

September 2023

智能手机与可穿戴设备 - China

“在经济波动和智能手机使用寿命延长的影响下，消费者换机意愿降低，这对中国智能手机市场造成了冲击。国内品牌正积极进军高端市场以应对这一挑战。在这一过程中，品牌可以利用可持续和文化共鸣来重塑消费者的认知。此外，可穿戴设备目前仍被消费者视为非必需品，且使用频率较低。品牌可以通过提升互联功能，在健身场景下为用户提供有价值的支持，以及利用收集到的身体数据提供增值应用，来丰富可穿戴设备的使用场景。”

— 许成维，研究分析师

August 2023

Smartphones and Wearables - China

“Consumer delays in smartphone replacement amid economic volatility and extended smartphone lifecycles are impacting China's smartphone market. In striving to create a premium image, domestic brands can strategically leverage sustainability and cultural resonance to positively shape consumer perceptions. Meanwhile, wearables, which are currently considered non-essential and have low usage ...

July 2023

数码趋势 —— 上半年 - China

“生成式AI正在全面革新生产力。中国消费者对这一新兴概念的认知度颇高，但生成式AI工具的实际使用率仍然较低。此外，中国消费者在认可生成式AI带来的积极影响的同时，也对其潜在风险表示担忧。因此，品牌有必要为消费者赋能，让消费者了解并掌控这类工具，将其视作人类创造力和生产力的辅助工具，而非替代品。此外，品牌应在AI的效率、准确性以及更人性化的互动之间找到平衡，以充分释放生成式AI的潜力。”

—— 许成维，研究分析师

Z世代科技产品使用习惯 - China

“作为娴熟的科技用户，Z世代积极拥抱新兴科技并愿意投资前沿产品。同时，他们在购买决策上仍然保持谨慎和理性。针对他们的兴趣定制的科技产品/功能以及以家庭为中心的营销策略可以有效地触及这些精明的受众。此外，智能家居品牌可以通过帮助Z世代实现便捷和愉悦的居家生活，更好地吸引该群体。”

June 2023

Digital Trends - 1H - China

Technology Habits of Gen Z - China

“Generative AI is revolutionising productivity. Chinese consumers show high awareness of this novel concept but the actual adoption rate of generative AI tools remains low. While valuing the positive impact of generative AI, Chinese consumers remain concerned about its potential risks. It is therefore important for brands to empower consumers ...

“As adept technology users, Gen Z actively embrace emerging technologies and are willing to invest in cutting-edge products. At the same time, they remain cautious and rational in their purchasing decisions. Technology products/functions tailored to their interests and a family-centric marketing strategy can effectively reach this discerning audience. In ...

May 2023

健康科技 - China

“消费者的健康意识越来越强，也期待健康科技能提供除了监测健康数据以外的更多功能。品牌有机会提供综合健康解决方案，支持消费者更有效地管理身心健康。通过全面的健康管理功能帮助消费者实现健康目标、采取健康的生活方式以及为消费者提供更专业的心理健康资源，是品牌需要探索的重点领域。”

— 许成维，研究分析师

April 2023

Health Tech - China

“Consumers have become more health conscious and expect more from health tech than simply tracking their health data. Brands have the opportunity to provide comprehensive health solutions that can support consumers to manage both physical and mental health more effectively. Holistic health management functions to help consumers achieve their health ...

Upcoming Reports

MOAT Test

Major Domestic Appliances -
China - 2023

数码趋势 —— 下半年 - 中国 - 2023年

对元宇宙的态度 - 中国 - 2023年

家庭娱乐科技 - 中国 - 2023年

Digital Trends - 2H - China - 2023

大家电 - 中国 - 2023年

Attitudes towards the Metaverse -
China - 2023

Home Entertainment Technology
- China - 2023