

January 2018

咖啡店 - China

“尽管部分消费者转向在家饮用更方便且优质的咖啡，如在家饮用的挂耳式咖啡和快餐店的现磨咖啡，但消费者在咖啡店内的消费呈稳步增长趋势。咖啡店可考虑丰富食物和酒精饮料选择，吸引更多消费者并扩大光顾场合。”

— 陈杨之，研究分析师

December 2017

Coffee Houses - China

"Consumer spending at coffee houses is in a steady growth although some consumers may be switching to quality yet more convenient and value-for-money options such as in-home drip bag coffee and freshly brewed coffee from fast food restaurants. Coffee houses may consider offering more food and alcoholic drinks to attract ...

November 2017

快餐 - China

“由于外卖送餐服务已经改变了便利性的意涵，因此快餐品牌需在快速出餐或便利的地理位置之外打造其他竞争优势。无论是食物、店面设计，还是点餐和支付流程，高端化都是目前快餐行业的关键词。使用高质量食材是消费者最乐见的改变。”

— 陈杨之，研究分析师

October 2017

Fast Food - China

“As food delivery has changed what convenience means, fast food brands need to establish other competitiveness than speedy services or convenient locations. Premiumisation is now the key word in the industry, whether in terms of food offerings, store designs or ordering and payment process. In particular, high quality ingredients are ...

菜单洞察 - China

“消费者希望餐厅专注于一个菜式领域，以彰显专长和正宗。随着消费者越来越喜欢尝试不同类型的菜式，主打小众地方菜和异域菜的特色餐厅将大有前景。另一方面，随着消费者的健康意识不断增强，轻食中餐是另一个值得进军的领域。”

— 陈杨之，研究分析师

September 2017

Menu Insights - China

“Consumers want a focused menu from restaurants to show expertise and authenticity. As they are getting more explorative with different types of cuisines, there is opportunity for more specialised restaurants featuring niche regional and exotic cuisines. On the other hand, Chinese light meal is another area worth tapping into given ...

August 2017

餐饮娱乐渠道酒精饮料 - China

“在消费者对健康日益重视的大环境下，中国餐饮娱乐渠道酒精饮料市场持续走低。品牌应尝试将酒类产品与现代和健康场合相结合，以推动更多的点购。消费者不断寻求在家中无法复制的新奇体验，因此，特色自制酒精饮料可能是另一个机会点。”

— 陈杨之，研究分析师

July 2017

On-trade Alcoholic Drinks - China

“China’s on-trade alcohol market is undergoing a decline due to consumers’ rising health concerns. Brands should try to associate their alcohol products with modern and healthier occasions to encourage more orders. There can also be an opportunity for special home-made alcoholic drinks as consumers continue seeking novel experiences they cannot ...

餐饮娱乐渠道软饮料饮用趋势 - China

“餐饮娱乐渠道软饮料的核心购买动因是含有多种营养成分。水果和牛奶是受欢迎的饮料成分，所以用水果和牛奶调制的奶昔或将大有市场潜力。与此同时，餐厅和饮料生产商可以运用天然成分调制吸引消费者眼球的饮料。”

— 陈杨之，研究分析师

May 2017

Breakfast Foods - China

“Consumers are shifting to out-of-home breakfast venues, especially convenience stores, which offer

早餐 - China

消费者越来越倾向于在外面吃早餐，方便、性价比高和早餐种类多样的便利店尤其受欢迎。其他售卖早餐的场所可通过提供更多的每日特惠早餐来提高竞争力。同时，消费者习惯于吃中式早餐，外国企业可考虑在流行的西式早餐食品中添加中式养生食材或口味，以提高吸引力。”

On-trade Soft Drinks - China

“Multiple healthy ingredients are the essential purchase driver of on-trade soft drinks. Fruit- and milk-based

convenience, value for money and a variety of choices. Other out-of-home breakfast venues can offer more daily specials to improve their competitiveness. At the same time, consumers are sticking to Chinese foods at breakfast, and international players should ...

blended smoothie can harness an opportunity as they are the most preferred ingredients. At the same time, restaurants and beverage manufacturers may also want to utilise natural ingredients to create strong sensorial appeal to attract ...

March 2017

休闲餐厅 - China

“虽然休闲餐饮市场呈健康增长趋势，但市场仍然分散——随着越来越多的主题餐厅进入市场，预计这种分散将日趋严重。为了区别于其他竞争者，品牌应抓住重点，并为目标消费者提供独特的就餐体验。另外，找到有效的营销策略对品牌建设和吸引顾客上门也是至关重要的。”

February 2017

Casual Dining - China

“Although the casual dining market is enjoying healthy growth, the market remains fragmented – and is expected to be even more so as more new brands are created featuring unique themes. To differentiate from others, brands should define a focus that is relevant and be able to provide unique experience ...