

### March 2016

#### 美容零售 - China

“在中国，实体店在全国范围的扩张脚步逐渐放缓，移动平台成为美容零售商角逐的新战场。大量移动端创新应运而生，加剧市场竞争，消费者抢夺战一触即发；O2O营销将继续蓬勃发展，从而带来无缝多渠道购物体验。”

#### 汽车零售 - China

“面对经济下滑和互联网冲击的挑战，汽车零售市场正处在结构转型期。潜在的法规条例修订可能会为未来指明方向。”

— 高尔特，高级研究分析师

### February 2016

#### Car Retailing - China

“The car retailing market is on the verge of structural changes under the threat of the economic slowdown and internet disruptors. Potential changes in regulation shed light on the road ahead.”

—Gordon Gao, Senior Analyst

#### Beauty Retailing - China

“In China, where national expansion of physical stores is diminishing, mobile is becoming the battlefield for beauty retailers. There is an enormous amount of mobile-centric innovation intensifying competition for consumers' wallets and the O2O movement will continue to boom in order to provide an omni-channel experience.

#### Haitao Shopping - China

“Cross-border online retail is already a significant part of the total online retail market. As more consumers go online and, travel overseas more will become interested in buying foreign products online. This is being helped by government policies promoting online sales, uptake of m-commerce and spread of online payment systems ...

#### 海淘 - China

“跨境在线零售俨然已经成为整体在线零售市场中重要的组成部分。随着越来越多的消费者选择在线购物的方式，同时，也更热衷于出国旅行，他们将更有兴趣在线购买进口产品。此外，政府对在线零售的开放政策、移动电子商务的日益崛起、加之在线支付系统的普及均刺激该市场的繁荣。然而，竞争的加剧意味着品牌必须保持“与众不同”的定位，同时确保为消费者提供优质服务。总而言之，构建品牌口碑对于建立稳固市场地位大有裨益。开展跨境在线零售业务是最终打通国内在线平台，甚至在中国建立实体店的第一步。”

— 亚太研究主任，郭马修