

February 2020

食品杂货零售 - China

“食品杂货零售市场已准备好向高端化迈进。生鲜食品稳居关注焦点，吸引孩子的注意力则可以作为龙头企业的差异点。线上线下整合零售地位稳定，直面消费者模式这种对生鲜食品零售的新鲜方式预计对该市场将有所影响。”

— 施洋，研究分析师

January 2020

新零售 - China

“当今中国消费者习惯在网上购买大多数消费品，但对于消费者所知不多、需要导购的品类，实体店仍然必不可少。中国正处在发展新技术及创新零售特征的前沿，线上渠道仍会在产品分配、产品发现和开发消费者忠实度方面越来越重要。而且，中国消费者对这些新的全渠道创新销售模式尤其能迅速响应，并迅速发展出新的使用习惯。同时，中国城市居民对品牌和零售商要求更多。低线级城市的消费者需要品牌产品和即时配送，而一线城市的消费者则需要无缝体验和全球品牌。”

— 夏月，研究分析师

时尚零售 - China

“中国城市居民正迅速演变为具备时尚意识的消费者，他们希望自己穿着得体并展现个性，包括穿运动服装的时候。尽管其已流行数年，运动休闲风潮预计在近几年内不会衰退。同时，如今的消费者对时尚的期待值也全方位提升，包括从质量、风格搭配到品牌价值和品牌信息。英敏特也已经注意到，线上购物平台正从购买渠道转型为综合性的时尚来源。其已成为供消费者收集时尚信息、寻找时尚灵感、阅读评论和最终购买的一站式场所。”

December 2019

Grocery Retailing - China

“The grocery retailing market is ready for premiumization. While fresh produce remains a central focus, grabbing children's attention could be a point of differentiation among the top players. O2O retailers are here to stay and the direct-to-consumer model's exciting approach towards fresh food retailing is expected to make an impact ...

Small Home Appliances - China

New Retail - China

“Today's Chinese consumers are used to shopping online for most consumer goods, yet physical venues remain vital for categories where consumers don't have much knowledge and need guidance. China is on the cutting edge of developing new technologies and innovative retailing features, and the online channel will continue to become ...

小家电 - China

“智能家电仅仅是开始。未来5年，健康和好看的产品外观设计是品牌和公司需要投入的战略考虑因素。为了保持快速增长，这一行业的每位决策者都应考虑如何让年轻男性认识到他们未得到满足的需求。”

— 施洋，研究分析师

“Smart home appliances are only the beginning. Health and good product appearance design will be strategic considerations for brands and companies to invest in over the next five years. In order to maintain rapid growth, educating younger males about their unmet needs should be on the table for every executive ...

November 2019

Fashion Retailing - China

“Chinese urbanities are quickly evolving into fashion-conscious consumers that want to look well-dressed and express their individuality, including when they are in sportswear. The athleisure trend is not expected to die down in the near future, although it has been on trend for years. Meanwhile, consumers now also have higher ...

Large Home Appliances - China

“The large home appliance market should cater to the needs of different consumer groups. We expect to see more household appliances targeting small families. Young, single consumers value the ability to control large household appliances from the palm of their hands, while older consumers are more concerned about practicality and ...

大家电 - China

“大家电市场应该满足不同消费群体的需求。我们期待看到更多家电瞄准小家庭。年轻未婚的消费者看重可以一手操控大家电的能力，而年长消费者更关心实用性和自动化。智能家电是一大趋势，但消费者通过营销宣传对智能化形成的期待与其希望大家电具备的日常功能之间存在巨大差异。”

— 施洋，研究分析师