

March 2021

全渠道零售 - China

“全渠道零售逐渐提升中国消费者的购物旅途与体验，消费者能通过这种方式在网上与线下平台中发掘最新产品与最佳优惠。受益于科技与社会经济的发展，市场上将涌现许多方式前卫的创新零售形式。然而，全渠道零售商近期内应着重发展以消费者为核心的购物体验。鉴于全渠道零售利用诸多触点收集数据，零售商从而能更好地为其顾客服务，在多渠道间打造连贯一致的顾客体验将会是一项持续存在的挑战。科技将得以适当应用，来提升消费者的购物体验，而不是边缘化那些不太玩转科技的顾客。全渠道零售未来将蓬勃发展，因此商家必须确保其服务对于每个人都便于使用、直观且具有包容性。”

— 颜慧诗，研究分析师

February 2021

购物中心 - China

“电商是购物中心最大的威胁，而且新冠疫情爆发之后，因为消费者担心感染新冠病毒，使得电商的威胁更甚。幸运的是，居家管控期结束之后，消费者前往购物中心的情况似乎已回归常态。但是，消费者要求越来越高。购物中心的作用是成为一个以社区为导向的场所，具有多功能的设施和服务，能够满足未来的社交和家庭需求。需求端消费力提升、生活方式升级，以及供应端的新零售形式和科技，将有助于达成以上目标。”

— 彭袁君，研究分析师

小家电 - China

“小家电将是整个家电行业未来的增长引擎，也是品牌关注的焦点。随着消费者对健康和美好生活的追求不断提升，具备新功能、新技术、新设计的创新小家电将更加受到市场的青睐。虽然消费者主要通过线上渠道购买小家电，但实体店仍然是他们挑选产品的重要渠道，也为他们提供更完善的购物体验。此外，智能化是小家电发展的必然趋势，品牌可以加大对渠道和智能家居生态系统的投入以吸引消费者。”

— 施洋，研究分析师

January 2021

IP and Licensed Merchandise - China

IP和授权产品 - China

“随着消费者个人认同感的不断提高，IP的概念越来越广泛，并已经成为社会中凸显个人特点的重要形象元素。与IP相关的授权产品也相应地迎来了更广阔的市场机遇。中国本土IP也不断涌现，在满足消费者追随本土文化的过程中，也对国内IP的运营提出了更大的挑战。”

— 益振嵘，品类总监

Omnichannel Retailing - China

"With the continuous improvement of consumers' personal identity, the concept of IP has become broader and has become an important image element that highlights personal characteristics in the society. Licensed products related to IP have correspondingly ushered in broader market opportunities. Local IP in China is also constantly emerging, which ...

"Omnichannel retailing enhances Chinese consumers' shopping journey and experience, allowing them to navigate online and offline platforms to find the latest products and the best deals. Driven by technological and socioeconomic developments, many innovative retail formats with futuristic applications will emerge. However, in the near term, omnichannel retailers should focus ...

Shopping Malls - China

"E-commerce poses the biggest threat to shopping malls and the outbreak of COVID-19 has exacerbated the situation since consumers now worry about infection. Fortunately, consumers' shopping mall visits seem to have returned to normal after the home quarantine period. But consumers' requests have become more demanding. The role of shopping ...

December 2020

Small Home Appliances - China

"Small home appliance is the future growth engine and brands' focus for entire home appliances industry. With the emerging pursuit on health and lifestyle by consumers, the innovative small home appliances with new function, technology and designs would be more popular in the market. Although the online channel is dominating ...