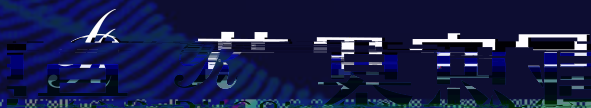
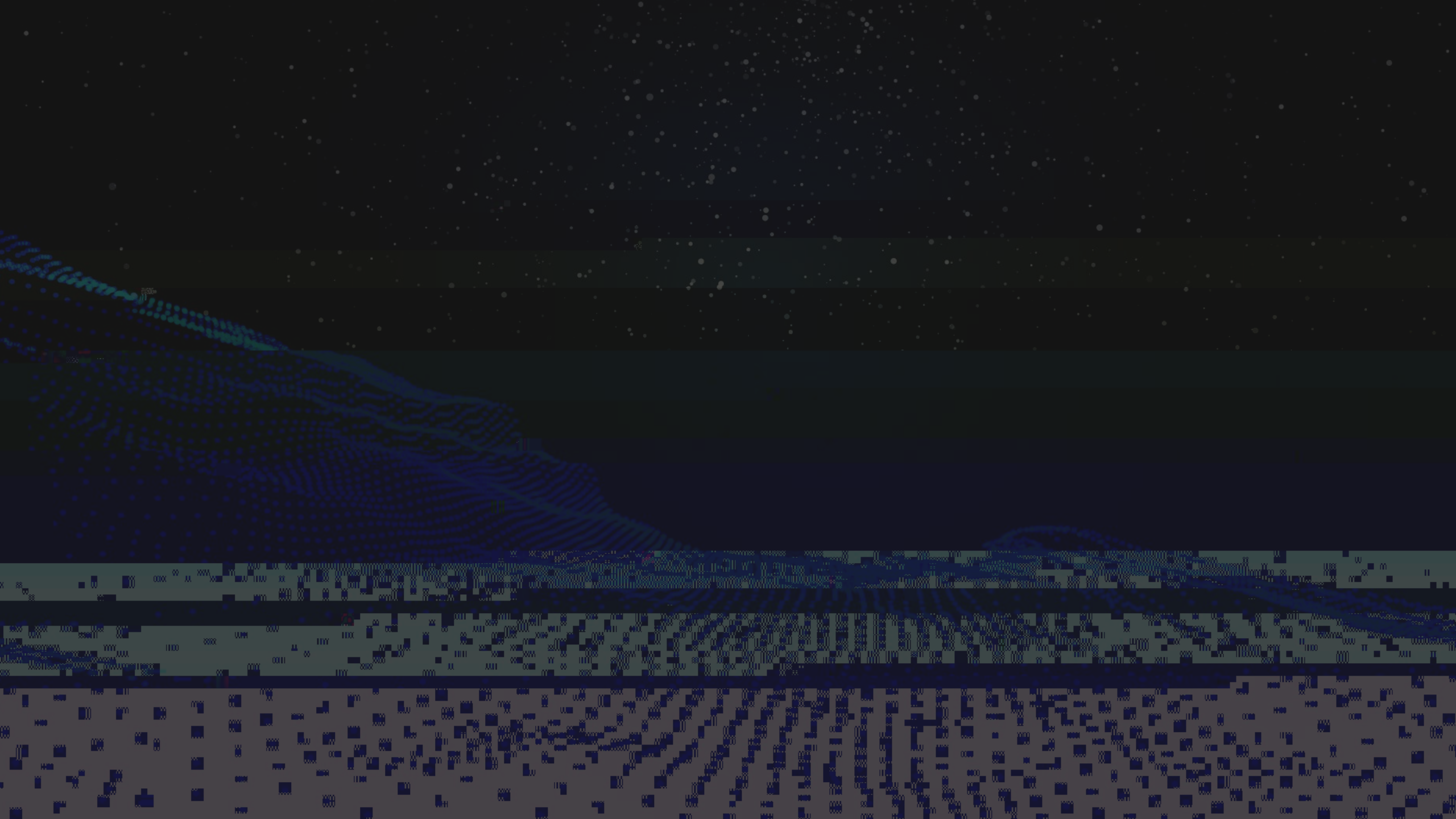


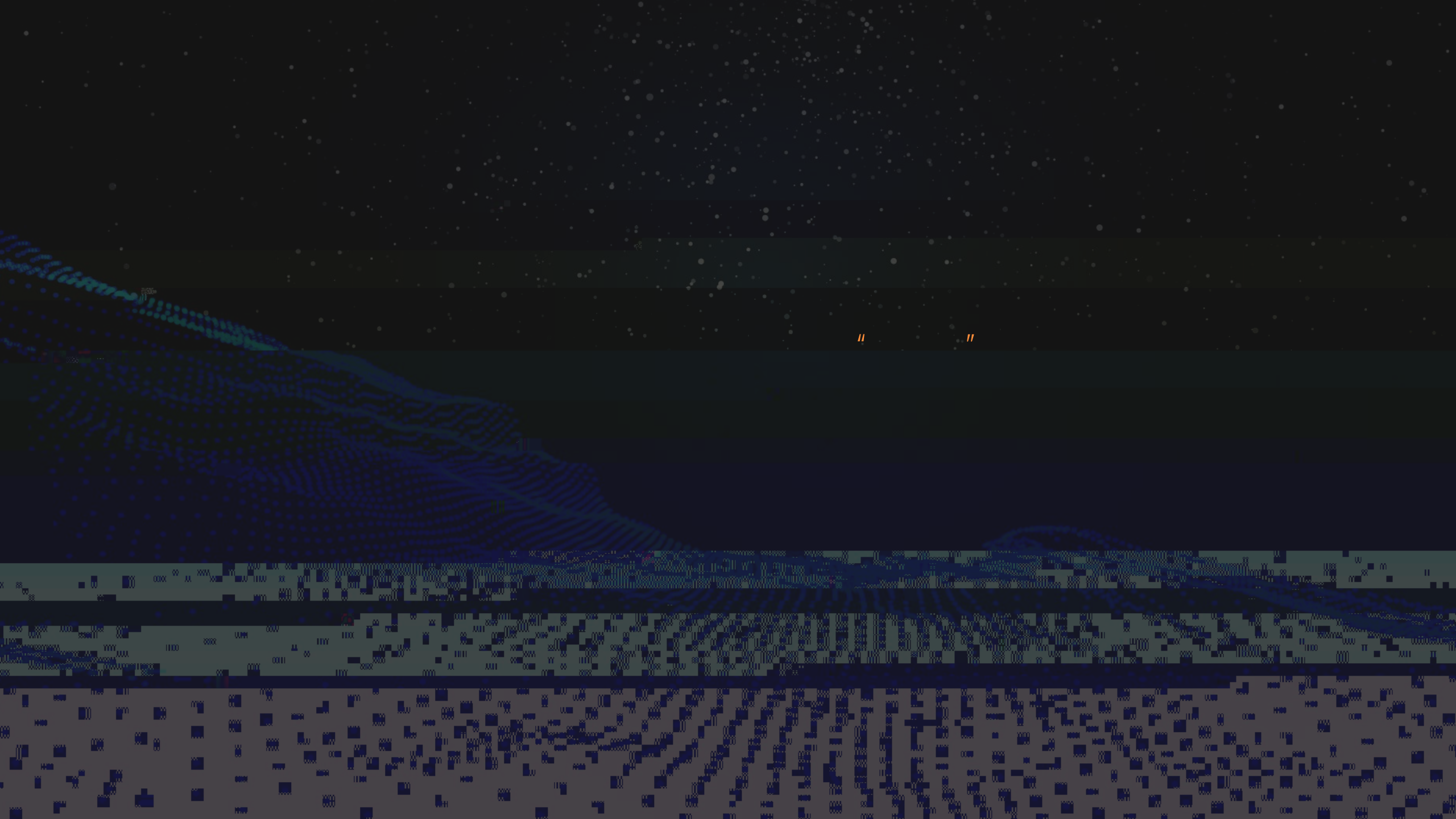
2018



CBNData

第一財經商業數據中心



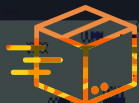




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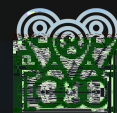
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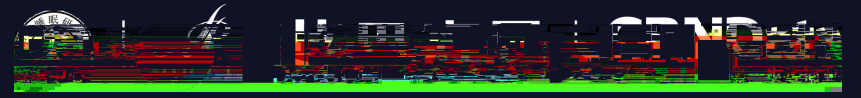
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18-50

