

January 2014

汽车购买过程 - China

2013年上半年，中国新车销量达1,070万台，同比增长12.3%。迄今为止，2013年下半年呈现出相同速度的增长，有望实现2,100万辆的销量以及10%以上的年增长率，远超过去两年。

鞋类零售 - China

中国鞋类零售市场竞争越来越激烈，意味着零售商必须作出快速反应以迎合消费者日益多元化的鞋类需求。随着国内零售商的覆盖范围越来越广，渗透到更多单店平均营业额较低的二、三线城市，它们在未来必须着重提高消费者的购物频率，以避免销售额和市场份额增长的停滞不前。

November 2013

Car Purchasing Process - China

"Despite encouraging signs for 2013, in terms of new car sales growth, difficulties such as high inventory levels still persist, and the China car market is still facing a very complex developing environment. That said, China remains one of the most exciting car markets in terms of volume growth, which ...

September 2013

Footwear Retailing - China

"The increasingly competitive footwear retail market in China means retailers need to adapt quickly to diversifying consumer footwear needs. As retailers expand their coverage across more of China and into more lower tier cities, where average store turnover tends to be lower, they must focus on raising frequency of shopping ...

August 2013

超市和大卖场 - China

由于中国经济增长逐步放缓，而且随着人均收入水平迅速增长拉动了消费力的提升，消费者变得越来越挑剔，所以，超市和大卖场零售商不得不加倍努力，以满足消费者对服务质量和便利性不断攀升的期望值。在中国，在将其覆盖面拓展至新区域的同时，超市和大卖场零售商还面临着在较发达地区日益激烈的市场竞争中脱颖而出的压力。与此同时，随着大型网上超市零售商的迅速崛起为现代杂货连锁企业在网购领域的发展和创新施加了进一步的压力，在线零售的增长已在该行业引发了新一轮的竞争挑战。

June 2013

Supermarkets and Hypermarkets - China

“In order to remain competitive, supermarket and hypermarket chains are developing new store formats to suit differing local market needs, and are adapting their product and service offerings to differentiate themselves from their competitors.”

Beauty Retailers - China

“Growth in beauty retailer sales is being driven mainly by people's growing demand for beauty cosmetics and increasing consumer spending power. The rapid growth of the Chinese middle class has driven growth of the cosmetics retail market. Urbanisation, a prosperous commercial real estate industry, market segmentation and multi-channel growth models ...

May 2013

Online Retailing - China

“Online retailing has recently become the fastest growing channel within the retail market in China. Because it is growing so fast, with so many new entrants coming into the market all the time, it is still in a highly dynamic stage of development and will continue to see a great ...

美容零售 - China

在2007-2012年间，中国美容品零售渠道的年均复合增长率（CAGR）达到14.5%，从2007年的336亿元增长到2011年的将近600亿元，2012年预计将会达到660亿元。就需求方面而言，在生活水平提高、东西方文化融合和形象日益重要的影响下，人们对美容化妆品的需求增长和消费能力增长是美容品零售渠道销售额逐年增长的主要推动力。

April 2013

汽车零售 - China

“汽车产业作为国民经济的支柱产业之一，对我国经济发展起着举足轻重的作用。然而，汽车消费刺激政策的退市和连续两年汽车总销量低速增长是否就意味着车市发展的黄金时代已经结束？这是一个政府、生产厂商、经销商和消费者都在思考和担心的问题。”

在线零售 - China

中国近来在线零售的快速增长已经开始从根本上重塑了中国的整个零售市场，并深远地影响了所有零售商业规划的策略方式。这同时也改变了产品制造商、服务供应商以及品牌与消费者互动的方式，推动了“最好”进行在线零售向“必须”进行在线零售的迅速转型。

Car Retailing - China

“The automotive industry is one of the pillar industries of the national economy, and plays a pivotal role in China's economic development. However, with the withdrawal of an auto consumption stimulus plan and slow growth in total car sales for two consecutive years, is the automobile market's golden age ...

百货公司 - China

中国的百货公司不仅在国家近来经济飞速发展的大背景下得以存活，而且很多还蓬勃发展，其中不乏一些连锁百货公司。但它们却日益需要与其他零售模式竞争其占有的市场空间，比如专卖店、大卖场、超市以及越来越多的新兴一站式目的地购物中心和零售园区。这使得百货公司面临

越来越严峻的竞争格局，并且更难以维持其对消费者的吸引力度。

February 2013

Department Stores - China

“Department stores in China have not only survived within the context of the country’s recent rapid economic development, but many have flourished, including several department store chains. Yet the market space they fill increasingly has to compete with other retail formats, such as specialist chains, hypermarkets and supermarkets, and growing ...