

January 2019

在外现制咖啡 - China

“升级店内环境和丰富咖啡搭配选择是提升在外现制咖啡的整体消费体验，鼓励长期消费的两个方面。具体做法包括但不限于打造适合商务场合的环境，提供能传播咖啡文化的服务和产品，以及推出有益健康或带来享受的咖啡点心套餐。”

On-premise Coffee - China

“Upgrading in-store ambience and enriching coffee pairing selections are two aspects to improve on-premise coffee consumers’ overall consumption experience and encourage sustained consumption. Specific actions include but are not limited to building the best environment for business occasions, services and products that could educate over coffee culture, and healthy or ...

December 2018

茶饮店 - China

“消费者在选择茶饮店饮料时，最看重的是饮料的口味，而且愿意溢价购买采用天然和新鲜成分的饮料。在这一类餐饮服务里，创新活动似乎始终未曾停止过，由此也持续不断带动营收。由于越来越多消费者（包括年轻一代）重视饮料含有的营养价值，茶饮店因此可以把更多种粗粮或传统汉方草本加进饮料里，借此满足消费者对健康饮品和养生的需求。”

— 王皓，助理研究分析师（食品和饮料）

November 2018

Tea Shops - China

“Consumers are mostly taste-led when choosing tea shop drinks, and they would like to pay more for natural and fresh ingredients. The seemingly non-stop innovation activity in this foodservice area has been driving much of the business revenue. As more consumers, including the young generation, pay attention to the nutrition ...

October 2018

菜单洞察 - China

“虽然餐饮服务业市场分散，但是未来将有更严格的法规帮助消除对食品安全的疑虑。消费者虽然有兴趣尝试各国的外国菜，但也开始拒绝过度调味。消费者如何看待食材的营养成分（不论是超级食物还是肉类）可能会直接影响他们的决策。虽然消费者很想要自己决定餐点的甜度或辣度，但他们在面对菜单时还是期待能得到更多的解释和指导。”

Menu Insights - China

“Despite being a fragmented market, stricter regulations are going to help ease food safety concerns. Amid interest in trying different ethnic cuisines, consumers are also beginning to combat over-flavouring. Their perception of nutrition of certain ingredients, be it superfoods or meat, can very much affect their decision-making. Although their desire ...

— 吴丝，研究分析师

September 2018

餐饮外卖服务 - China

"消费者越来越重视方便快捷，中国餐饮外卖市场近年来获得了爆炸式增长。消费者逐渐开始将餐饮外卖看作一种犒赏享受，而不仅仅是为了满足填饱肚子的基本需求，所以该市场仍大有发展潜力。领先平台尽管主导市场，但消费者往往在不同的外卖平台间切换。"

- 陈杨之，高级研究分析师

August 2018

Food Delivery Services - China

"China's food delivery market has enjoyed explosive growth in recent years due to consumers' increasing value on convenience. However, there is still great potential as consumers start to see food delivery as a treat rather than a tool to meet the basic need of satisfying hunger. Regarding usage habits, consumers ..."

June 2018

早餐 - China

"营养和安全是消费者对早餐的两大基本要求。早餐市场的销售额势必将保持增势。推出更便捷省时的早餐将为市场带来更多发展机遇；此外，丰富中国消费者的早餐食品选择，或许也可为品牌带来商机。"

— 李梦，研究副总监，食品与饮料

May 2018

Breakfast Foods - China

"Nutrition and safety are the two basic requirements for consumers when choosing breakfast. While the market value will certainly keep growing, the impetus to drive more business opportunities lies in providing convenience and saving time on preparing breakfast; moreover businesses may have an opportunity of adding more diversity to Chinese ..."

冰淇淋和甜品店 - China

"得益于新品牌和单品店品牌的不断发展，中国冰淇淋和甜品店市场在过去5年内增长稳健。但酸奶冰淇淋等较小众产品仍有市场发展潜力。消费者渴求独特有趣的体验，因此品牌可尝试举办一些互动活动（如DIY体验）来吸引消费者参与。"

— 陈杨之，研究分析师

April 2018

Ice Cream and Dessert Shops - China

“China’s ice cream and dessert shop market has enjoyed robust growth in the last five years, helped by the growth of new and more specialised brands; however, there’s still room for more niche products, such as frozen yogurt. As consumers are craving unique and fun experiences, exploring interactive experiences, such ...

February 2018

休闲快餐店 - China

“中国休闲快餐市场虽然飞速发展，但仍处于初级阶段。现有休闲快餐品牌应重点关注工作日午餐，同时探索其他场合，尤其是工作日晚餐和夜宵场合。此外，市场中尚有更多中式休闲快餐品牌的增长空间，中式餐饮品牌可以通过提供愉悦的餐厅氛围、有趣的用餐体验和高端食材来打造休闲快餐厅。”

— 陈杨之，研究分析师

January 2018

Fast Casual Restaurants - China

“Although growing dramatically, China’s fast casual market is still in a stage of infancy. Existing fast casual brands should focus on workday lunch as well as explore other occasions, especially workday dinner and late-night meal. There is also opportunity in the market for more Chinese-style fast casual brands providing inviting ...