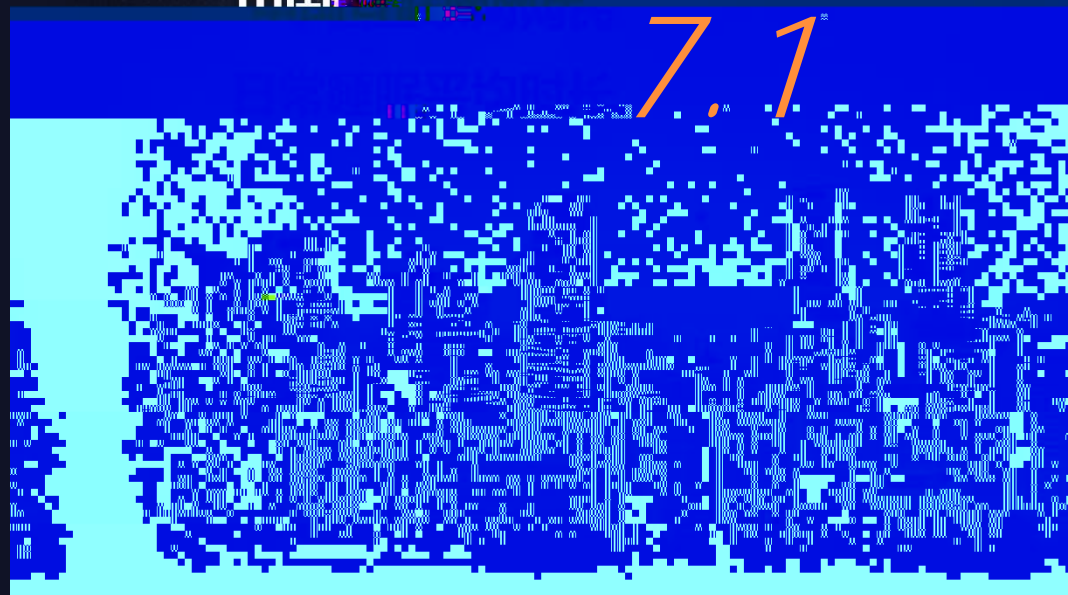


אנחנו בונים את העתיד



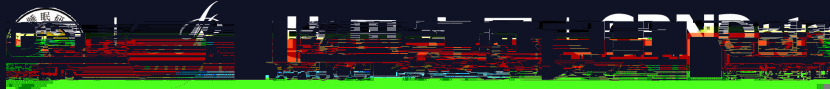
中国互联网络信息中心

7.1

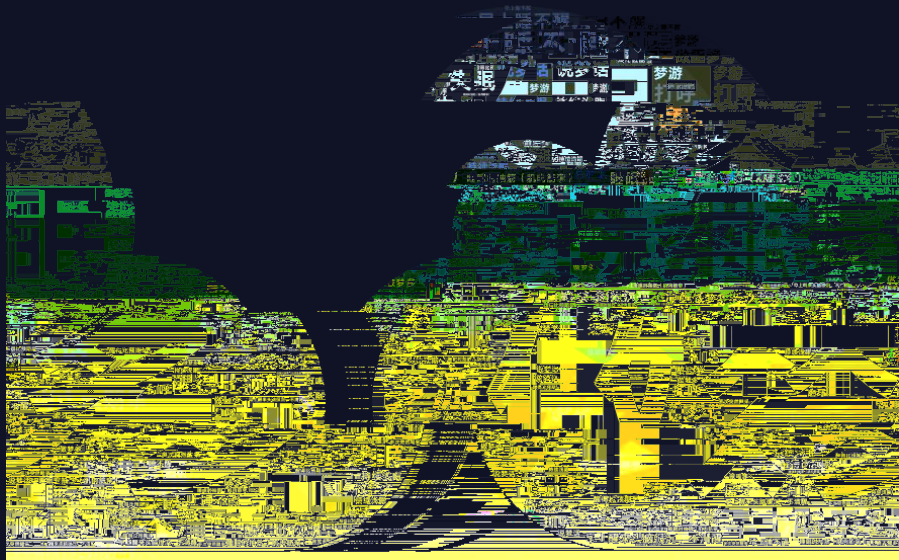


2017年互联网网民睡眠质量自我评估

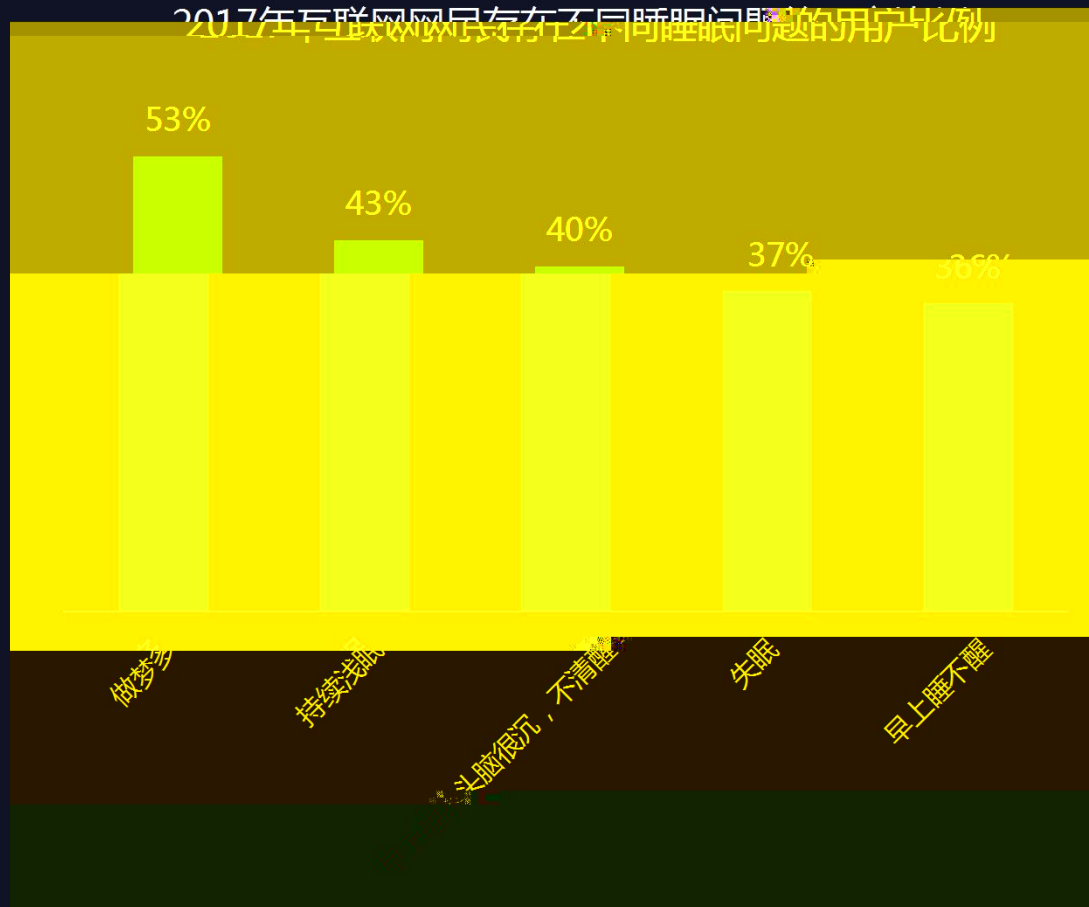


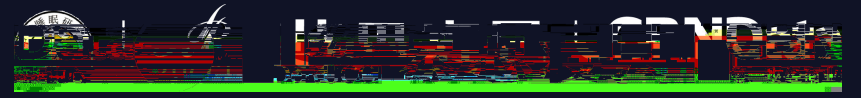


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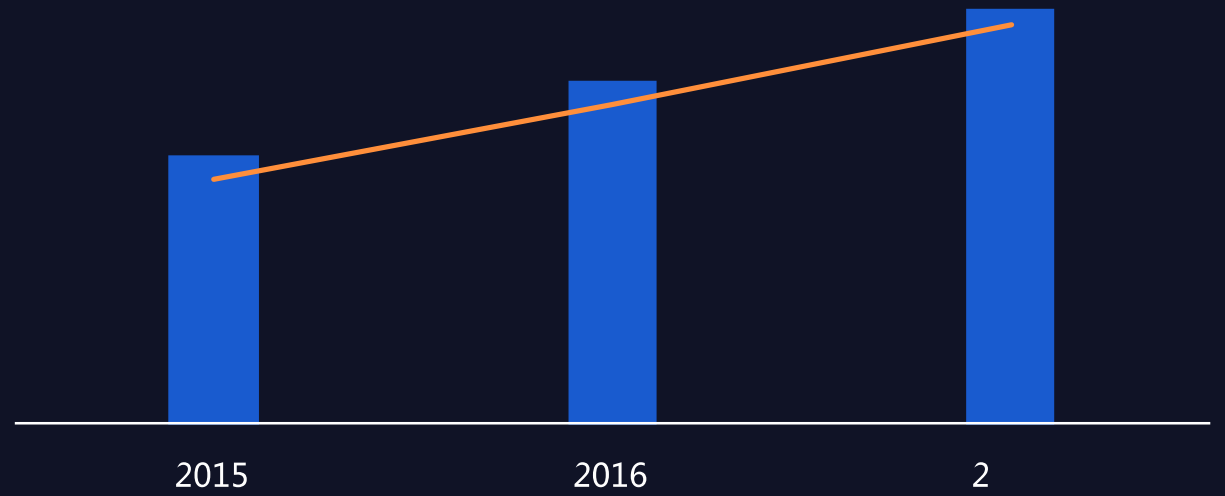


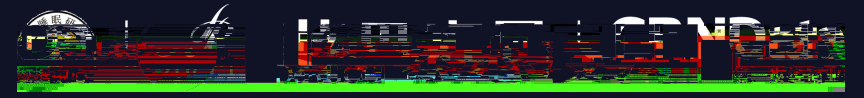
2017年互联网网民存在不同睡眠问题的用户比例



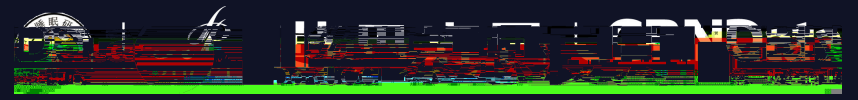


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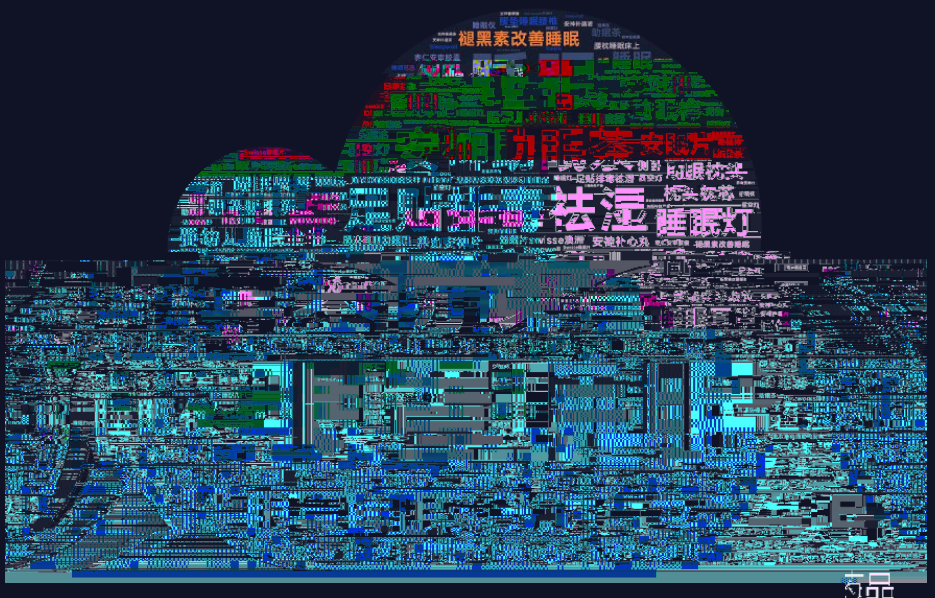




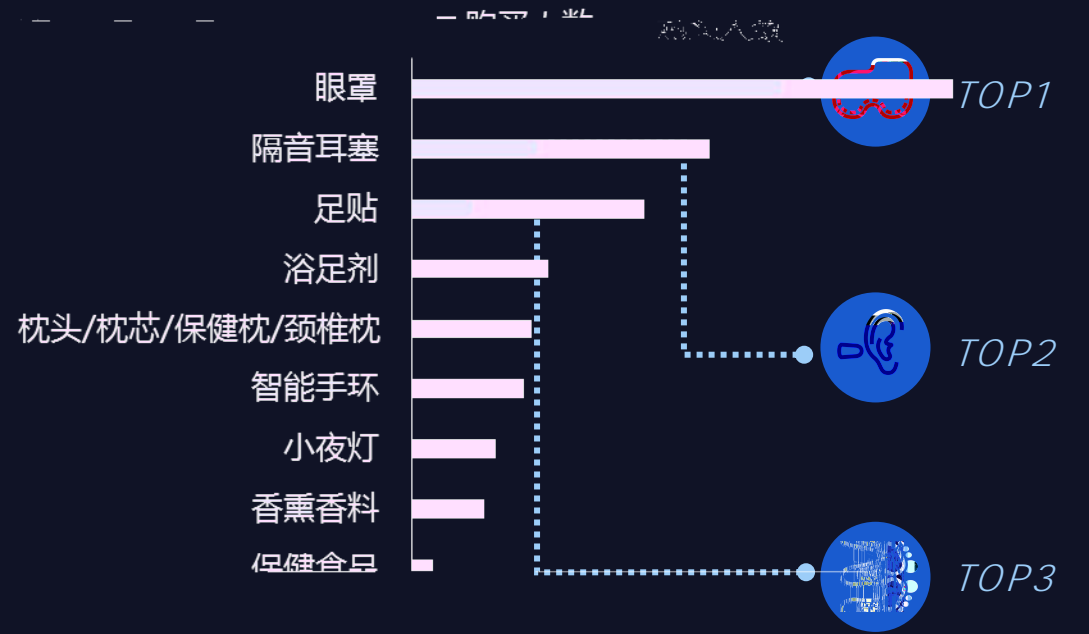
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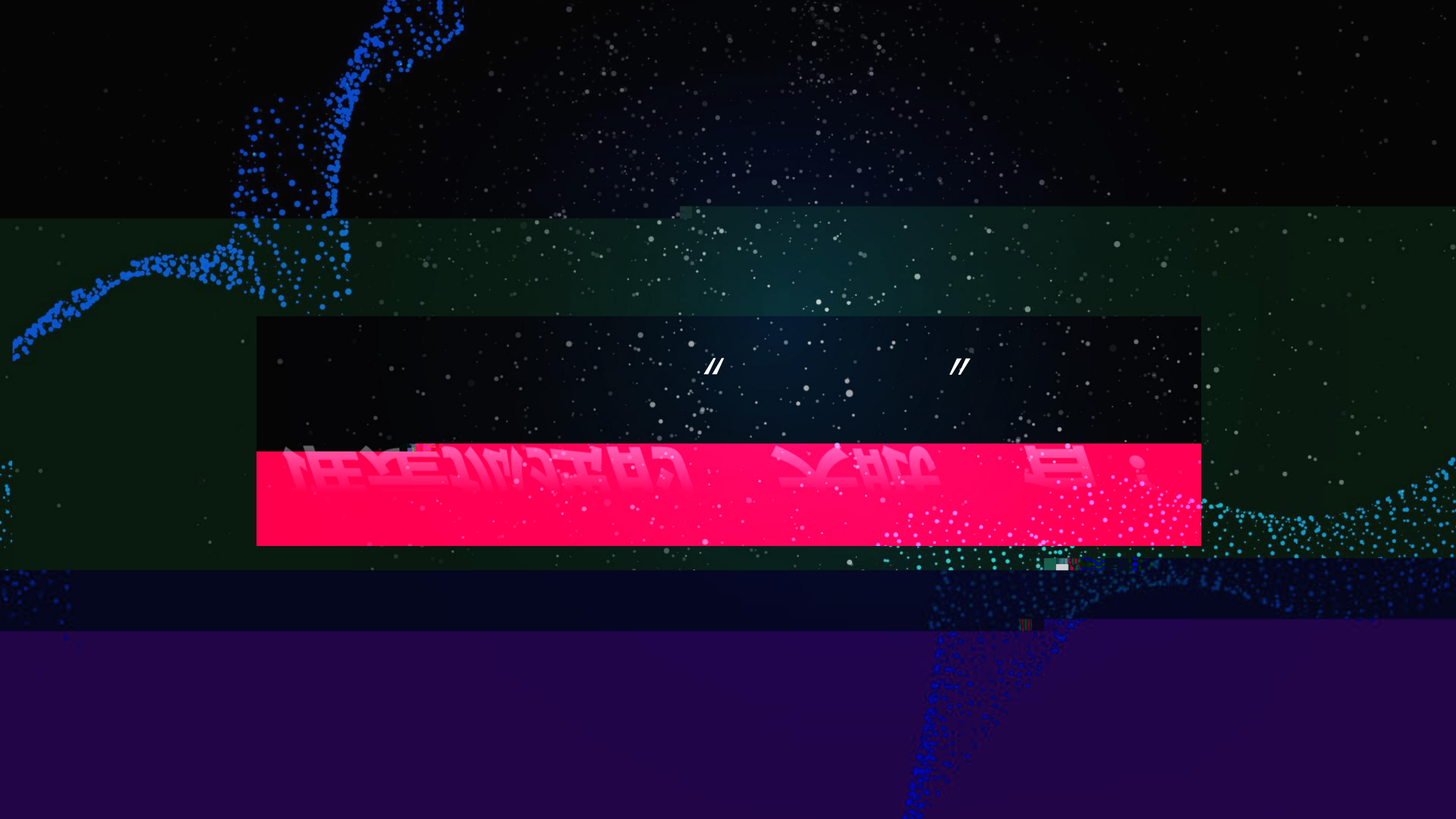
2017年线上消费者最喜欢购买的助眠产品

