

## August 2023

## 消费意愿 —— 上半年 - China

“疫情防控措施放开后，中国经济发展正在恢复，但仍面临压力和挑战。消费者的财务状况保持稳定，且消费信心也有所上涨。谨慎的消费心态仍将在2023年继续。报复性消费将集中于能够以小额支出收获即时快乐的领域，如旅游、线下休闲活动以及餐饮品类。”

——张鹏俊，高级研究分析师

## July 2023

Consumer Spending Sentiment -  
1H - China

“China's economic development is recovering after the relaxation of COVID-19, but is still facing pressure and challenges. Consumers' financial situation remained stable, and consumer confidence also picked up. The cautious consumption mentality will still be maintained in 2023. Revenge spending will be concentrated in sectors that can bring instant happiness ...

## 便利店 - China

“便利店是即使在疫情期间也表现良好的少数线下渠道之一。过去5年里，便利店数量增加了一倍以上，尤其是在低线城市。主要的国内品牌以及日系便利店品牌之间的差距正在缩小。除了差异化选品以外，自有品牌和会员策略在实现差异化和提高客户忠诚度方面也发挥着重要作用。在大多数中国消费者的认知中，便利店不再局限于应急购物，它们也能提供实用的社区服务以及有趣的购物体验。增加本土特色和IP（知识产权）联名也有助于通过店内互动和社交媒体宣传提高品牌知名度。”

— 张泽龙，高级研究分析师

## June 2023

## Convenience Stores - China

“Convenience stores are one of the few offline channels that performed well even in the pandemic period. Store numbers have more than doubled in the last five years, especially in lower tier cities. Gaps between major domestic and Japanese brands are narrowing down. Besides unique products, private labels and membership ...