December 2015

超市和大卖场 - China

“超市和大卖场市场向小规模的社区超市转型，与此同时，在线日用品网购日趋盛行，使用人数剧增。零售商必须与时俱进，调整商业模式以应对市场变化，同时整合线上、线下渠道，以更好地适应消费者不断变化的购物习惯。市场变化是品牌进入全新区域市场（如低线级市场）的契机。伴随着自有品牌逐渐获得消费者的认可，研发更多自有品牌产品是大势所趋。”

November 2015

Supermarkets and Hypermarkets - China

“The supermarket and hypermarket sector is trending more towards smaller, community supermarkets at the same time that online grocery shopping is seeing rapid growth and strong consumer uptake. Retailers must significantly adjust their business models to adapt to these changes, and integrate both physical store and online channels better suited ...

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