

January 2020

汽车购买过程 - China

“随着2019年中国新乘用车市场销量下滑，新的机遇与挑战在该市场并存。品牌不再是许多消费者购车过程中优先考虑的因素。在车型和能源类型上提供更多选择以吸引消费者相当重要。新能源汽车市场在历经几年的衰退后，有望实现增长，因为有约半数计划购车的受访消费者有将新能源汽车作为首选的打算。家庭收入高的消费者对新能源汽车的购买意愿和期待更高。他们寻找的新能源汽车能体现自己的时尚品味或对科技的追求。他们有可能利用不同的渠道收集信息或者预约试驾。”

- 周同，研究分析师

December 2019

Car Purchasing Process - China

“With volume sales of the Chinese new passenger car market plunging in 2019, new opportunities and threats are present in this market. Brand is no longer the priority in most consumers' consideration process. It is important to attract consumers with more options on car body and energy types. The NEV ...

网联汽车- 中国 - China

“虽然大部分汽车制造商在独立车载系统上投入很多，但大多数消费者仍使用手机与车载系统连接，以避免使用额外的流量。高级功能的安装率较低，这是独立车载系统容易被手机替代的另一个原因。然而，消费者对未来的车载功能具有较高期待，包括自动驾驶、社交功能和车载娱乐系统，这将带来完全不同的车内体验。英敏特研究表明5G服务价格较为亲民，处于消费者愿意支付的价格区间。我们期待5G流量服务的渗透情况将带动汽车互联进入一个新时代。”

- 周同，研究分析师

November 2019

Connectivity in Auto - China

“Although most car manufacturers have invested much in their independent in-car systems, most consumers use mobile-to-car connectivity instead to avoid extra data spending. Low equipped rate of advanced function is another reason that independent in-car systems are easily substituted by mobile phones. However, consumers have high expectations for future in-car ...

汽车售后市场- 中国 - China

“汽车售后市场正稳健增长。但由于车主开始了解除4S店以外其他渠道的优势，如连锁汽修店、独立汽修店和线上平台，市场竞争也日渐激烈。当前，车主有着一系列多样化的信息渠道可选择。在不同维修保养渠道实际使用的满意度方面，不同车主之间相差甚远。车主不执着于去同一家店并不得不在某些方面作出满意度的妥协，而是以开放的心态寻求更适合他们的选择。汽车售后市场的服务供应商有必要重新思考并开发更以客户为本的策略，例如提供高端的服务、标准化的质量、透明的信息和价格体系。”

- 周同，研究分析师

October 2019

Car Aftermarket - China

汽车使用习惯 - China

“The automobile aftermarket is enjoying stable growth. But competition is also becoming fiercer as car owners start to acknowledge the advantages of channels other than 4S stores. These include franchise auto repair shops, independent shops and even online platforms. Current car owners have a diverse range of information channels available ...

“如今，车主主要在市区内开车。女性车主的年行驶里程比男性多，因为她们为了履行家庭职责而开车更频繁。因此，安全功能已成为车主未来购车的优先考虑选项。

车主也非常渴望自动化功能，尽管他们目前对自动化功能的满意度很低，表明消费者期待未来汽车可以像家一样，让他们感到更多支持和减压。

车主也希望手机和车载娱乐系统能更好地结合，表明消费者追求手机与汽车无缝连接的使用体验。”

— 周同，研究分析师

September 2019

Car Usage Habits - China

“Current car owners are mainly driving for in-city occasions. Female car owners’ annual mileage is higher than males due to more frequent usage for family responsibilities. As a result, safety functions have become car owners’ priority for future cars.

They also have a strong desire for automatic functions, despite the ...

August 2019

汽车租赁 - China

“汽车租赁市场保持低速稳定增长，伴随着租车使用情况向不同场景拓展，消费者对租车服务的接受程度也不断提高。大部分租车用户（60%左右）有私家车，他们根据不同使用场景租用车辆，非车主群体呈现上升趋势，特别是在一线城市，表明消费者对“租车代替买车”持更积极态度。租车目的和喜好因城市级别、年龄和性别而异——三线城市非车主更可能租车进行国内自驾游；年轻租车用户更喜欢尝试不同车型，而年轻租车用户则是为了奢华体验以及在别人面前显得有面子；携程等代理平台更受非车主和女性青睐，因为这两个群体不熟悉租车流程。”

— 周同，研究分析师

Car Hire - China

“The growth of the car rental market remains steady at a low speed, whilst consumers’ acceptance of car rental grows with usage expanding to various occasions. The majority (60%) of car rental users are car owners, who choose to hire cars on different occasions, and there is a rising trend ...

July 2019

豪华车 - China

“豪华车市场增长反映出消费者需求的升级，因此他们对豪华车品牌的要求更高。同时，女性消费市场正获得更多关注。品牌的商机在于两点：一是满足女性需求的定制内饰设计，另一点是如何在向有升级需求的普通车车主宣

传独特领先的技术和悠久的历史的同时加强他们对豪华车的品牌认知。”

June 2019

Luxury Cars - China

“The growth of the luxury car market reflects consumers’ upgrading demands, which introduces higher requirements for luxury car brands. At the same time, the female market is gaining more attention. Opportunities are seen in meeting women’s needs for more tailored interior design, and understanding how to enhance brand perception towards ...

新能源汽车 - China

“在2018年乘用车总销量增长放缓的大背景下，新能源汽车销量取得了非凡的增长。这要归功于消费者对新能源汽车的品牌意识的提升。特别地，在三线或以下城市，新能源汽车的机会可能更多。对于新兴品牌而言，优秀的售后服务和整体工艺质量对于赢取消费者信任都至关重要。”

May 2019

New Energy Cars - China

“NEV sales achieved an extraordinary increase against a background of a slowdown in total passenger car sales growth in 2018. This attests to consumers’ improving brand awareness of NEVs. In tier three or lower cities in particular, there could be more opportunities for NEV. For startup brands, good aftersales service ...

April 2019

汽车市场中的数码营销 - China

“由于消费者越来越精明敏锐，而且日益了解汽车产品，因此通过营销来瞄准合适消费群体的重要性不断提高。英敏特发现男女性消费者在处理、应对汽车相关信息的方式上存在显著差异。”

— 周同，研究分析师

March 2019

Digital Marketing in Automotive - China

“As consumers become more and more discerning and knowledgeable about cars, this increases the importance of targeting the right group of consumers through marketing. Mintel finds significant differences between female and male consumers in the way they process car information and how they act upon it.”



Automotive - China

February 2019

SUVs - China

“尽管SUV销量下滑，但2018年SUV的拥有率迅猛提升，比2017年提高了超过10个百分点。消费者仍有很大兴趣购买SUV，尤其是中型/全尺寸SUV。”

SUVs - China

“Despite declined sales of SUVs, the ownership of SUVs surged more than ten percentage points over 2017 to 2018. Consumer interest in buying SUVs, especially mid/full-size SUVs, remains strong.”