February 2020

食品杂货零售 - China

“食品杂货零售市场已准备好向高端化迈进。生鲜食品稳居关注焦点，吸引孩子的注意力则可以作为龙头企业的差异点。线上线下整合零售地位稳定，直面消费者模式这种对生鲜食品零售的新鲜方式预计对该市场将有所影响。”

– 施洋，研究分析师

January 2020

新零售 - China

“当今中国消费者习惯在网上购买大多数消费品，但对于消费者所知不多、需要导购的品类，实体店仍然必不可少。中国正处在发展新技术及创新零售特征的前沿，线上渠道仍会在产品分配、产品发现和开发消费者忠实度方面越来越重要。而且，中国消费者对这些新的全渠道创新销售模式尤其能迅捷响应，并迅速发展出新的使用习惯。同时，中国城市居民对品牌和零售商要求更多。低线级城市的消费者需要品牌产品和即时配送，而一线城市的消费者则需要无缝体验和全球品牌。”

– 夏月，研究分析师

时尚零售 - China

“中国城市居民正迅速演变为具备时尚意识的消费者，他们希望自己穿着得体并展现个性，包括穿运动服装的时候。尽管其已流行数年，运动休闲风潮预计在近几年内不会衰退。同时，如今的消费者对时尚的期待值也全方位提升，包括从质量、风格搭配到品牌价值和品牌信息。英敏特也已经注意到，线上购物平台正从购买渠道转型为综合性的时尚来源。其已成为供消费者收集时尚信息、寻找时尚灵感、阅读评论和最终购买的一站式场所。”

New Retail - China

“Today’s Chinese consumers are used to shopping online for most consumer goods, yet physical venues remain vital for categories where consumers don’t have much knowledge and need guidance. China is on the cutting edge of developing new technologies and innovative retailing features, and the online channel will continue to become ...

December 2019

Grocery Retailing - China

“The grocery retailing market is ready for premiumization. While fresh produce remains a central focus, grabbing children’s attention could be a point of differentiation among the top players. O2O retailers are here to stay and the direct-to-consumer model’s exciting approach towards fresh food retailing is expected to make an impact ...

小家电 - China

“智能家电仅仅是开始。未来5年，健康和好看的产品外观设计是品牌和公司需要投入的战略性考虑因素。为了保持快速增长，这一行业的每位决策者都应考虑如何让年轻男性认识到他们未得到满足的需求。

– 施洋，研究分析师

Small Home Appliances - China

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"Smart home appliances are only the beginning. Health and good product appearance design will be strategic considerations for brands and companies to invest in over the next five years. In order to maintain rapid growth, educating younger males about their unmet needs should be on the table for every executive ...

November 2019

Fashion Retailing - China

"Chinese urbanities are quickly evolving into fashion-conscious consumers that want to look well-dressed and express their individuality, including when they are in sportswear. The athleisure trend is not expected to die down in the near future, although it has been on trend for years. Meanwhile, consumers now also have higher ...

大家电 - China

"大家电市场应该满足不同消费群体的需求。我们期待看到更多家电瞄准小家庭。年轻未婚的消费者看重可以一手操控大家电的能力，而年长消费者更关心实用性和自动化。智能家电是一大趋势，但消费者通过营销宣传对智能化形成的期待与其希望大家电具备的日常功能之间存在巨大差异。"

– 施洋，研究分析师

Large Home Appliances - China

"The large home appliance market should cater to the needs of different consumer groups. We expect to see more household appliances targeting small families. Young, single consumers value the ability to control large household appliances from the palm of their hands, while older consumers are more concerned about practicality and ...

October 2019

家居饰品 - China

"对于中国消费者来说，家已不仅仅是容身之所，大部分消费者都认识到，恰如其分的装饰能够营造放松舒适的居家氛围，并能改善居住环境。因此，如今的中国消费者更愿意花钱为居住空间增添个性化元素，90后尤其如此。然而，在家居饰品的选购方面，实用功能和性价比仍然排在首要位置。这并不意味着设计和款式无关紧要。事实上，中国消费者感到将装饰品与家具等大件家居产品相搭配很困难。因此，家居饰品品牌可以考虑推出风格款式咨询服务，给消费者提供指导并鼓励他们购买整套风格，从而促进更多销售。"

– 夏月，研究分析师

Home Accessories - China

"Home has become a place more than just a roof overhead to Chinese consumers and the majority have acknowledged that proper decoration can create relaxing ambience and enhance the living condition. Therefore, Chinese consumers now are more willing to invest in adding a personal twist to their living space, and ...

