

## February 2013

### 茶馆与咖啡馆 - China

直到二十世纪九十年代后期，咖啡连锁店才真正在中国开始出现，其门店数量在此之后迅速扩张。与此同时，茶馆业却在塑造成功的、有组织品牌特许经营连锁形式的探索中举步维艰。相同的是，这两个行业都在争夺喜爱高品质咖啡馆和茶馆文化的高端城市消费者的竞争中陷入了僵局。

### 对待中式快餐的态度 - China

中国中式快餐店的市值占整个快餐行业的87.84%，其份额远超洋快餐。通过标准化和特许经营模式、主要品牌的多元化经营以及产品创新，将有更多中式快餐连锁店进入该市场与洋快餐店竞争，促进市场继续发展。中式快餐店的主要挑战来自西餐的一致性和上等品质。

## January 2013

### 对于全方位服务餐馆的态度和其消费情况 - China

中国全服务餐馆业增长减缓，成本日益上涨，迫使众多餐馆努力寻求自己的特色。虽然中国大陆消费者日益增长的购买力意味着机会相应增多，却同时也意味着顾客对全国各地餐馆所提供的食物的口味、质量与卫生的标准越来越挑剔。

## December 2012

### Attitudes Towards and Usage of Full-Service Restaurants - China

“Slowing growth in China’s full-service restaurant industry overall and rising costs are putting greater pressure on restaurants to differentiate themselves. Meanwhile, although increasing consumer spending power on the Mainland implies growth opportunities, it also means greater customer discernment in terms of taste, quality, and hygiene standards of restaurants throughout the ...

## October 2012

### Teahouses and Coffeehouses - China

“Café chains only really began to appear in China in the late 1990s, and have grown very rapidly in number since, while the tea house sector has struggled to find a response in terms of a successful organised, branded, franchised chain. Yet both sectors remain locked in competition for the ...

**September 2012****Attitudes towards Food Safety -  
China**

"As China's food scares crisis persists, companies continue to seek effective strategies to ensure that their products do no harm. However, a food scare is a many-headed hydra – farmers, logistics suppliers, food manufacturers, packagers and retailers are all weak points in a very weak chain. Meanwhile, the central government ...

**August 2012****Attitudes Towards and Usage of  
Domestic Fast Food - China**

"China's domestic fast food restaurants (DFFRs) is worth 87.84% of the overall fast food sector by value, far exceeding foreign fast food. Through standardisation and franchise, the diversification of major brands, and product innovation this market will continue to develop with the introduction of more Chinese fast food chains ...

**June 2012****Attitudes Towards and Usage of  
Foreign Fast Food - China**

"China's foreign fast food sector grew at a compound annual growth rate (CAGR) of 19% from 2006-11 to reach a market value of RMB75.1 billion or 11.8% of the overall fast food sector. The market rose in tandem with an increase in the number of foreign fast food ...