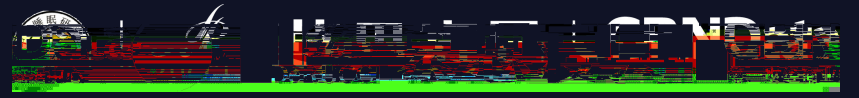


奇品

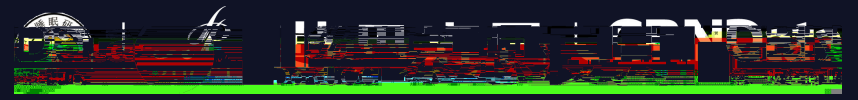


安眠补脑片

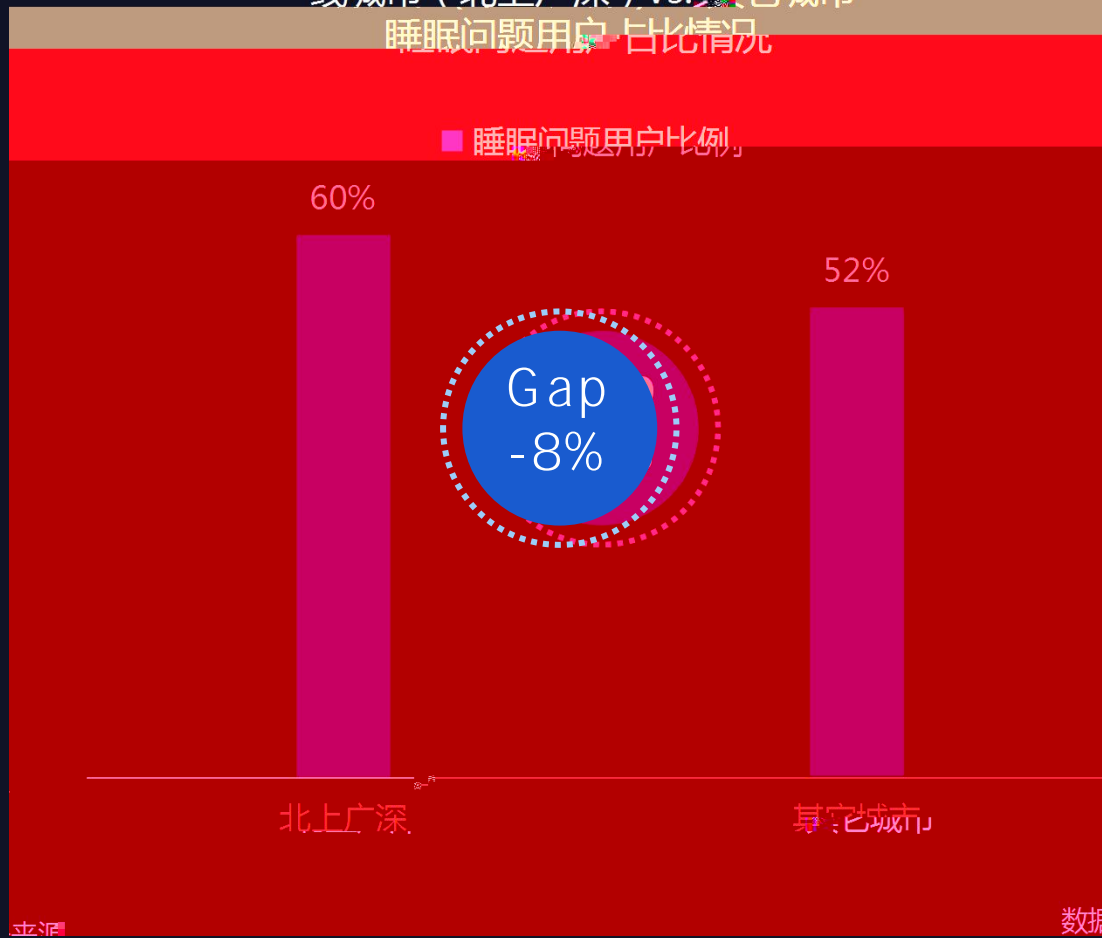




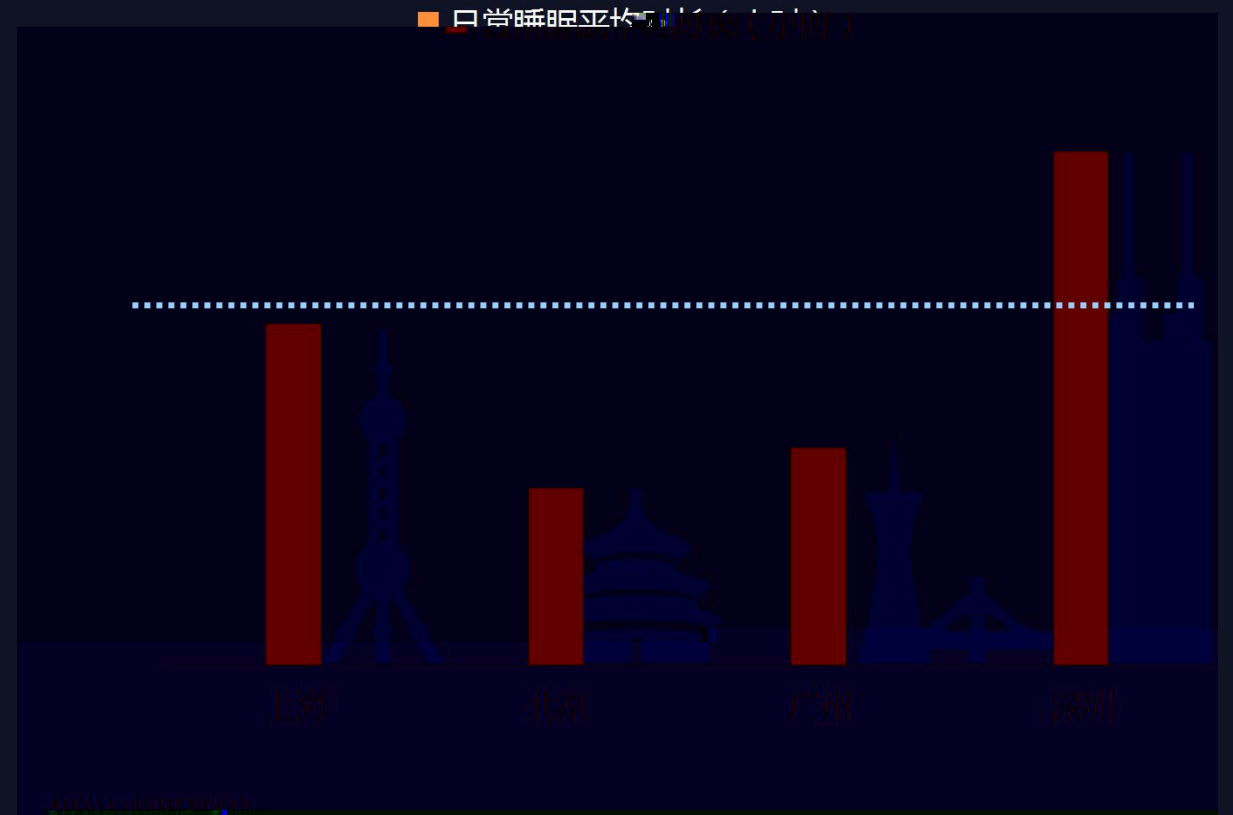
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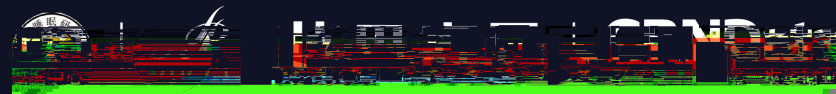


一线城市（北上广深）vs.其它城市 睡眠问题用户占比情况



一线城市（北上广深）日常睡眠平均时长

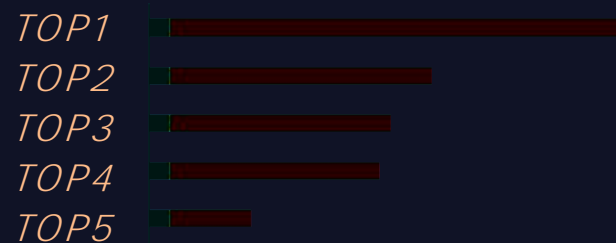




北京人偏好助眠产品 TOP5



广州人偏好助眠产品 TOP5

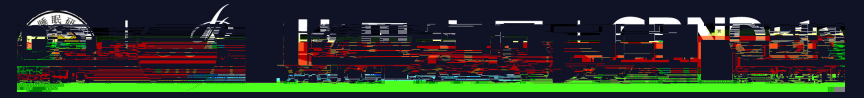


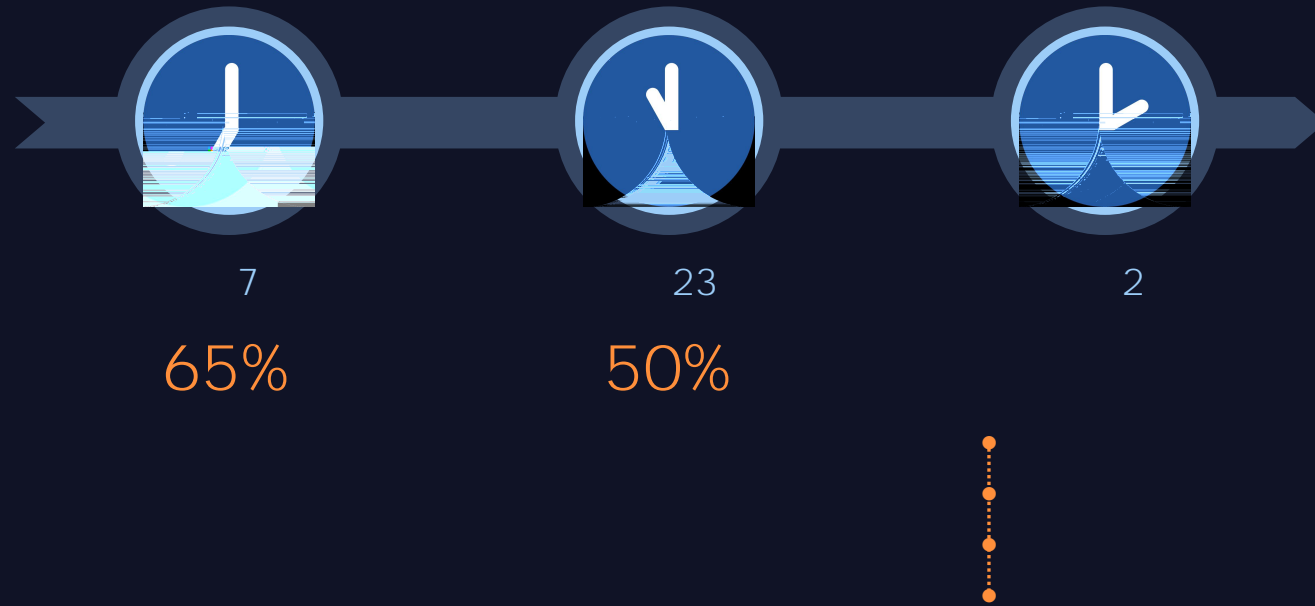
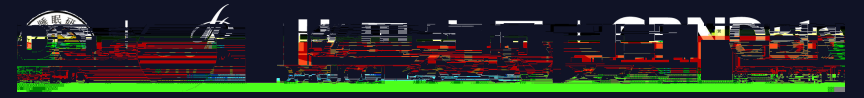
上海人偏好助眠产品 TOP5

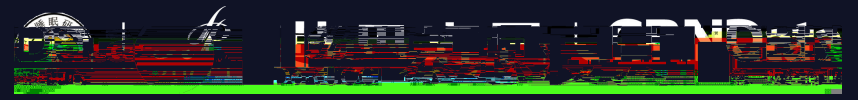


深圳人偏好助眠产品 TOP5



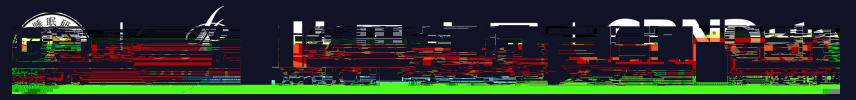






2017年不同职业人群日常睡眠平均时长（小时）





6.8

设计师
日常睡眠平均时长 **6.8**

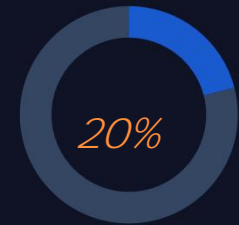
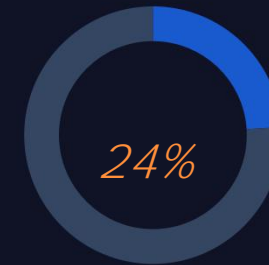
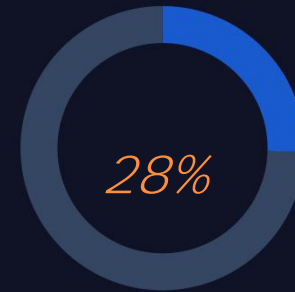
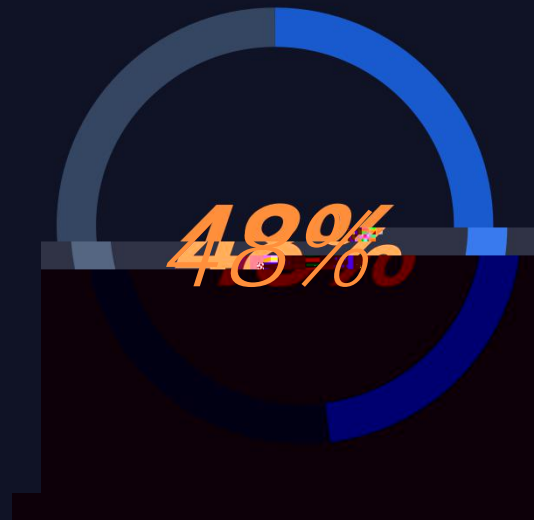
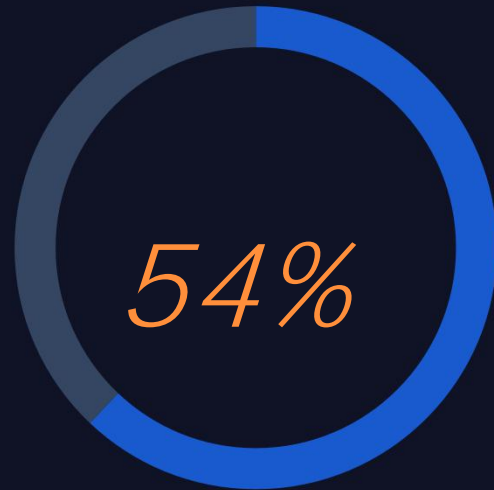
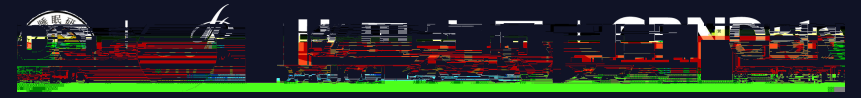
2017年设计师自评睡眠质量状况

