January 2020

现饮渠道的咖啡消费 - China

“消费者认为，想要制作一杯理想的咖啡，来自知名产地或知名品种的咖啡豆必不可少。除了仅仅宣传产地或品种名称，商家还可以介绍来自某些知名咖啡产区的咖啡豆所具有的独一无二的本质属性。此外，咖啡店可以开发含咖啡提取物的零食或甜品，以及推出自有品牌的即饮咖啡，以迎合更多场合，如在途饮用、餐后或下午茶点心等。”

December 2019

On-premise Coffee Consumption - China

“Consumers consider that coffee beans from a famous region/category are essential for making an ideal coffee. Besides simply saying the region/category name, businesses could introduce the coffee beans’ unique intrinsic features from certain famous coffee regions. Moreover, coffee houses could develop snacks/desserts made of coffee extract and ...

消费者就餐习惯 - China

“高档餐厅，不包括火锅店，正在缓慢增长，甚至负增长。为了吸引消费者光顾，商家可以考虑增加好评度，以及文化元素。此外，20-29岁的消费者更有可能升级其用餐体验，更为看重服务。因此，对于高档餐厅来说，提供周到的服务也是至关重要的。”

- 王皓，研究分析师

November 2019

Consumer Dining Habits - China

“Premium restaurants, excluding hotpot restaurants, are experiencing a slow or even negative growth. In order to attract consumers to visit, businesses could consider increasing good reviews and attaching cultural elements. Moreover, 20-29s who are more likely to upgrade their dining experience, value service more, so providing thoughtful service is essential ...

October 2019

菜单洞察 - China

“消费者仍愿意外出就餐，但消费者叫外卖的频率受到快速发展的预加工食品市场的影响，也受到消费者使用鲜食App的影响。川菜仍赢得大多数消费者的倾心，但粤菜赢得了高端市场。在西式菜式中，牛排、披萨和汉堡主导着市场。对于人气较低的西式菜式，商家可通过将菜品打造为明星主打产品，以赢得更多市场份额。”

– 王皓，研究分析师

Menu Insights - China

“Consumers are still willing to dine out, while the frequency of ordering food delivery is affected by the fast growing ready meal market and Fresh app usage. Sichuan cuisine still wins the majority, but Cantonese cuisine has taken the premium market. In Western dishes, steak, pizza and burger dominant the ...

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July 2019

烘焙店 - China

“烘焙店市场近年来呈两位数增长，主要源于强烈消费升级意愿的推动。如今的烘焙店不再仅仅售卖食物，还在消费者的社交生活中扮演更为重要的角色。另一方面，低卡面包等更健康的烘焙产品大有潜力。享受型消费也让蛋糕成为最受喜爱的烘焙品类。软欧包等烘焙产品可以在健康和美味之间取得平衡，这些产品将成为备受青睐的创新方向。”

– 吴丝，研究分析师

June 2019

Bakery Houses - China

“The bakery house market has registered double-digit growth in recent years, mostly driven by strong willingness for consumption upgrade. Today’s bakery houses are no longer just food providers, but are assuming a greater role in consumers’ social lives. On the one hand, there is potential for healthier bakery products such ...

冰淇淋和甜品店 - China

“犒劳是甜品消费的主要动因之一，而且比起冰淇淋高频用户，更多冰淇淋低频用户在吃冰淇淋时是为了犒劳自己。随着健康意识的增强，消费者把犒劳和健康看得一样重要，因此用更多纯天然原料和添加更多营养成分成为了最受青睐的溢价因素。除此之外，消费者对店内环境也有更高的期许。”

– 王皓，初级研究分析师

May 2019

Ice Cream and Dessert Shops - China

“Indulgence is one of the main reasons for dessert consumption, and even more ice cream light users eat the product with this purpose in mind than heavy users. With rising health consciousness, consumers value both indulgence and health, so using more natural ingredients and adding more nutrition have become the ...

西式快餐- 中国 - China

“消费者担心经常食用高卡路里、油腻的西式快餐会带来健康问题。西式快餐企业可以推出健康饮料，如益生菌饮料、非浓缩果汁饮料和冲泡茶饮来缓解这一问题。除了健康饮料，消费者也对轻食抱有很高期待，但轻食还有很长的路要走。如果商家想要在这一方面有所发展，可以考虑在家庭聚会场景中推出轻食。”

– 王皓，初级研究分析师

April 2019

Western-style Fast Food - China

“Consumers are concerned that having high-calorie and greasy Western-style fast food very often could cause health issues. Western-style fast food businesses could start to introduce healthy drinks, such as probiotic drinks, NFC drinks and infusion teas to mitigate the

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problems. Besides healthy drinks, consumers also show a high expectation of ...

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