

December 2017

汽车售后市场 - China

中国的车主和其驾驶的车辆都步入成熟期——2017年，汽车平均驾驶年限达到3.5年。目前他们喜欢到独立汽修店进行小保养和快速修理。经常进行汽车维保的20多岁的女性车主值得引起更多关注。相比一线城市，二、三线城市车主拥有更多的车辆，他们对汽车维保知识也更感兴趣，因此这一群体尤为重要。

November 2017

Car Aftermarket - China

“Car maintainers in China are maturing, together with their cars – the average length of driving reaches 3.5 years in 2017. They now prefer independent auto shops for minor maintenance and quick repair. Female car owners in their 20s worth being paid more attention to, given their higher maintenance ...

October 2017

Sportswear Retailing - China

“Sportswear retail sales are on the up, but are moving relatively slowly, competing as they do with other fashions, and the attention of consumers in a market limited by a significant number of people never or rarely getting involved in sports. To appeal to more people, including sports enthusiasts, sportswear ...

September 2017

新零售 - China

“阿里巴巴并不满足于仅通过发展线上零售来撼动中国零售市场的格局。阿里巴巴的‘灵魂人物’马云提出了融合线上和线下以打造‘新零售’的理念。‘新零售’并非线上和线下两部分的简单相加。中国消费者的购物方式正发生着翻天覆地的变化。购物成了更广泛意义上的客户服务体验的一部分——无论通过线上还是实体店获得。这一转变将彻底改变消费者、品牌和零售商之间的关系。事实上，这一转变已经开始改变人们的购物期望及其消费方式。”

— 郭马修，亚太研究主任

运动服装零售 - China

这份报告将帮助您发掘机会，了解影响您所处市场的关键因素。我们可以让您即时获取市场分析和建设性意见。报告还将通过提供新颖的观点激发您的思维过程，从而挑战您的常规思维。

Car Purchasing Process - China

“The decision-making process of affluent 25-29-year-old first-time car buyers lasts for less than three months. They are more willing to gather information from social networks and other unauthentic channels like livestreaming apps and second-hand car platforms than other car buyers. But to convince them, brands’ official websites and WeChat accounts ...

August 2017

New Retail - China

“Not content with revolutionising China’s retail market by growing online retail, and Alibaba’s dominant share, Jack Ma is now implementing the merger of online and offline retail into ‘New Retail’. But this ‘New Retail’ is not simply the sum of two parts. What we are beginning to see is an ...

June 2017

便利店 - China

“近几年便利店市场的强劲增长并未缓解日益分化和地区化的竞争态势。尽管线上食品杂货零售的繁荣以及提供‘最后一公里’线上购物解决方案的新业务推动增长，但连锁便利店仍需强化自身的差异优势，以进行有效竞争。消费者希望便利店提供更多样的产品和服务，以及更多的送货上门服务，但他们也希望看到更多本地化和个性化服务。因此，连锁便利店应快速应对消费者不断变化的需求。另外，消费者还偏好非现金支付、更大的店面、更多的店内就餐选择，因此，便利店仍需提供更多的能满足当地社区消费需求的产品和服务。若要提升顾客的忠诚度，便利店还需改善门店的外观和店内氛围，并营造更舒服的环境。便利店可通过这些方式区别于其他竞争对手和提高客户保持率。”

— 郭马修，亚太研究主任

May 2017

Convenience Stores - China

“Strong recent growth in the convenience store market has not yet alleviated the fragmentation and regionalised nature of the competition. The rise of online grocery retailing and new business from providing ‘last mile’ online shopping solutions have helped drive growth, but convenience store chains must increasingly differentiate to effectively compete ...

March 2017

海淘 - China

“尽管增长迅猛，但海淘市场在中国整体在线零售市场中的占比预计不久将触及峰值。更多的外国品牌都进行了本土线上布局，海淘因而对于市场新晋竞争者扩大知名度有

美容零售 - China

“网购的蓬勃发展推动了美容零售市场的增长，并弥补了趋于停滞的线下实体店的销售。担心买到假冒伪劣商品并不会阻碍消费者在线上购买美容产品，甚至高端美容产

着更重大的意义。随着更多的外国品牌挤入市场，零售商和品牌在向购物者进行营销时必须更加锐意创新，借用视频、在线竞赛游戏和特别事件为消费者带来更尽享的体验。同时，由于中国在线购物者经验更丰富、出国旅行增多、对优质客户服务的要求更高，他们也迫使外国品牌和零售商不断推陈出新，以别出心裁的方式让其保持兴奋期待。”

品，因为种类丰富的进口产品价格优势仍然是驱动消费者选择电商渠道的强有力因素。”

Beauty Retailing - China

“Online shopping is supporting the growth of the beauty retailing market and compensating for stagnating offline sales. Concern about product authenticity does not prohibit consumers from looking for products online, even for premium products, because the wide selection of imported products and competitive prices in online stores are still strong ...

February 2017

Haitao Shopping - China

“Despite rapid growth, the Haitao market is expected to peak soon within China’s overall online retail market. More foreign brands are establishing local online presence, while Haitao is more important for market newcomers to make a name for themselves. As more foreign brands crowd the market, retailers and brands have ...