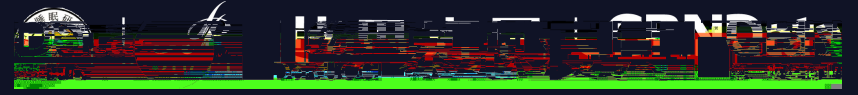
■ 睡眠质量较好 ■ 有睡眠质量问题

58%

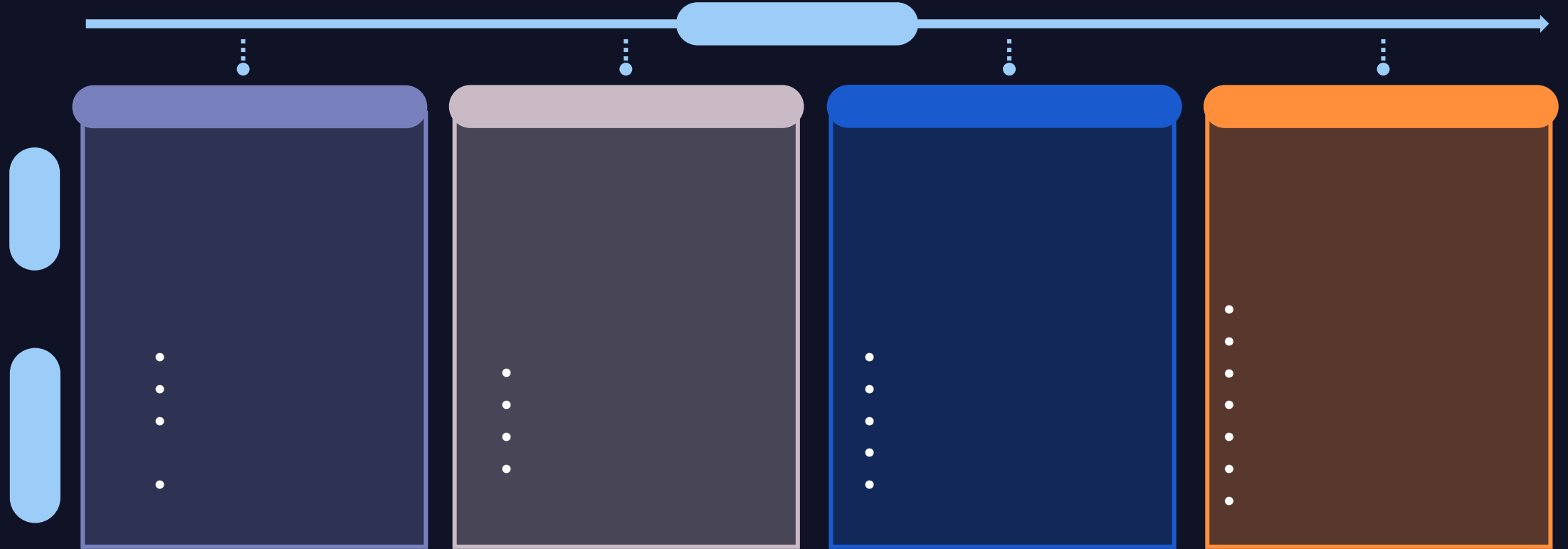
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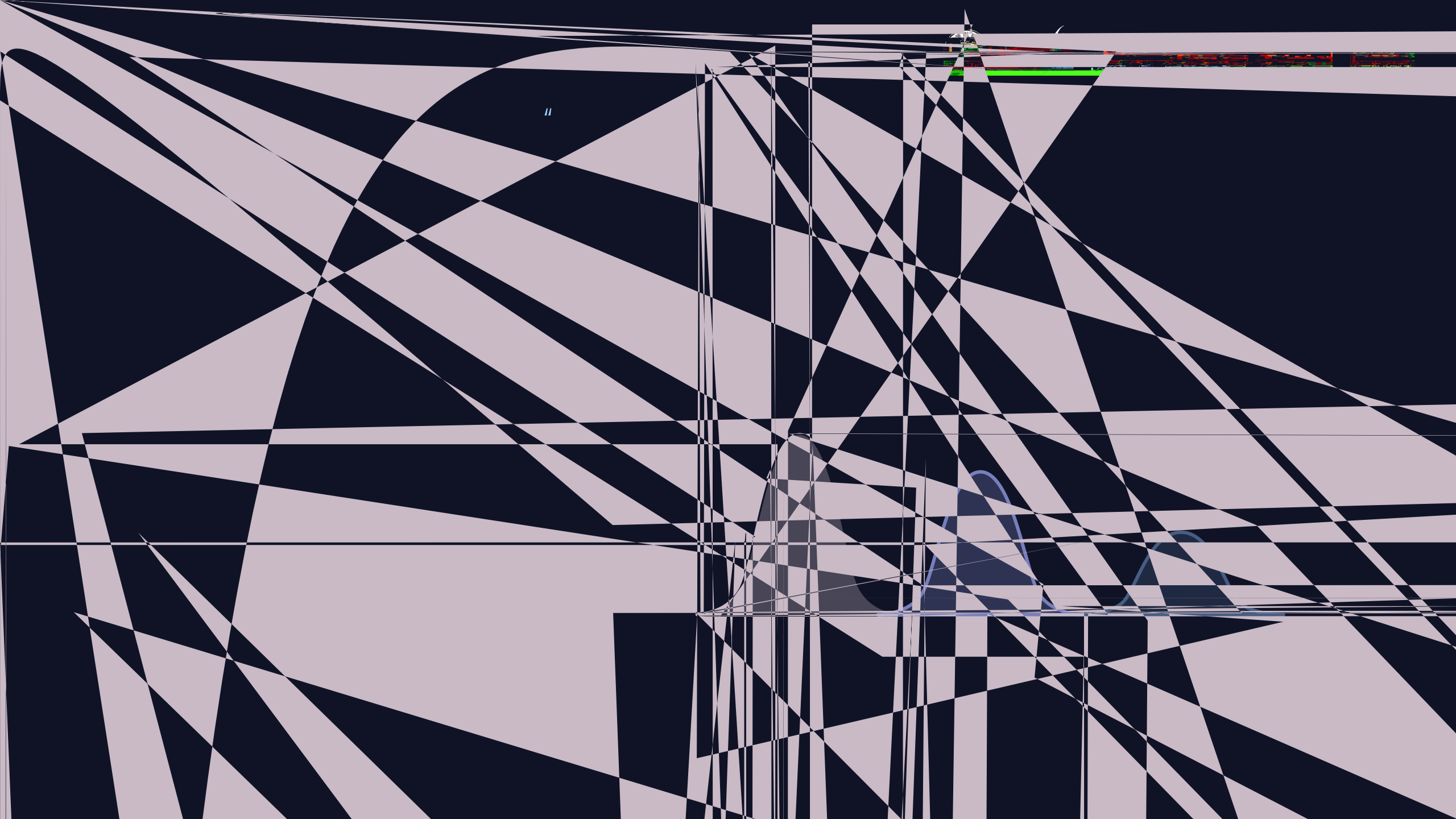
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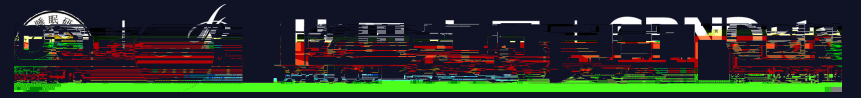
THE FUTURE IS NOW

