

## July 2014

## 在线零售 - China

“短短几年内，中国在线零售市场从无到有以惊人的速度增长，并且仍有许多行业继续高速发展。C2C网站为主导的格局迅速向B2C网站转化，但消费者依然是在线零售行业的利益相关方。移动在线零售也异军突起，几乎成为人们日常生活的一部分。

实体零售商所受的冲击仍在扩大，背腹受敌，被迫接受来自传统同行和在线零售商的挑战。然而，互联网使涉足电子商务的传统零售商迎来发展机会，同时单纯的互联网零售商依然难以扭亏为盈。

网购行为包括移动购物已为人们所接受，并成为日常生活的一部分，因而为（单纯互联网和实体）零售商带来新的机遇，以便更强势的渗透至低线城市。由于许多在线零售商依然尚未盈利，他们需要开始提供更多附加价值的服务。还有许多企业正在寻求合作机会，单纯互联网公司和实体零售商相互合作开展线上到线下的商务模式成为一股不断壮大的潮流。”

— 郭马修（亚太研究主任）

## 超市和大卖场 - China

“连锁超市在较发达的城市面临激烈竞争，目前还要应对网上杂货零售快速增长所带来的竞争。这就在各零售商之间创造了更大的创新需求。为了满足高线城市的不同本地市场需求，新业态不断涌现，同时连锁店也逐渐渗透到低线城市。

— 郭马修（亚太研究主任）

## June 2014

## Online Retailing - China

“China’s online retail market has achieved phenomenal growth from nothing in only a few years, and many sectors continue to pursue very rapid growth. There continues to be a strong shift away from the dominance of C2C towards B2C vendors, but many consumers also remain stakeholders in the online retail ...

## 女装零售 - China

“中国的女装零售市场自2008年起稳步增长，这主要归功于中国消费者平均收入和人均消费能力的持续提高、零售连锁店的迅速扩张和在线零售的快速发展。尤其是在线零售，为该市场带来了极大的增长动力，但是由于其折扣幅度更大，也给零售商带来价格压力；同时，运营店铺的成本上升，这也挤压了公司的利润空间。”

— 郭马修（亚太研究主任）

## May 2014

## Supermarkets and Hypermarkets - China

“Already facing strong competition in the more developed urban markets, supermarket and hypermarket chains are now also facing competition from the rapid growth of online grocery retail. This is creating a greater need for innovation among retailers. New store formats are emerging to meet different local market needs in higher ...

April 2014

### Womenswear Retailing - China

“Consumers are becoming more sophisticated and individualistic, which is forcing retailers to adapt to an increasingly diverse consumer market. This is creating opportunities for the development of more sub-brands aimed at different consumer lifestyles, life stage and price points. Adapting to new market conditions will become even more important as ...