

January 2017

针对妈妈的营销 - China

“如今的中国女性比以往更自信。但成为妈妈后，生活发生变化，她们在某种程度上感到困惑和无助。新手妈妈将从一个崭新的视角审视世界，并学会如何在“母亲”这条崎岖之路上独立行走。没有一个母亲是完美无缺的，她们需要更多的理解和宽容。”

— 马子淳，高级研究分析师

December 2016

Marketing to Mums - China

“Modern Chinese women are more confident than ever. But when they become mums, their life is no longer the same and they feel somewhat disoriented and helpless. New mums will see the world from a new perspective and learn how to walk the crooked path of motherhood independently. They are ...

November 2016

在线生活 - China

“中国智能家居设备的渗透率依然很低，该市场还有待发展。除了丰厚的优惠，在线服务的平台/供应商需要找到其他的方法提高消费者的忠诚度。投放在线广告时，商家和品牌可以将口碑营销的策略放在首位，以吸引中国消费者。”

针对大学生的营销 - China

“今天的中国大学生在经济和思想上都更独立。他们理性思考，购买性价比高的产品，而且喜欢那些了解他们心声的品牌。炫富并不是他们首要的追求。他们希望自由生活，免受社会压力和竞争的影响。为了获得更多的自主性，他们致力于发展特殊技能，在经济和精神上自我提高。”

October 2016

Living Online - China

“Smart home device market is yet to be developed in China as the penetration of most smart home devices is still quite low. Apart from heavy subsidy, online service platforms/providers need to find other ways to enhance and improve their consumer loyalty. When launching online advertisements, companies and brands ...

Marketing to Students - China

“Today’s Chinese university students are more independent financially and mentally. They make sensible and value-driven purchases and like brands that speak their minds. Showing off is not a primary pursuit. They intend to live free from societal pressure and competition. To achieve greater autonomy, they look for ways to develop ...

针对青少年的营销 - China

“中国青少年比老一辈人更精通电子科技。这使得他们能一键互联世界，更容易获取信息和知识，但沉迷网络世界也耽误了他们的学业，使其面临着更大的竞争压力。抗压能力不强使很多青少年缺乏自主性和独立性。由父母帮他们做大部分的决定，将绝大多数的时间放在学习上，青少年很难成熟起来。另外，受到父母集体主义思想的影响和西方个人主义文化的熏陶，中国青少年处于“遵循传统”还是“追求个性化”的矛盾中。”

– 马子淳，高级研究分析师

September 2016

Marketing to Teens - China

“Chinese teenagers are more digitally savvy than older generations. This makes them feel globally connected and gives them easier access to information and knowledge, but also exposes them to many distractions from school work and places them under a high level of competitive pressure. Coupled with an inability to handle ...

健康生活趋势 - China

“中国消费者采取全面平衡的理念来管理健康，其中保持心理健康和养成良好的饮食习惯是最重要的。西方饮食概念还未在中国消费者中广泛流行。而有规律的运动正逐渐成为健康生活的重要组成部分。食品安全和空气污染仍然是消费者担忧的两大问题，他们对更多样化、更有效的健康改善方式有强烈需求。”

August 2016

Trends in Health and Wellness - China

“Chinese people take a holistic and balanced approach to managing wellness with mental health and good eating habits being the top priorities. Western eating concepts still play a limited role, while exercising regularly is being recognised as an essential part of healthy lifestyle. Food safety and air pollution remain two ...

June 2016

针对英敏特城市精英人群的营销 - China

“对于在市场中运营的不同“角色”（如制造商、零售商和服务商），满足中国消费者彰显个性的需求，为他们提供全新体验，打造健康和平衡的生活方式，都将为其创造获利良机。品牌应该特别关注年轻高收入群体的需求，设计引人注目的会员制度，提升用户的忠实度，获得长远的成功。”

– 顾菁，研究经理

Marketing to Mintropolitans - China

“There are lucrative opportunities for market players – manufacturers, retailers and service operators – to cater to Chinese consumers’ growing desire for expressing their individualism, collecting new and exciting experiences and creating balance and wellbeing in life. Brands should particularly focus on attracting young and affluent consumers and invest in ...

中国消费者 - China

“中国社会正向节能、环保、科技型经济转型，届时，以大规模工业生产为主的经济将被以国内生产为主导的经济所取代，成为经济增长的核心动力。日益增长的可支配收入以及前景乐观的经济展望都将刺激中国消费者增加在生活各个方面的支出（从日用品到非必需品以及非必要消费），以追求更优质的生活，享受期待已久的生活方式。”

May 2016

旅游度假趋势 - China

“中国旅游市场的未来增长主要来自于渴望通过休闲方式并能亲身体验当地文化的家庭游客的需求。另外，长周末和共享经济将进一步推动中国旅游市场的增长。”

– 高尔特，高级研究分析师

April 2016

The Chinese Consumer - China

“China is gradually progressing into an energy-saving, environmental-friendly and technology-driven economy in which mass industrial production is giving way to domestic consumption to act as the key growth engine. Ever-increasing disposable income and an optimistic economic outlook encourages Chinese consumers to spend more money in almost every sector of life ...

对自有品牌的态度 - China

“中国自有品牌产品不多。总的来说，自有品牌在2011-2014年创新力度不大，仅为3-4%，而这一数据在某些欧洲国家明显更高。例如，2015年，西班牙（40.5%）、英国（31.4%）、法国（30.9%）和德国（27.2%）的自有品牌产品创新均如火如荼。”

Holiday Trends - China

“The future growth of the demand for travel comes from family travellers who are eager to experience immersive local culture in a leisurely way. In addition, long weekends and the sharing economy will further boost the holiday market in China.”

– Gordon Gao, Senior Analyst

Attitudes toward Private Label - China

“Private label has a minor presence in China. Overall, the share of private label innovation stayed flat at 3-4% between 2011 and 2014, while in some European countries this figure is a lot more significant. For example, Spain (40.5%), the UK (31.4%), France (30.9%) and Germany (27 ...