险管理，年轻人则寻求健康科技中的游戏化内容。健康科技未来的商机在于多方面：提供以消费者为本的实用功能、迎合消费者对数据简化重新燃起的兴趣、并通过更好看的外观设计及功能加强产品的潮流性，从而帮助他们全方位改善健康。”

– 刘文诗，研究分析师

本报告分析以下问题：

March 2021

Health Tech - China

“Health technology is gaining traction as consumers encounter new health concerns, aging problems, and heightened emotional stressors. Middle-aged people are focusing on managing health risks while young people are looking for gamified features in health technology. Health technology’s future opportunities lie in delivering tools with consumer-centric practical functions, meeting the ...