January 2019

家居零售 - China

“中国消费者装饰和升级自家居用品的意愿变得更高。他们更舍得花钱，也想在产品功能和风格间寻求平衡点。对家居用品市场的需求将会从装修新家转变成升级“旧”家。零售商/品牌若要赢得更多市场份额，关键在于它们能否采取简化分销流程、增添产品功能、将业务多层化等策略。”

– 陈泓月，高级分析师

Home Retailing - China

“Consumers in China are more willing to decorate and upgrade their home. They have become more generous on budget and are seeking a balance of functions and styles. The demands of the home retail market will shift from renovating new housing property to upgrading ‘old’ ones. It will be crucial ...

December 2018

食品杂货零售 - China

“尽管购买食品杂货属于消费者的基本需求，但消费者的习惯正发生改变。食品杂货购物场合将更加多元化，消费者也日趋成熟挑剔。未来的市场竞争将不再聚焦提供适合所有消费者需求的产品，或者在规模上发力，而是将围绕定位个体细分市场，力争成为‘小市场的大品牌’。”

Grocery Retailing - China

“As fundamental as their needs for grocery goods are, grocery shoppers’ habits are changing. Grocery shopping occasions will become more diverse, and consumers are becoming sophisticated and demanding. Rather than being all things for all people and competing with scale, future competition will be about identifying individual market segments and ...

November 2018

运动服装零售 - China

“缺乏参与体育运动的兴趣曾拖缓运动服装市场的发展，但消费者日益注重践行健康的生活方式有望带动市场持续增长。面对更多的时尚和零售商品牌进入市场，专业品牌需要强化其功能优势。”

– 黄一鹤，研究分析师

October 2018

Sportswear Retailing - China

"A lack of interest in sports participation used to drag the sportswear market, but consumers’ increased attention to adopting a healthy lifestyle is expected to bring the market continuous growth. Facing more fashion and retailers’ brands entering the market, specialised brands need to reinforce their strength on functionality."

- Yihe Huang ...

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