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www.example.com

10

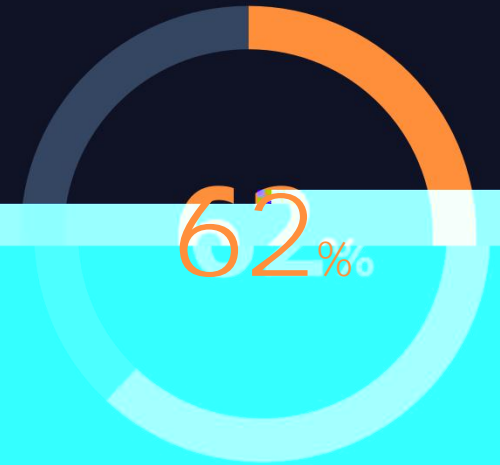


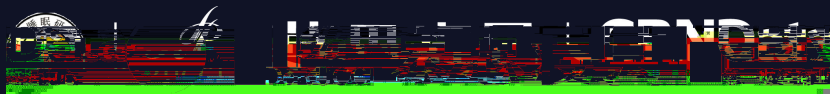


睡前还是要
先完成最重要的工作

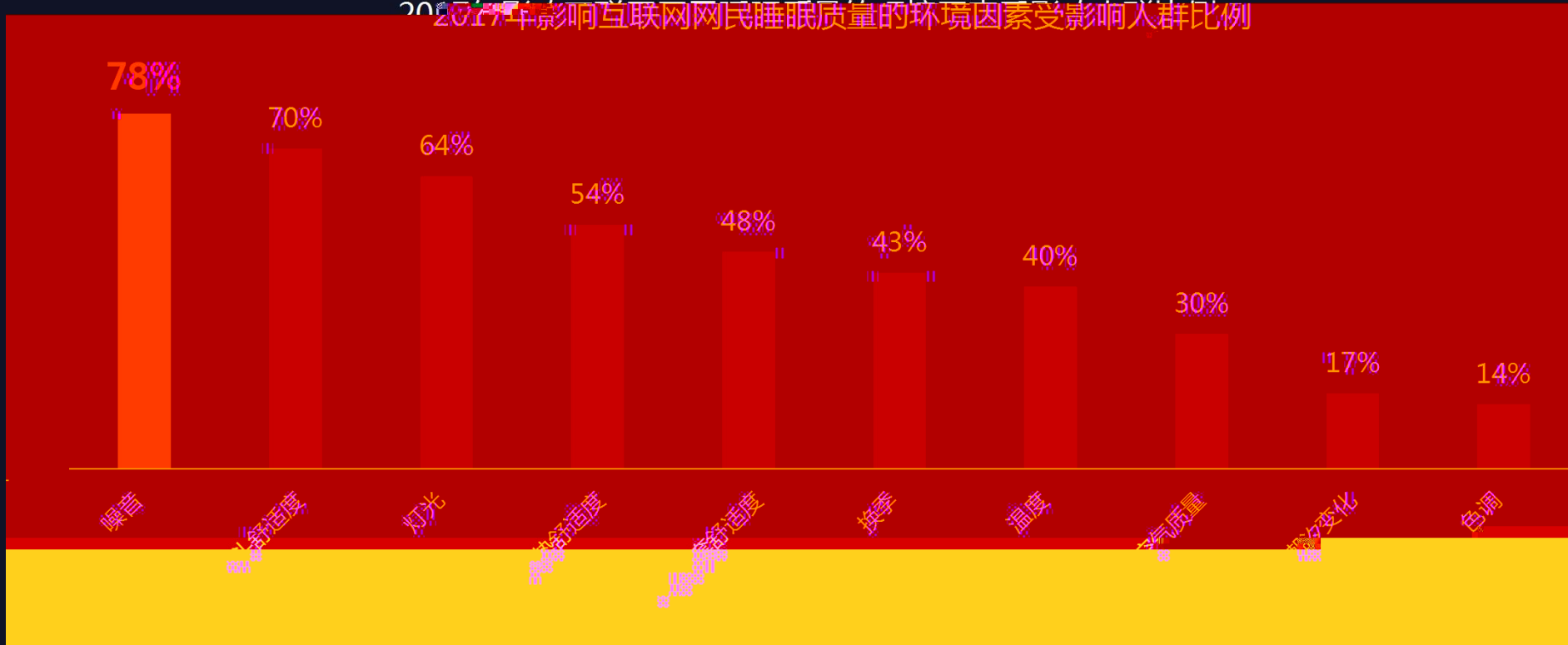


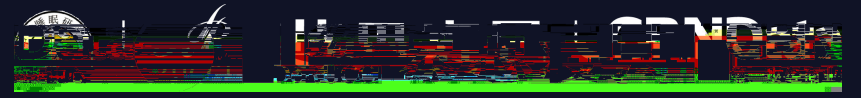
VS





2017年影响互联网网民睡眠质量的环境因素受影响人群比例

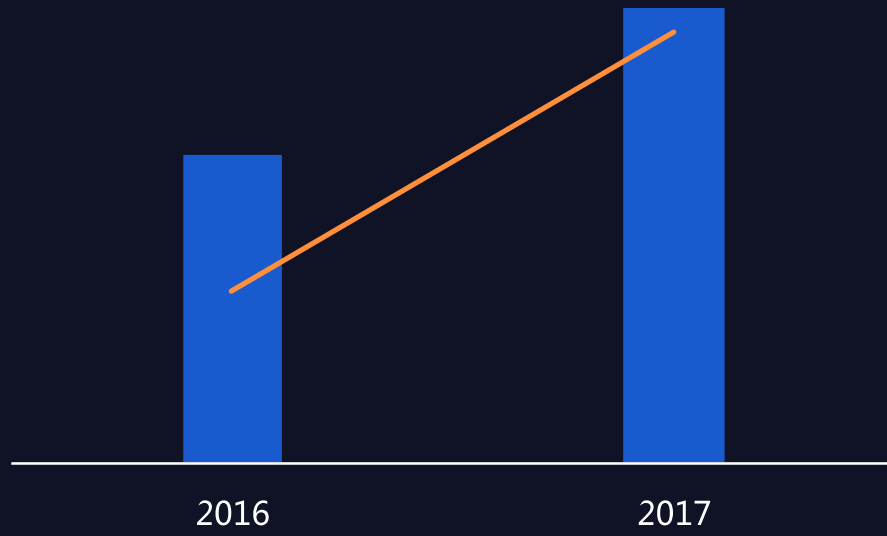


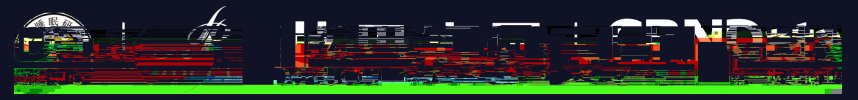


95

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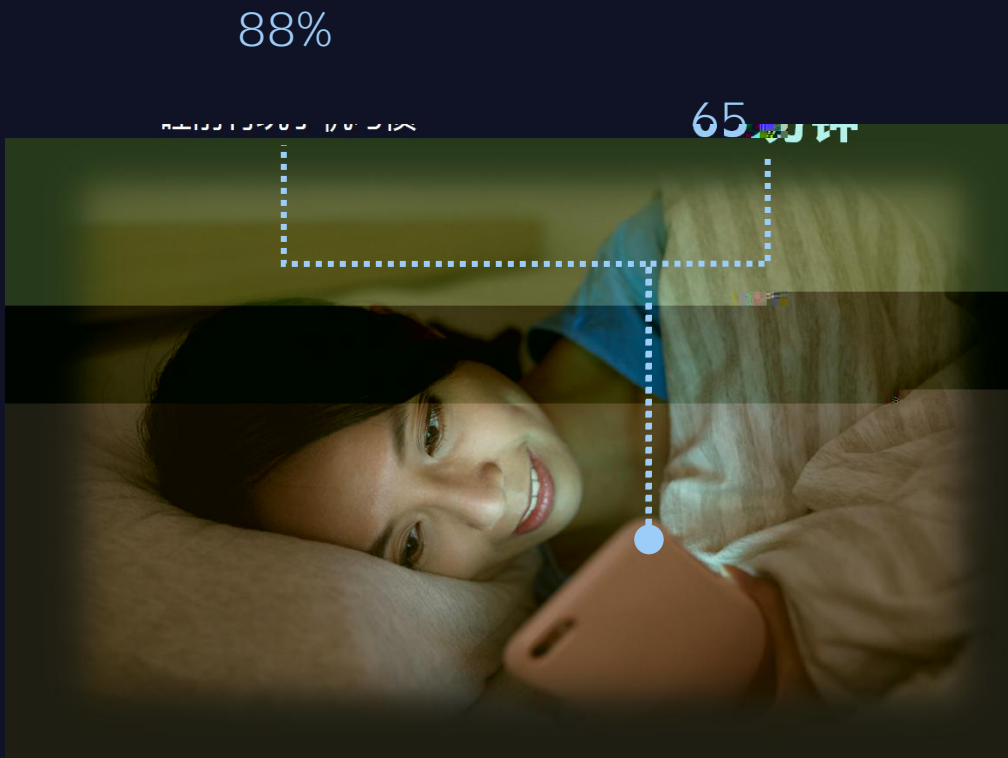
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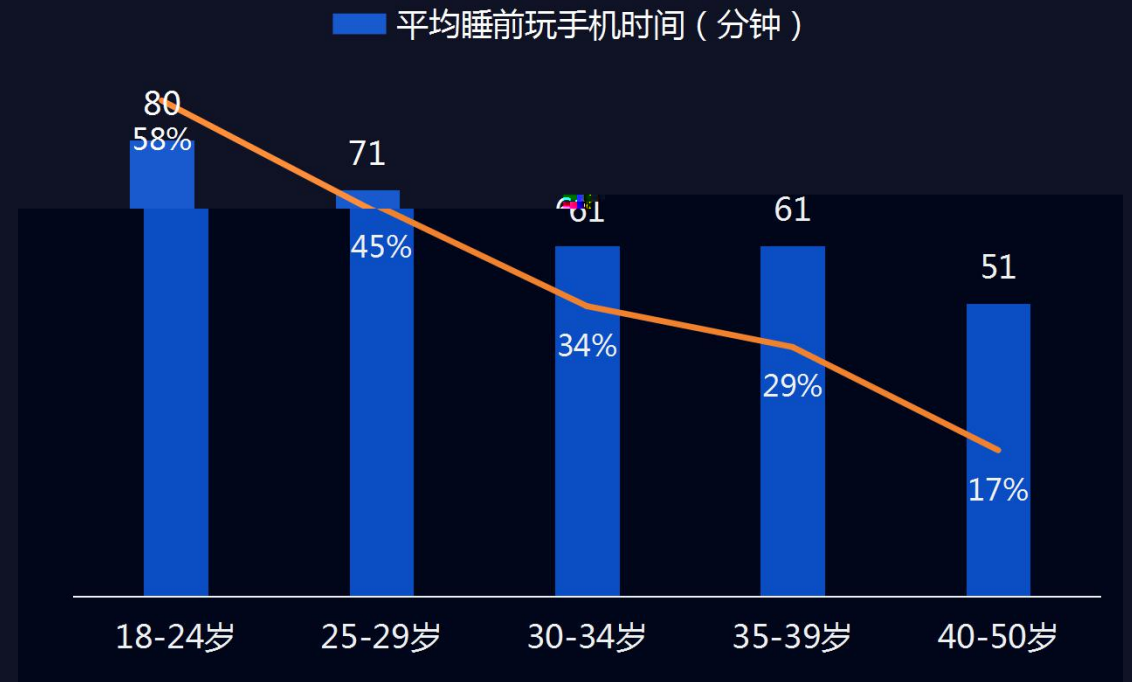


95

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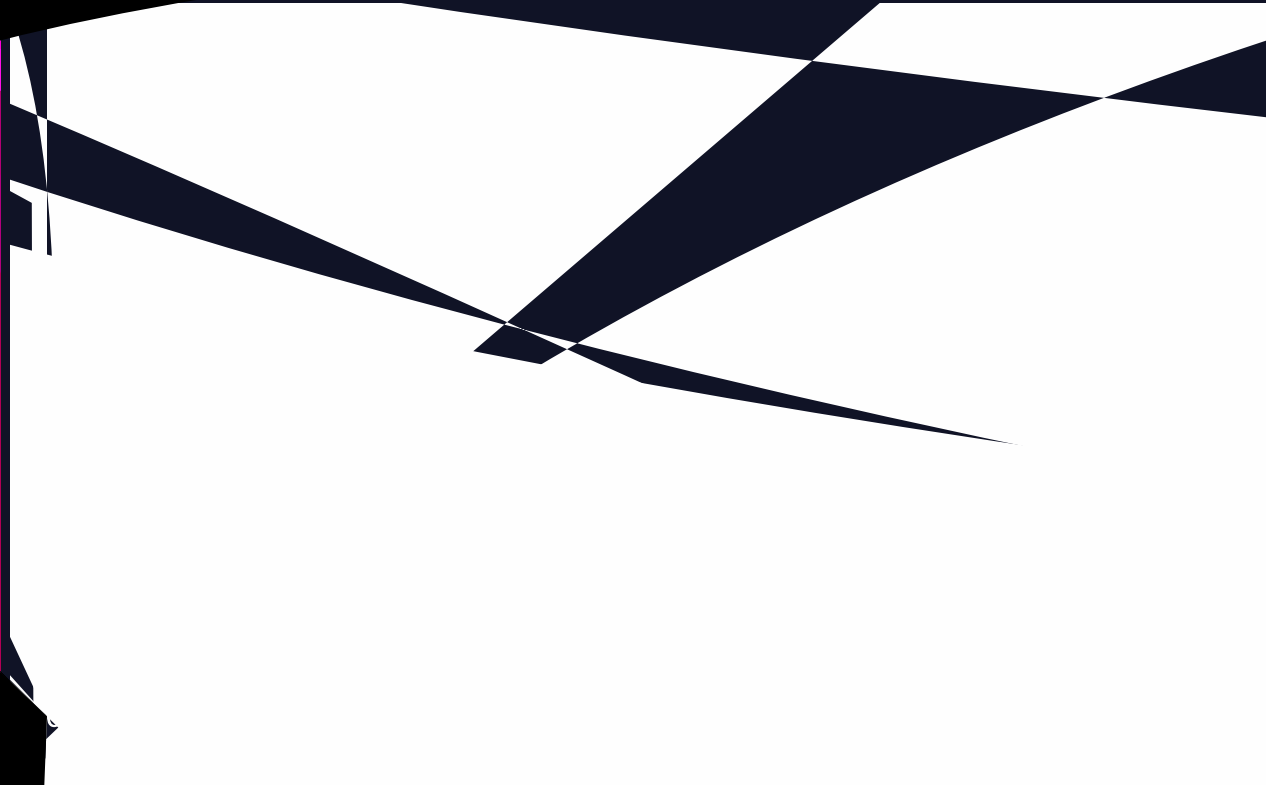
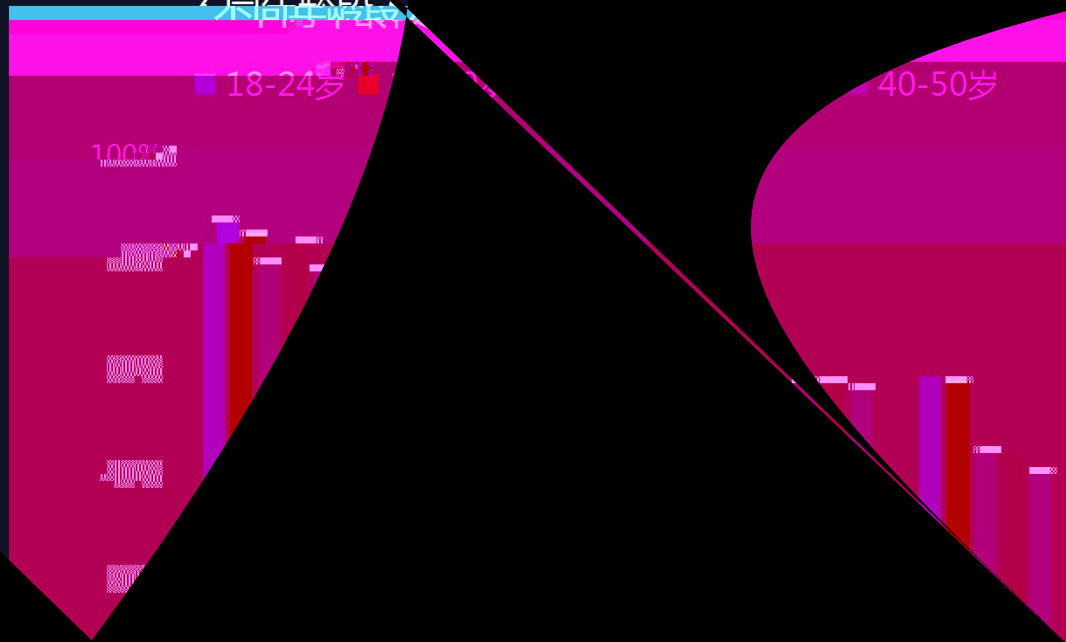
2017年不同代际互联网网民睡前使用手机时长情况

