

## May 2015

## 有机食品偏好 - China

“有机食品价格过高是主要的阻碍因素，商家还未充分证实产品高价物有所值。与此同时，有机食品品牌也有必要跳出仅仅最为“安全选择”的角色，致力于更多强调“道德”或“功能性”的优势，使其产品更具吸引力。放眼长远，为了帮助消费者形成“有机”的生活方式，投资推广教育性的营销活动也必不可少。”

— 顾菁,高级研究分析师

## March 2015

## Organic Food Preferences - China

“The organic food market in China is tiny; yet it is also developing quickly thanks to the growing consumer interest in this sector driven by an increasing level of attention that people pay towards health and wellbeing.

## 针对55岁以上人群的营销 - China

“到本世纪30年代初期，中国的60岁以上人口将达到4亿，将占全国人口总数的四分之一。而官方预测美国的人口总数在2030年将达到3.594亿。根据联合国的预测，截至2040年，将有30%的中国人的年龄超过60岁，到2050年这一占比将达到四分之一。国家统计局预测，2015年60岁以上人口数将超过2.3亿。

## February 2015

## Marketing to Over 55s - China

“In China, the number of people above the aged 60 or over will reach 400 million in the early 2030s, representing a quarter of the country's total population. To put this into perspective, the total US population is officially forecast to be 359.4 million in 2030. The United Nations ...

## 针对1-3线城市消费者的营销 - China

“一到三线城市的消费者人数占中国城市总人口数的70%，长期以来一直致力于增加产品用户基数的大多数领先企业因此将他们设定为公司的目标群体，为了进一步增长业绩，这些企业尤其将目光放在了更低线城市的消费者身上。

## January 2015

## Marketing to Consumers in Tier 1, 2, 3 Cities - China

“Consumers in tier one to three cities make up for more than 70% of the total urban population in China, making them the target of the majority of leading companies that have been trying to increase their product user base – especially in the lower tier cities – for further ...