

October 2018

免税店购物 - China

“免税零售商的成功取决于消费场景的延伸和扩展。消费者不再满足于实地的免税购物体验；愉悦的现场体验和后续服务将成为带动消费的关键因素。此外，免税零售商需要对品牌进行精准定位，制定明确的营销策略，提高在消费者中的认知度和客群的忠诚度。”

— 陈泓月，高级研究分析师

September 2018

Shopping in Duty-free Stores - China

“Consuming scenario’s extension and expansion determines the success of duty-free retailers. Consumers are no longer only satisfied by the on-site shopping experiences; on-site enjoyment and off-site services will become important to drive purchase. Moreover, duty-free retailers need to properly position brand as well as set clear marketing strategy to build ...

新零售 - China

“新零售快速成为中国消费者市场的驱动力，将人们消费生活的方方面面汇聚在一起，从根本上改变着零售商、品牌和消费者的关系。手机电子商务迅猛发展，中国零售市场发展历史较短——在这两方面的催化下，购物与消费活动的所有领域和大部分消费者服务领域快速融合。随着线上和线下零售融合，竞争格局出现转变，并购合作等也延伸至消费者服务领域。品牌不仅争取消费者的钱包份额，也在努力成为个体消费者日常生活的一部分。事实证明，中国消费者愿意在日常生活中接受并适应新的技术和创新；他们寻找能满足自己品味和需求的更多选择；追求更大的便利性以适应生活方式；希望服务更迅速、友好和个性化；享受社交性和娱乐性更强的购物体验。综上所述，中国市场的消费者体验可谓领先世界潮流。”

— 郭马修，亚太趋势研究主任

August 2018

New Retail - China

“New Retail is fast becoming the driving force behind the development of China’s consumer market, drawing together all aspects of people’s consuming lifestyles, and fundamentally changing the relationship between retailers, brands and consumers. Shopping is fast integrating with all areas of consumer activity, and with most consumer service aspects, combining ...

对时尚的态度 - China

“一直以来，时尚产品被视为个性、品味和地位的展现。当今消费者也重视时尚产品的购买过程，因为他们喜欢探索购物的精明之道，享受购物带来的轻松和趣味。尽管电商市场飞速发展，实体店服务和店员与顾客的互动对于赢得消费者对品牌的好感并引导其购买决策发挥着至关重要的作用。”

July 2018

Attitudes towards Fashion - China

“Fashion items have always been viewed as the demonstration of a person’s personality, taste and



Retail: Overview - China

status. People now also care about how they purchase fashion because they want to feel smart, relaxed and fun in the process. Despite the fast-growing e-commerce market, in-store services and interaction with store clerks are ...