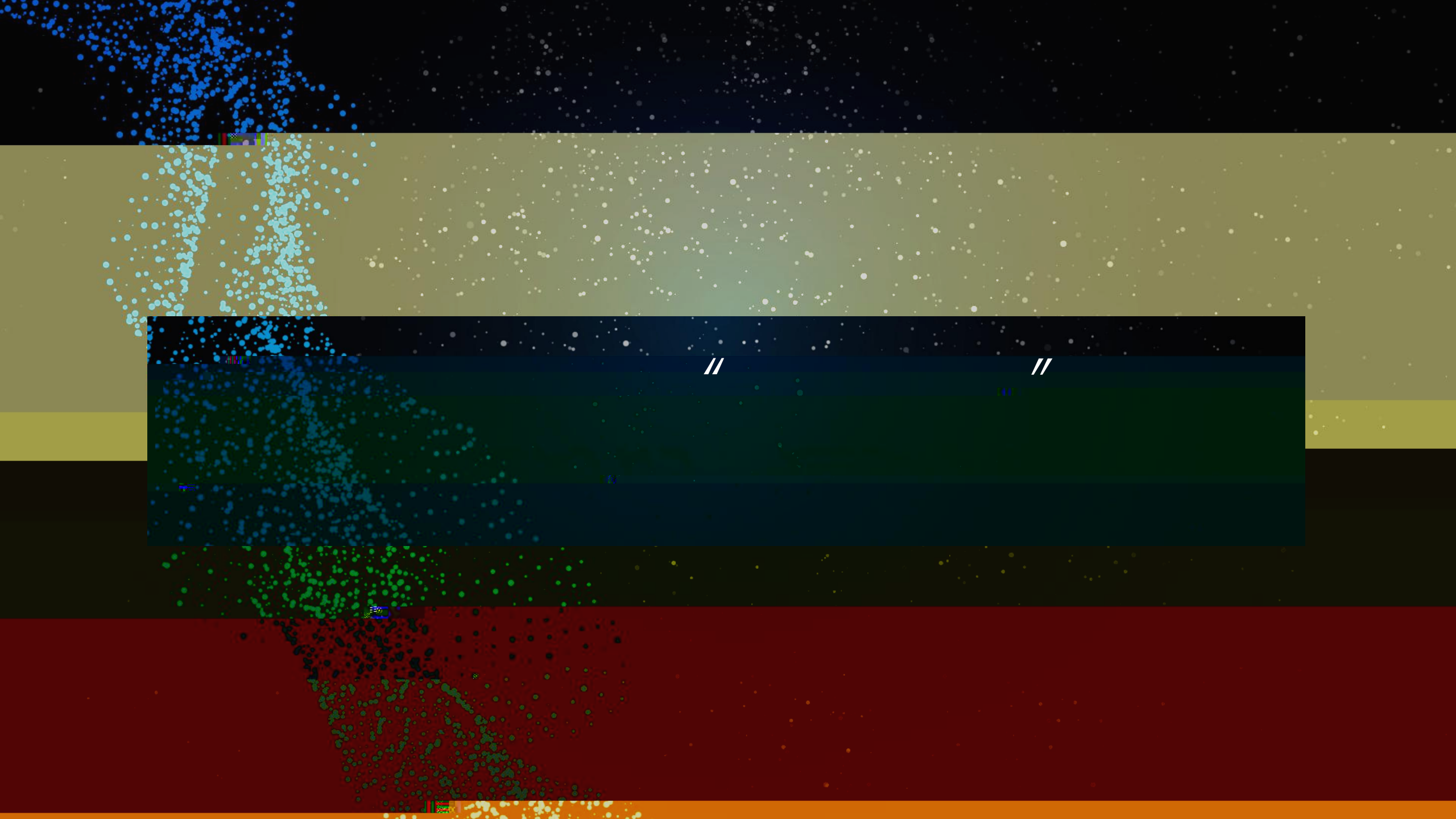


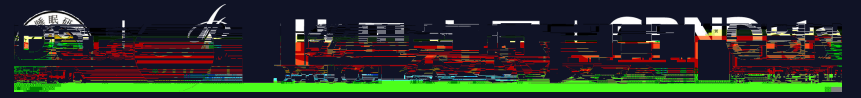
不同年龄段

18-24岁

40-50岁

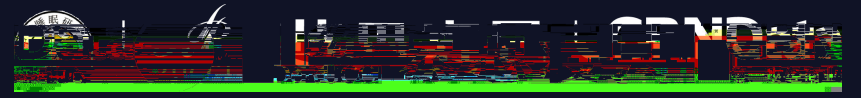






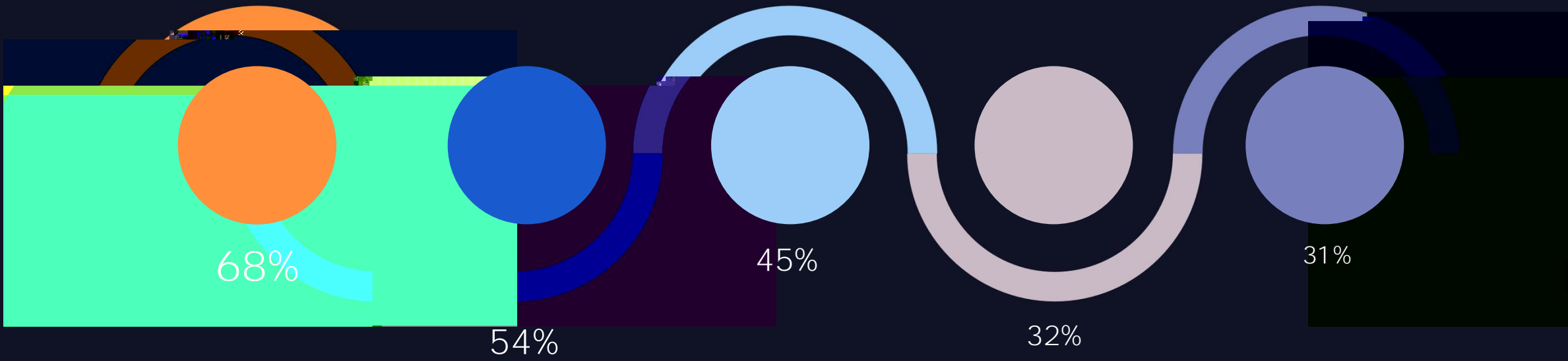
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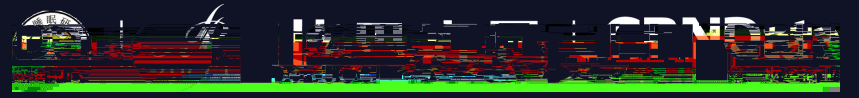




① ✓ ✓ ✓

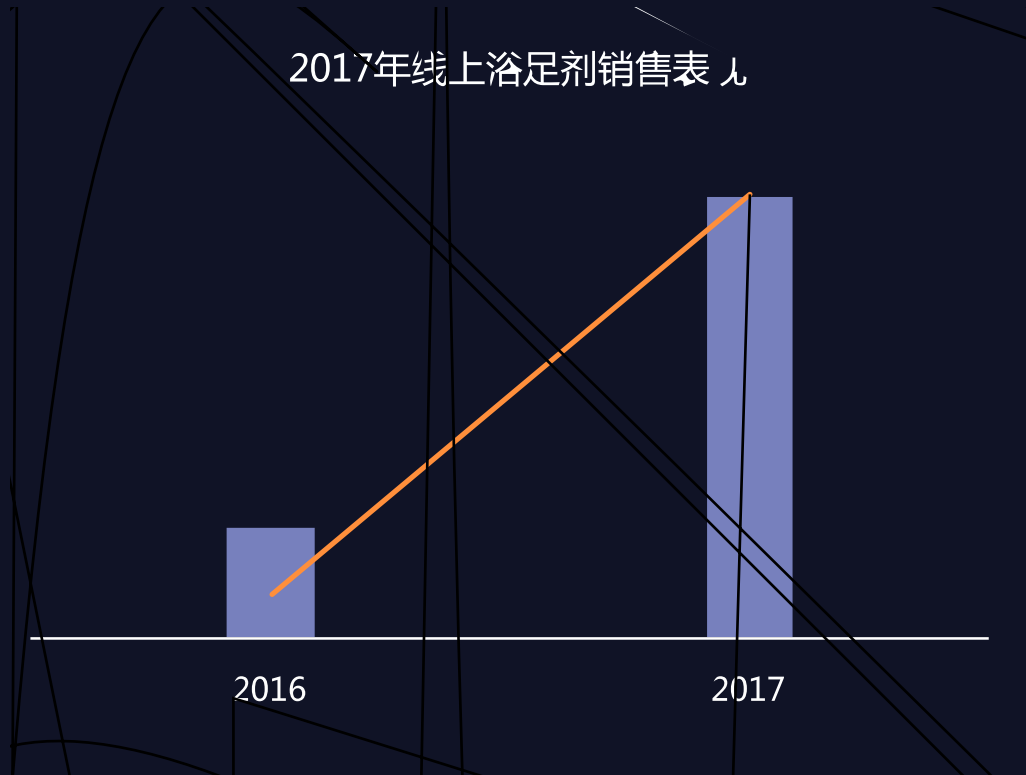


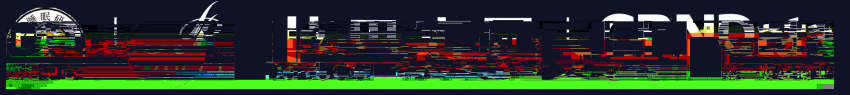


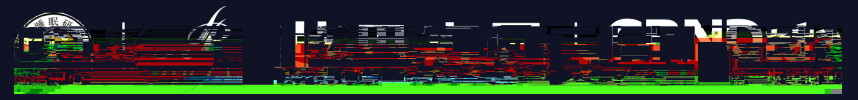


85 90

2017年线上浴足剂销售表

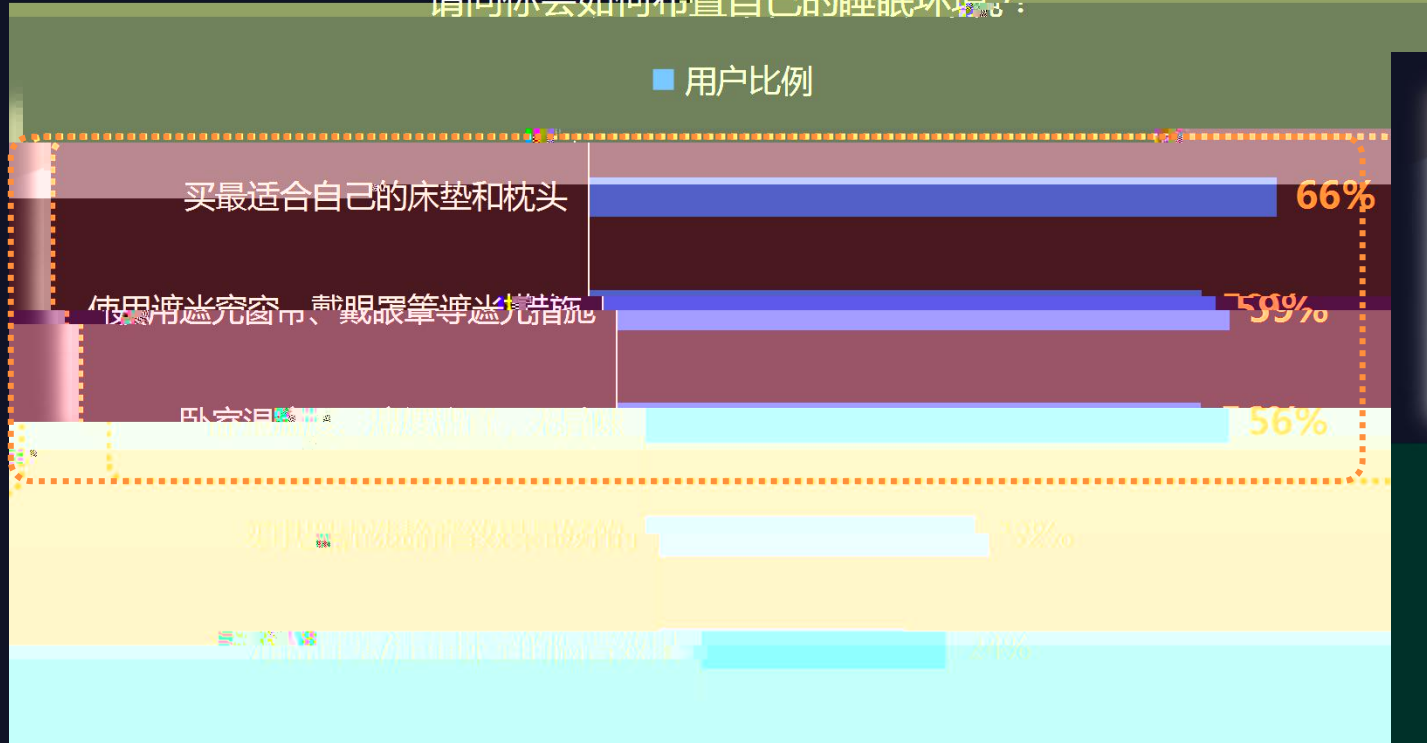


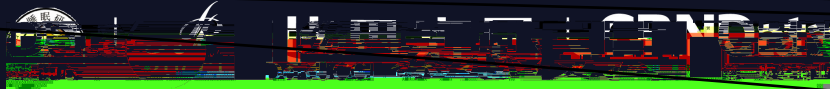




请问你会如何布置自己的睡眠环境？

■ 用户比例





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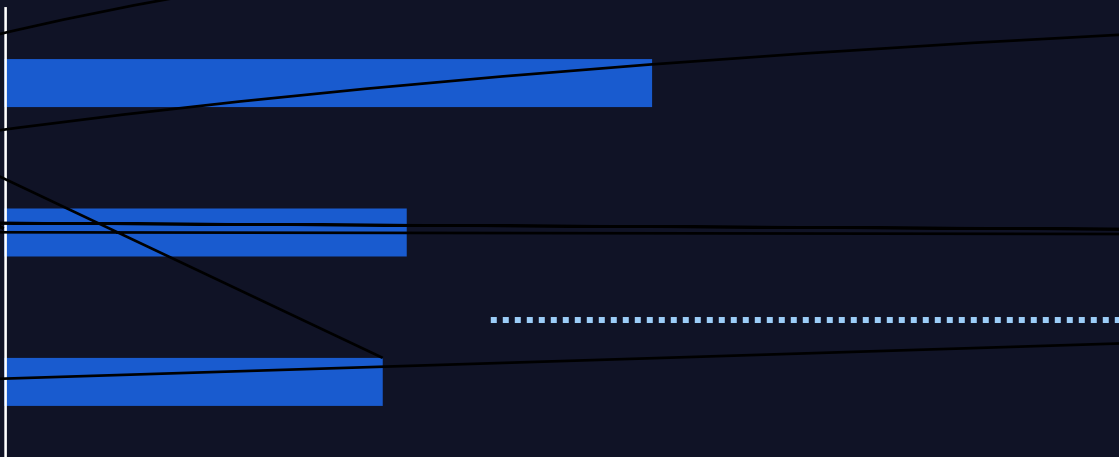
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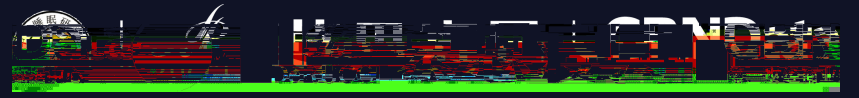
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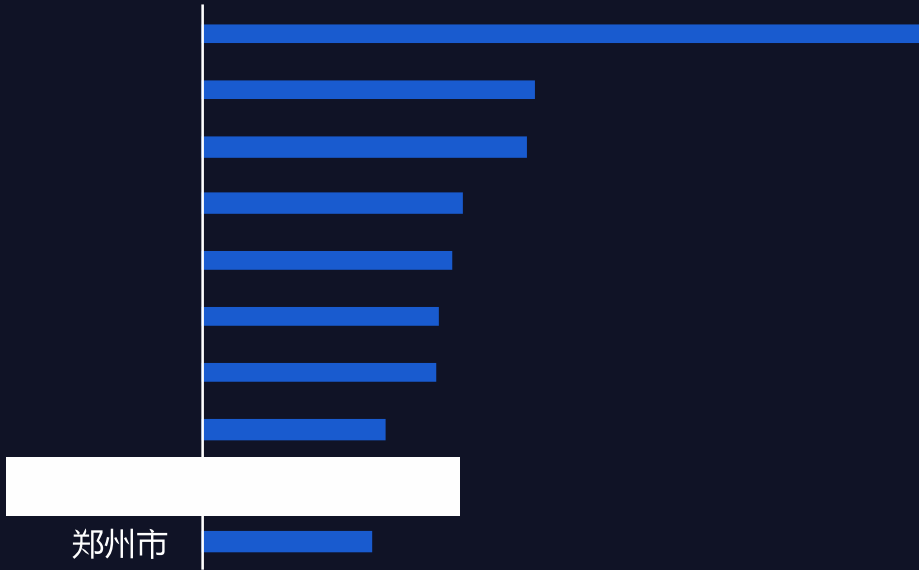
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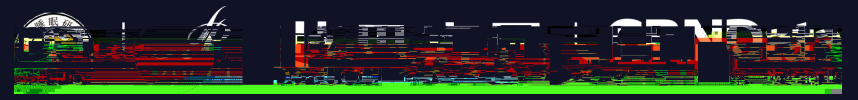




