

March 2021

菜单洞察——茶饮店（下半年） - 中国 - China

“扩大消费群体和提高单杯茶饮价格的压力与日俱增，同时新冠疫情导致2020年的前两个月，占主导地位的外出消费中断。种种因素对茶饮店市场造成了负面影响。为了在这块饱和市场取得领先，玩家不妨在低线市场捕捉机遇，这些市场的竞争不那么激烈，而需求同样强劲。此外，消费者不吝支出，对于想借助产品升级实现高端化的品牌而言也是一大利好。在这块拥挤的市场，消费者的品牌忠诚度较低，因此玩家应将营销重点放在提高现有茶饮用户的粘性和购买频率上。”

— 俞文，研究分析师

February 2021

外卖咖啡 - China

“新冠疫情巩固了零售咖啡产品的市场地位，给现制咖啡带来了强劲的竞争压力。但是，当今消费者越来越追求风味出众的优质咖啡，因此咖啡品牌有机会为他们提供口感浓郁、风味新奇、形态多样以及含有功能性成分的咖啡饮品。此外，品牌巨头不断创新，一方面在更多场合为消费者提供便携咖啡选择，另一方面不断优化堂食咖啡体验。”

— 俞文，研究分析师

January 2021

Menu Insights - Tea Houses 2H - China

“Pressure to enlarge the consumer base and jack up unit prices continues to mount, while the COVID-19 outbreak halted the dominant out-of-home consumption in the first couple months of 2020. Combined these factors have negatively impacted the tea house business. In order to get ahead in this saturated market, players ...

December 2020

On-premise Coffee Consumption - China



Foodservice - China

“The COVID-19 outbreak shored up retail coffee products’ position in the market, posing competition for fresh coffee. However, the fact that consumers are becoming quality- and taste-driven gives players an opportunity to serve coffee drinks with rich mouth-feel, innovative flavours, formats and functional ingredients. Additionally, dominant players can innovate around ...