

## July 2023

## 烘焙店 - China

“烘焙产品的购买渠道愈发多元化，对领先烘焙店的市场份额构成挑战。此外，跨入烘焙产品领域的咖啡店和茶饮店也对烘焙店带来威胁。因此，线下门店可推出更多饮料选择以模糊界限，进而提升客流量。西式烘焙店可推介更多小众的异国烘焙产品，在节庆期间切入消费者犒赏自己的“自我时光”场景，而中式烘焙店可深入探索本地原料或革新传统产品，而非盲目推出同质化产品。”

## 快餐店 - China

“快餐店行业预计将保持增长，且面临更加激烈的竞争。全服务餐厅和路边小摊对快餐企业构成了额外挑战。各品牌必须保持其便利性优势，密切关注品类延伸和产品优化机遇，并通过更加人性化的营销来吸引年轻人。”

— 顾一凡，研究副总监

## June 2023

## Quick Service Restaurants - China

“The industry of quick service restaurants is expected to keep growing with even fiercer competition. Full service restaurants and street booths are additional competitors for businesses. Brands must maintain their competitive edge in convenience, keep an eye out for chances to extend and premiumise their offerings, and secure the mindshare ...

## Bakery Houses - China

“The purchase channels for bakery products are being diversified which challenges the share of bakery houses, with threats brought by coffee and tea houses crossing the boundary. Therefore more drink options could be offered in offline outlets to blur the line and win back consumers' visitation. Meanwhile, Western-style store could ...

## May 2023

## 菜单洞察——茶饮店 - China

茶饮店目前仍保持快速增长态势，不过品牌应该开始着力于培养消费者忠诚度，而非追求快速增长。融入传统和当地特色，可以更好地传递品牌价值。品牌可以通过不同的茶底和奶底来实现差异化。同时，彰显自我的元素对于留住Z世代消费者至关重要。

## April 2023

## Menu Insights - Tea Houses - China

“We still see fast growth in tea houses, however, brands should start to pursue consumer loyalty rather than rapid growth. Brand value can be better delivered by incorporating traditional and local touches. Differentiation can be established through different tea bases and milk bases. At the same time, self-expressive elements are ...