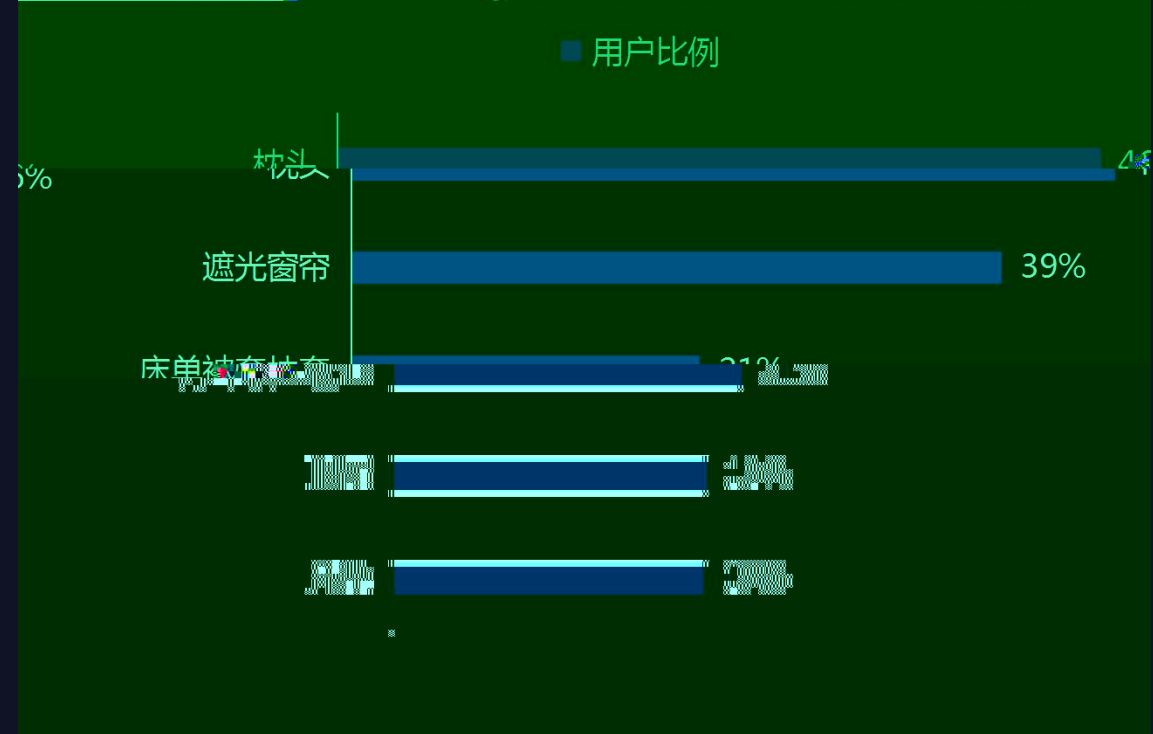
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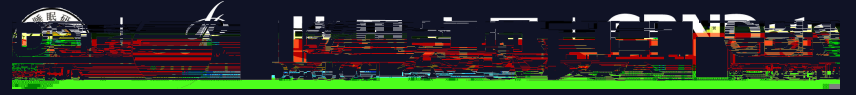
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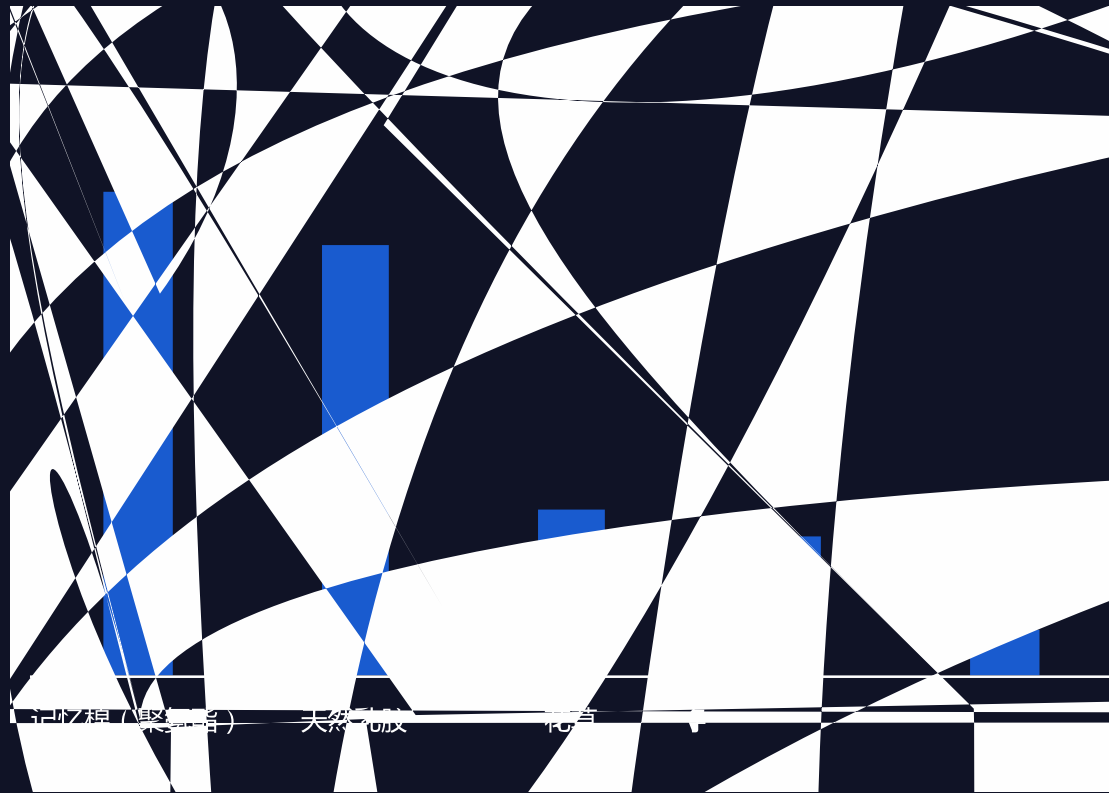
在已购入的睡眠相关产品中，哪种产品最能帮助睡眠？

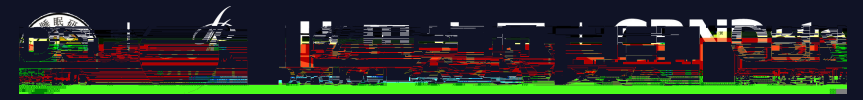




80

70



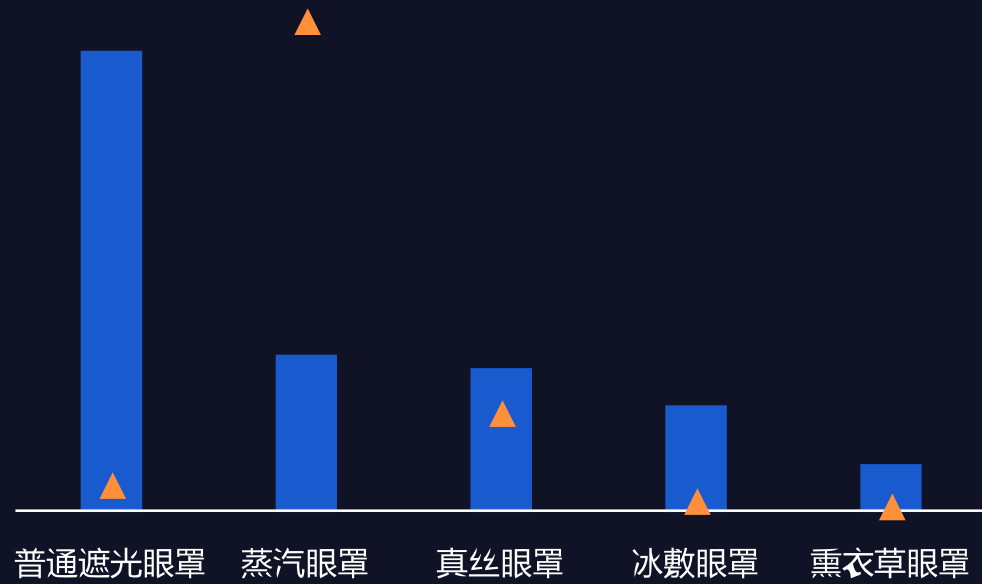


85

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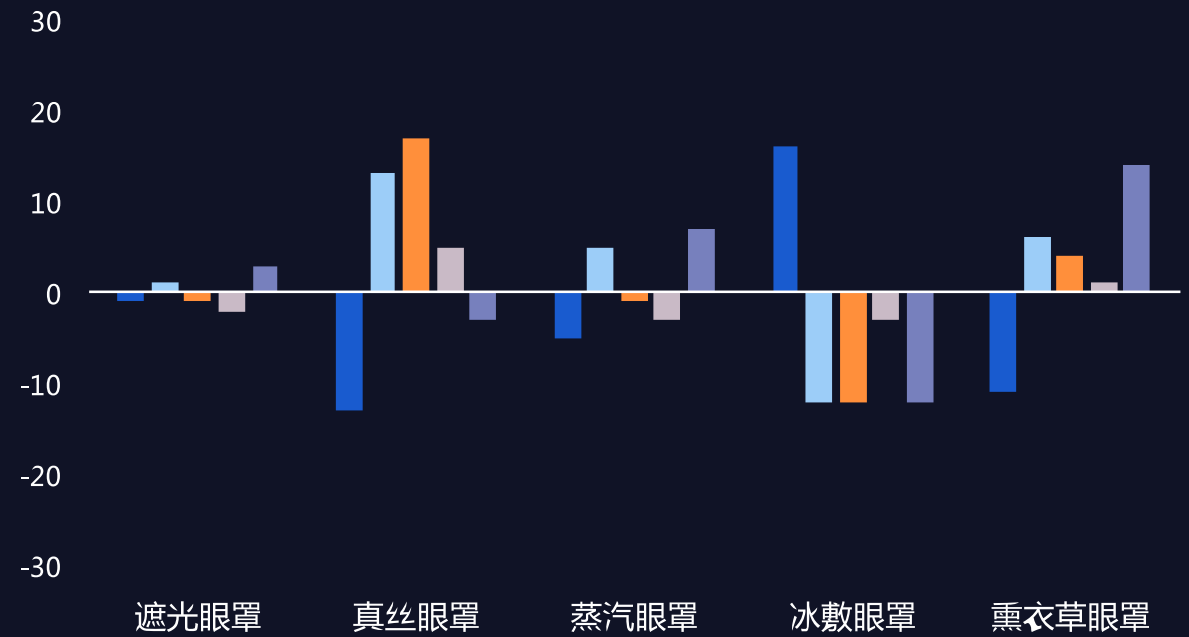
2017年线上不同类型眼罩销售表现及同比增速

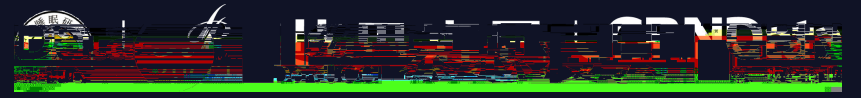
■ 销售额 ▲ 同比增速



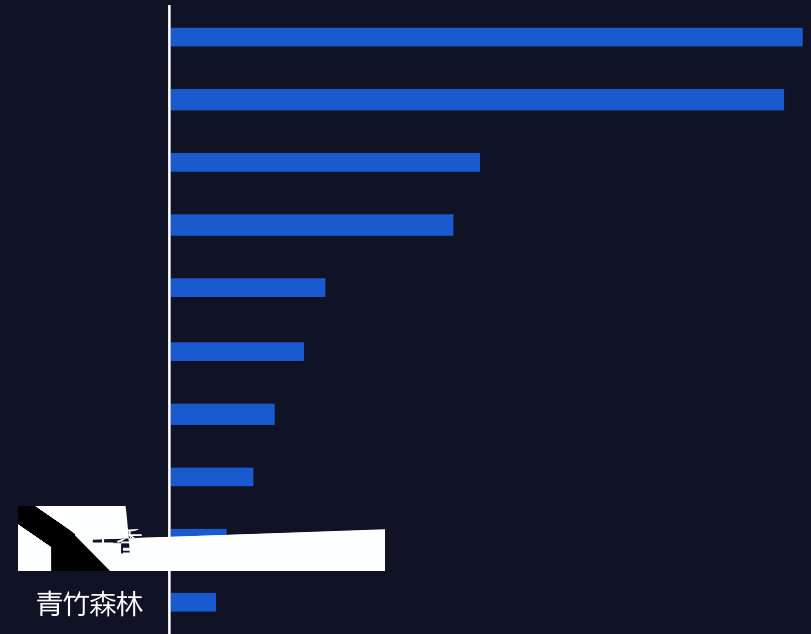
2017年线上不同年龄段人群在不同眼罩类型上偏好度

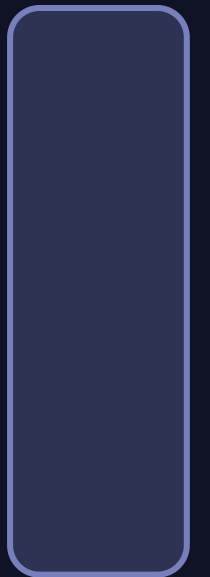
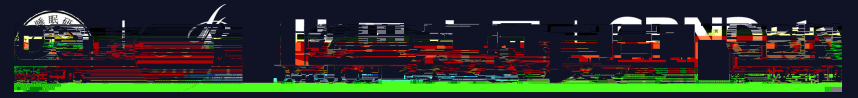
■ 18-24岁 ■ 25-29岁 ■ 30-34岁 ■ 35-39岁 ■ 40-50岁

