

**December 2015****超市和大卖场 - China**

“超市和大卖场市场向小规模社区超市转型，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 ...

**October 2015****母婴产品零售 - China**

“母婴产品零售市场增速惊人，尤其是线上渠道，但是与消费者积极互动构建信任仍是必须。消费者需要质量更好、性价比更高、咨询和培训更专业的产品和服务。这意味着，零售商不仅需要担负诚信服务保证人，而且还要肩负高质产品提供商的角色。这也是零售商扩大市场，包括深入低线城市的重要前提。”

**September 2015****Mother and Baby Products  
Retailing - China**

“The mother and baby products retail market has not only grown quickly, but it has also quickly moved online. However, it is a market where trust in quality and advice are crucial. Consumers need to be convinced of product quality in-store before they go on to buy online.

**August 2015**

## 零售：从线上到线下 - China

“虽然在线零售增长迅速，但在线零售商仍然苦于利润微薄，该商业模式需要更多的附加价值。零售商可将线上零售优势和线下购物体验结合到多渠道模式中来实现这一目标。在瞬息万变的消费者需求面前，商家可以更好地迎合消费者对更优质产品和服务的需求，并以此使零售商和消费者同时受益。”

### July 2015

#### Online to Offline Retailing - China

“The online retail market in China has grown very rapidly, and has caught many retailers off guard. Yet the online retail market still struggles to be profitable, and continues to be regarded as a means to get cheap products.

### June 2015

#### 购物中心 - China

“快速增长的在线零售业迫使购物中心提供更广泛的零售和非零售门店、方便的内部交通导航动线，以及打造更具吸引力的购物体验。

### May 2015

#### Shopping Malls - China

“Shopping malls need to offer wider ranges of retail and non-retail outlets, including the familiar outlets people expect them to provide, and the excitement of new and niche products, brands and services. But they must also become easier to navigate and offer a more appealing shopping experience. Increasingly they need ...

#### 便利店 - China

“尽管城市消费者在便利店购物的现象无处不在，但连锁店需要不断‘升级’产品、服务和店面，以满足不同消费者和社区个性化的需求。随着竞争在发达城市日益加剧，竞争模式日新月异，创造适合当地需求的商业模式的重要性与日俱增。

### April 2015

#### Convenience Stores - China

“While shopping from convenience stores is almost universal among urban consumers, there is an increasing need for chains to adapt their products, services and stores to suit the individual needs of different customers and communities. As competition

#### 美容零售 - China

“随着O2O模式兴起,中国美容产品零售市场的供应端和需求端都在快速发展。

供应端方面,科技巨头深入零售市场,大型美容连锁店在低线城市扩张。需求端方面,消费者出现了社交购物行为,对促销活动,对新技术充满兴趣。为了更全面的覆盖市场,线



## Retail: Overview - China

heats up in developed cities, and expands into new ones, developing business models ...

上和线下渠道的整合已成必然。同时,美容品牌需要整合社交网络、品牌建设和购物从而提供一体化的体验。”

— 陈文文,高级研究分析师

**March 2015**

### Beauty Retailing - China

“The China beauty retailing market is evolving fast with both supply and demand side driven by the online-to-offline movement.