September 2019

创新零售形式 - China

Innovative Retailing - China

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“只有时刻谨记消费者的需求，零售行业的科技应用才能获得蓬勃发展。消费者渴望有趣刺激的体验，希望购买决策尽可能简单方便。快闪店是公司提高销售业绩、加强营销能力的有效工具。如果迷你KTV、自动售货机、“幸运盒子/福袋”和迷你健身仓可以识别消费者细分群体，如已婚已育群体和二、三线城市居民，这些就能成为行之有效的零售形式。除了重点关注社区人口统计数据和购物习惯，无人商店也应该始终将传统便利店视为主要竞争对手；无人商店的科技应用也可以在有效解决消费者问题上进一步加强。"

便利店 - China

“即使实体零售正面临重重挑战，便利店行业仍保持着两位数强劲增长，这得益于中国消费者对省时、可及性与即时满足性的追求。便利店的即食食品和现制饮料因其能提供快捷又实惠的正餐与下午茶选择，赢得了中国消费者的倾心。便利店品牌可探索新的可能性，将自身定位为城市中闲适的第三空间，更好地服务于当地社区和繁忙的上班族。”

– 赵鑫宇，初级研究分析师

August 2019

对奢侈品的态度 - China

“随着中国奢侈品市场走向成熟，中国消费者正寻求借助奢侈品牌树立个人形象，展现独特个性并更好地反应自身性格。向前看，奢侈时尚品牌将需要采取策略，用鲜明的品牌形象、更好的产品种类和更多定制化选择捕获正在崛起的年轻奢侈品消费者的心。进一步，投资全渠道对于奢侈品牌而言仍然重要，尤其是在这方面落后的硬奢侈品牌。”

– 夏月，研究分析师

July 2019

Convenience Stores - China

“The convenience store sector has maintained vibrant double-digit growth, even at a challenging time for brick-and-mortar retail, thanks to consumers’ continuous pursuit of time efficiency, availability, and instant fulfilment. Ready meals and freshly made beverages in c-stores are winning over Chinese consumers as they provide a quick and economical option ...

“The application of technology in retail can only prosper when consumers’ needs are kept in mind. Consumers crave entertaining and exciting experiences and want to make their purchasing decisions as convenient as possible. Pop-up stores are an effective tool to strengthen companies’ sales and marketing capabilities. Mini karaoke booths, vending ...

June 2019

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文创产品零售 - China

“只有想不到，没有做不到。随着中国消费者在休闲时间寻求智识挑战和娱乐，文创产品零售蕴藏大量潜力和机会。传统零售的边界正在消失，文创场所提供了轻松而又具娱乐性的文化、艺术和购物空间。媒体和娱乐的繁荣发展给产品授权打开了大门。然而，文创产业必须考虑如何让文化娱乐IP衍生品和中国消费者建立情感联系。”

– 王志渊，品类总监，中国

May 2019

Cultural and Creative Products Retailing - China

“The only limit is your imagination. In cultural and creative product retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time. The boundary of traditional retailing is vanishing as cultural and creative venues are providing relaxing and entertaining spaces ...

February 2019

社交电商 - China

“2018年对社交电商是光辉成功的一年，频频登上头条的拼多多和蘑菇街成功上市。主要企业继续寻求品类、渠道以及促销形式的扩张。另一方面，消费者对在社交电商平台参与各种活动表现出极大热情。消费者乐享便宜的价格、全面的产品信息以及亲人朋友的推荐，而个人卖家或分销商也因自己的线上事业获得成就归属感和认可。与此同时，男性和年长消费者的购物欲已通过社交裂变、短视频、直播和其他精彩新颖的媒体得以挖掘，这些消费者被传统电商经营者忽略已久。”

– 吴丝，研究分析师

Social Commerce - China

“2018 was a banner year for social commerce with the public listing of headline-grabbers Pinduoduo and Mogujie. Major players continue to seek expansion of categories, distribution as well as promotion formats. Consumers on the other hand show great enthusiasm in engaging in all sorts of activities through social commerce platforms ...

January 1970

Attitudes towards Luxury - China

“With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality. Going forward, luxury fashion houses will need to have

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strategies in place to capture the rising younger luxury consumers with ...

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