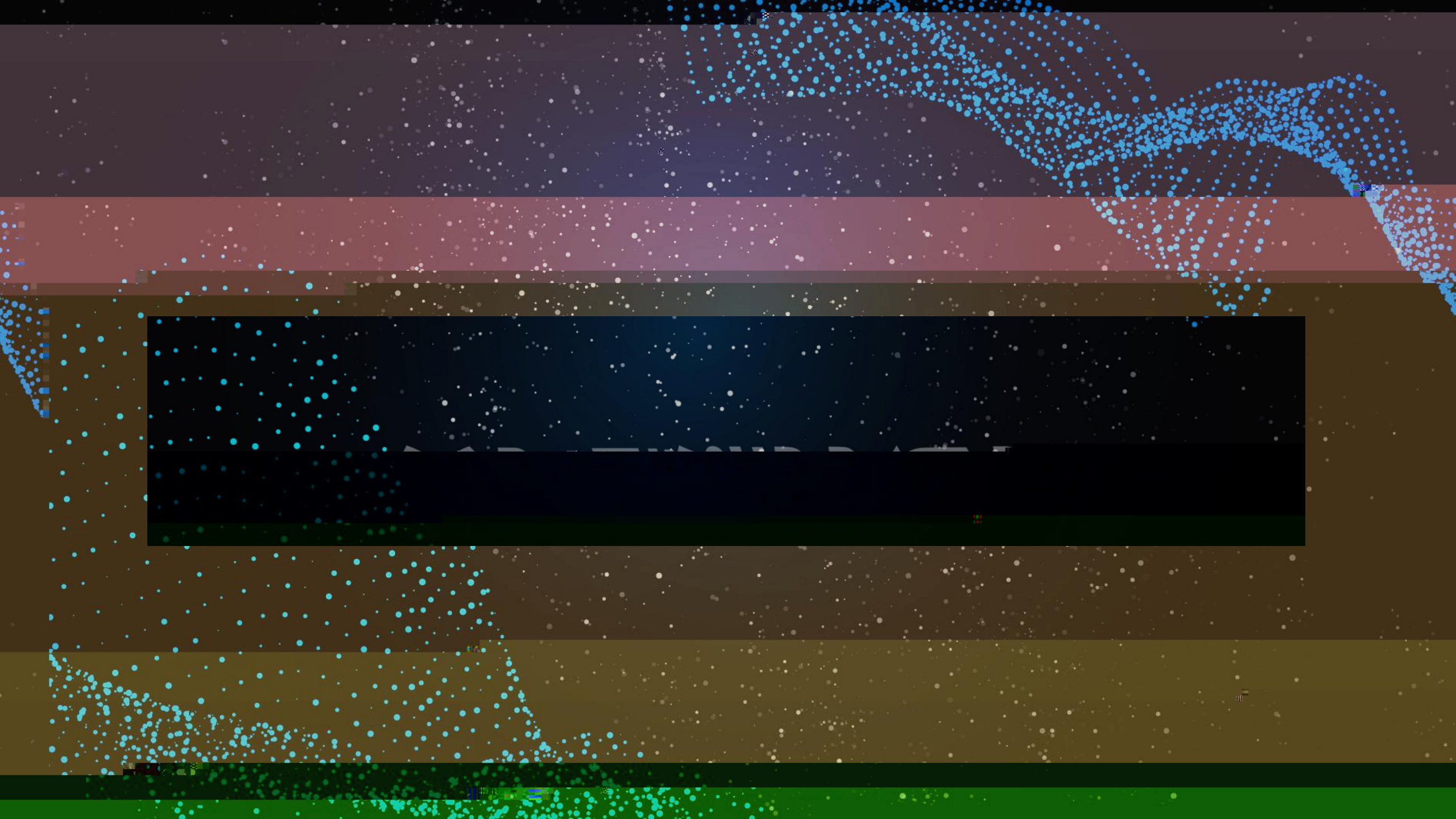




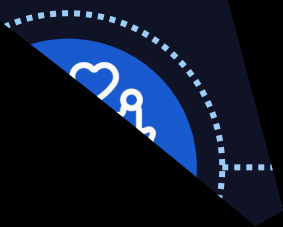
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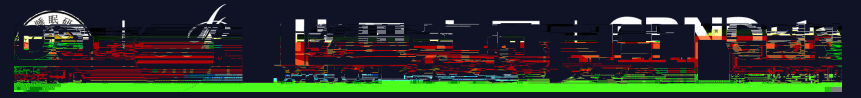






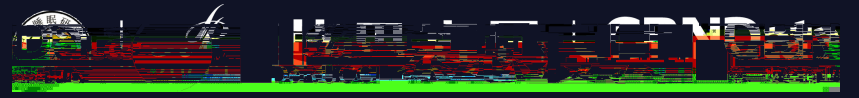
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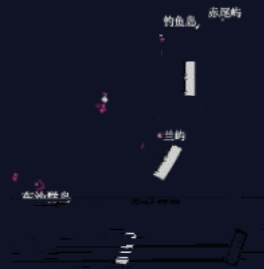
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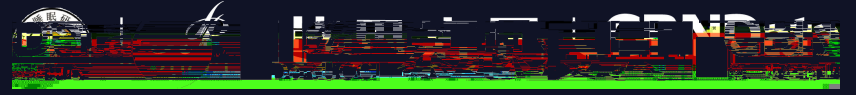
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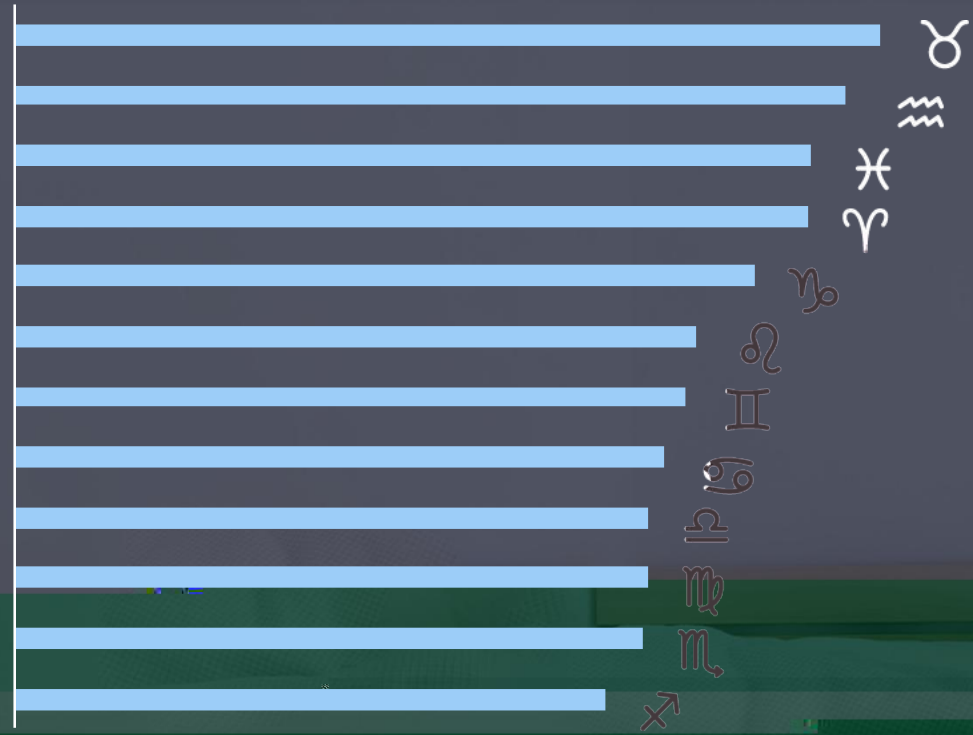


TOP6-10

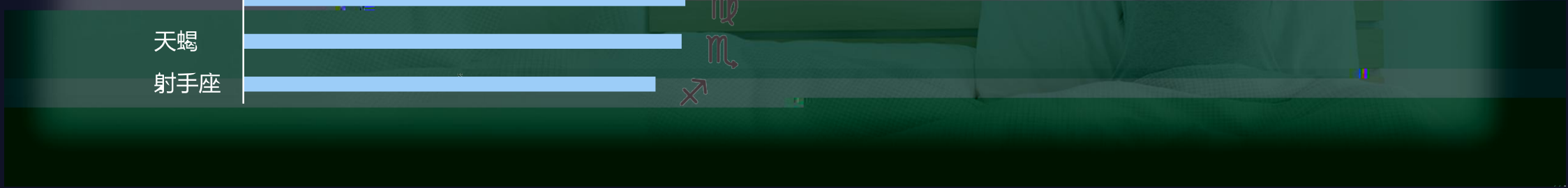
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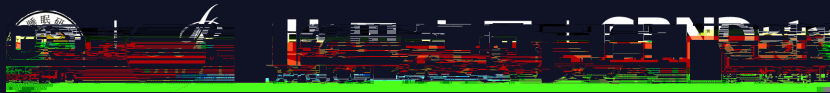


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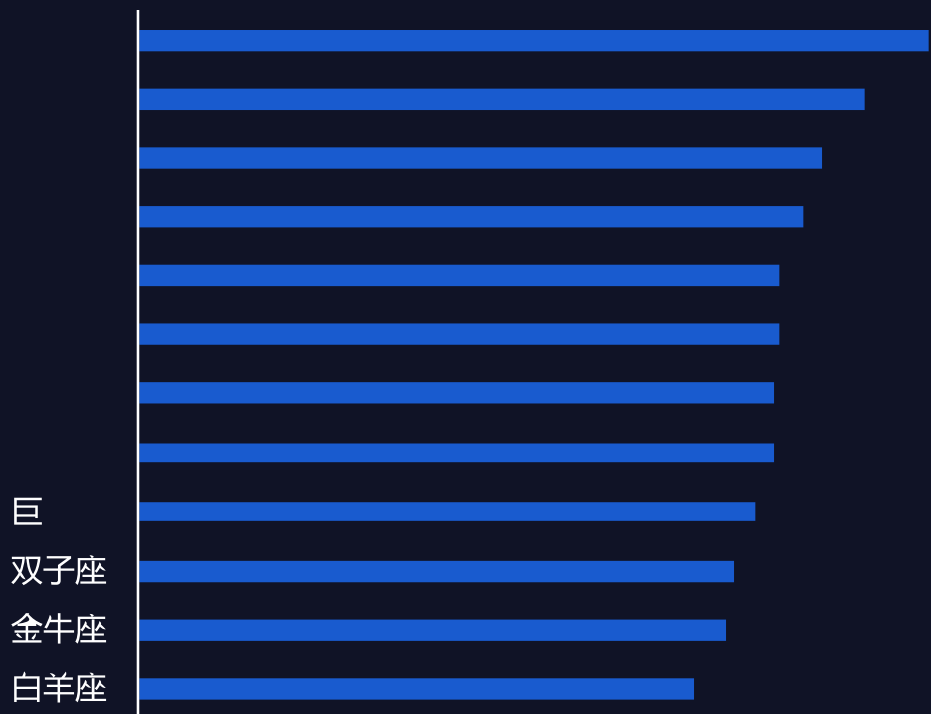


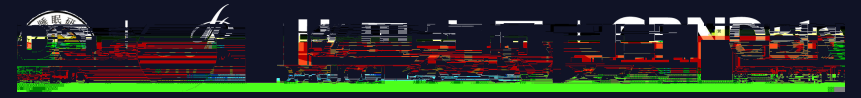
天蠍
射手座

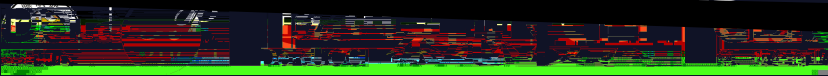




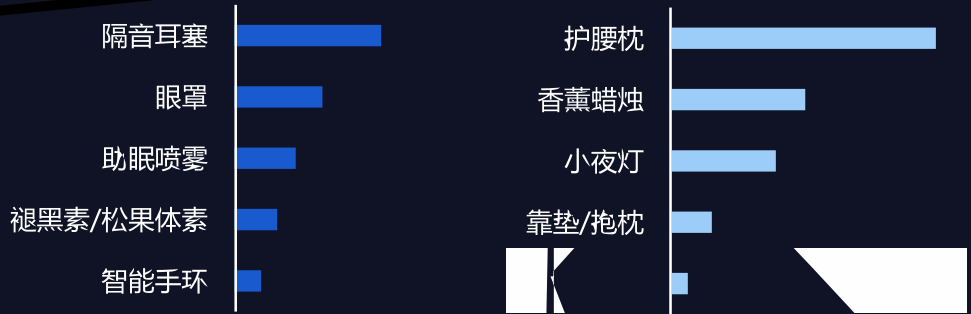
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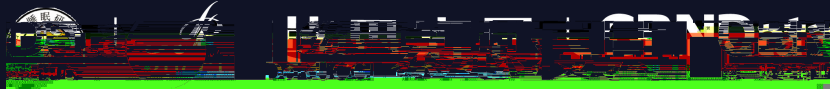




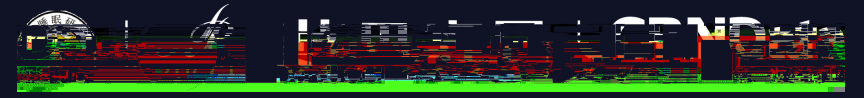


95后助眠产品偏好度





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