

April 2018

儿童产品零售 - China

" 儿童产品零售市场虽然发展良好，但仍高度分散且竞争激烈。竞争重点已从产品品质转向服务品质的提升。家长欲获得有用资讯，因此寻求的服务已衍伸到更多的儿童身心发展及产品适用年龄段等专业建议。他们同时亟需儿童产品零售商提供更多的亲子设备（如游戏室、更衣室、洗手间等），也希望店内配备更多娱乐设施，且提供更多具有教育和健康益处的产品。对于已经深入低线城市甚至农村市场的线上零售商而言，此原则也同样适用。若能让服务品质追上产品品质，零售商势必能在拥挤不堪的市场里占有一席之地。 "

March 2018

Children's Products Retailing - China

"While growing well, the children's products retail market is highly fragmented and competitive. The focus of that competition is now shifting from quality of products, towards more focus on quality of service. Services being sought include more expert advice on child development and product suitability from parents eager to obtain ...

美容零售 - China

"提供定制款产品被视为大势所趋，尤其值得实体店留意。此举可以帮助实体店赢回流失的客户，打造不同于线上渠道的差异优势。除了价格战外，在线渠道还应该利用AR（增强现实）试妆等新科技带来更便捷的购物流程。"

— 金乔颖，研究副总监

February 2018

Beauty Retailing - China

"Providing personalised designed products is perceived as an upcoming trend, and is especially an area needing most attention in bricks-and-mortar stores. This approach can help to win back lapsed offline buyers and differentiate from online offerings. Online channels should explore beyond price competition by incorporating new techniques such as AR ...

节日购物 - China

"节日正在重塑消费者的支出模式，尤其是网络购物节。更强大的消费能力和更丰富的选择提升了消费者对个性化的追求，以及对零售商和品牌的创新要求。对更卓越体验的需求也催生了节日购物与节日娱乐的融合，即所谓的'娱乐式零售'。旅游度假支出也让中国的节庆购物国际化。这在为零售商和品牌带来新机遇的同时也给其制造了挑战。零售商必须取得传统与变革、送礼和自用，以及购物和娱乐、对网络购物节不屑与兴奋间的平衡。"

January 2018

Festival Shopping - China

"Festivals are reshaping consumers' spending patterns, especially online shopping festivals. Greater spending power and choice are driving individualisation among consumers and the need for innovation by retailers and



Retail: Overview - China

brands. Demand for better quality experiences is also driving the convergence of festival shopping with festive entertainment into so-called “retailtainment”. Travel spending ...