December 2016

医药零售 - China

“得益于强劲的消费者需求、药店业务扩张以及医改药改政策，医药零售持续增长，并预计将进一步延续上行趋势。政府仍在探索最佳的全国性医疗系统，为不同竞争者同时带来机遇与挑战。实体药店如今通过并购寻求增长。而网上药店尽管积极创新，但由于新政推出，面临更多的不确定因素。”

超市和大卖场 - China

“线上日用品零售业的迅速崛起给超市和大卖场行业带来严峻挑战。连锁零售店可以借此覆盖更大范围，此外还具有物流优势和现有客户（大多为忠诚度较高的客户）基础。但是为了面对电商带来的挑战，连锁超市和大卖场必须通过提供质量更高的产品和服务来努力提升自己的市场表现。他们可以通过线上融合来接触到更多消费者，包括农村地区的消费者。这要求零售商提高服务水平，根据不断变化的消费者需求改进店面模式，更积极主动地与日益多样化的线上消费者互动交流。”

汽车售后市场 - China

“中国汽车后市场预计将在2017年超过1万亿元人民币。中国车主在汽车维修保养上的花费平均为5,000-6,000元人民币。4S店仍然是消费者首选的渠道，具有最高的消费者满意度。然而，英敏特研究显示经验丰富的车主已经转向连锁店和线上平台，以期获得同样高品质，但成本更优的解决方案。”

November 2016

Supermarkets and Hypermarkets - China

“The disruptive growth of online grocery retailing is seriously challenging the supermarket and hypermarket sector. It can offer chain store retailers greater reach, and they have the advantage of logistics and existing customer bases of often loyal consumers. But, in order to face the online challenge, supermarket and hypermarket chains ...

Pharmacy Retail - China

“Pharmacy retailing is growing continuously and is expected to expand further, thanks to the solid consumer needs, pharmacies’ business expansions as well as the medical reform. The government is still exploring the best medical system for the country, leaving opportunities and challenges for different players at the same time. Offline ...

Automotive After Market - China

“The auto aftermarket in China is expected to exceed RMB one trillion in 2017. Chinese car owners spend RMB 5K-6K on maintenance annually on average. 4S store remains a key channel to visit with the leading satisfaction rate. Yet, Mintel’s study shows experienced maintainers have switched to franchise stores and ...

汽车购买过程 - China

“一辆售价10-15万元左右，有充足的内部空间，配备令人满意高科技功能的经济型汽车基本是能在中国汽车市场成功的车型。但现实还远不止如此简单。处在不同人生阶段、购车时间不同的消费者有着不同的偏好。对于制造商和营销人员而言，突破点在于强调驾驶辅助技术。”

October 2016

Car Purchasing Process - China

奢侈品零售 - China

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"A budget car, within the price range of RMB 100,000 – 150,000, which has large inner space, with satisfactory high-tech features, will pretty much be a successful model in China. But there is more to it. Car buyers in different life stages and with different purchase schedules vary ...

"虽然增速不如以前，但奢侈品市场已回暖，消费者对奢侈品牌的态度也发生改变。消费者越来越重视体验而非产品本身，其喜好各不相同，所选择的品牌更加多样。为适应消费者的多极分化，奢侈品零售商必需更加了解其潜在和现有的客户群体，调整品牌为满足消费者不断变化的需求。这还意味着调整零售渠道以适应消费者到国外和网上购买奢侈品的习惯。市场未来增势应该依然强劲，但竞争将加剧，导致品牌更加难赢得消费者的芳心。"

September 2016

Luxury Retailing - China

"Consumer attitudes to luxury brands have changed recently as the market has recovered growth, if at a slower pace than before. Attitudes are increasingly focused on experiences rather than only things, and increasingly diverse consumers are choosing from a much wider range of brands. Luxury retailers have to adapt to ...

August 2016

零售：从线上到线下 - China

"在线零售市场增速逐渐放缓，竞争日益激烈，线上市场日益整合线下零售市场以期共同发展。零售市场的全新概念融合线上和线下， 并要求市场重新定义实体店所扮演的角色，并同时融入更多的科技色彩。随着零售商开始寻求线上到线下的协同效应，白热化的竞争带来多元化商业合并和跨品类投 资的产生。这也促使品牌投其所好推出更优质的产品和高附加值服务。"

July 2016

Online to Offline Retailing - China

"The online retail market is slowing, becoming more competitive and has to become more integrated with offline retailing. Retailing has to include a combination of both, requiring redefining what the role of physical stores should be and using more mobile technology. Rising competition is already driving mergers and cross-investment deals ...

假日预定流程 - China

"借力全方位的假日产品，公司有望实现市场份额的进一步增长。为了与在线预订渠道相抗衡，传统旅行社应该将目光锁定在境外游的消费者和高端游客身上——始终致力于提升该群体消费体验。此外，通过鼓励游客拥抱'说走就走'的旅游模式，参与更多当地娱乐活动，也有望拉动未来收益的增长。"

快时尚 - China

"在经过多年的快速增长之后，快时尚市场的增长正在放缓。同时，消费者对更优质产品和服务的需求也更强烈。

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他们对个性化款式的需求也更高，以满足多样化的品味需求。虽然竞争日益加剧，但在线零售商正采用新方式来触及那些连锁实体店还尚未开拓地区的消费者。零售商还有机会通过开发子品牌来满足消费者不断增长的多种品味需求，以及推出更多定制服装和配饰，消费者可以通过任意搭配这些服装和配饰来创建更具个性化的风格。然而，快时尚品牌需要根据消费者的需要做出更快速的反应，并通过打通线上线下渠道来与消费者进行更有效的互动，以提升消费者的忠诚度，这对快时尚品牌来说无疑是个不小的挑战。”

June 2016

Holiday Booking Process - China

“Companies can gain more market share through providing comprehensive holiday products. To compete with online booking channels, traditional travel agencies need to aim at outbound travellers and premium tourists and focus on improving their consumer experience. Moreover, it is also possible to boost sales revenue through encouraging tourists to take ...

Fast Fashion - China

“After years of rapid growth, the fast fashion market is slowing down. Meanwhile, shoppers are demanding better quality products and customer service. They are also demanding more individual styles to suit diversifying tastes. Competition is intensifying, but online retail is providing new ways to reach more consumers in regions that ...

April 2016

男装零售 - China

“男装市场增长放缓；消费者着装要求越来越苛刻，在线零售同时给竞争‘火上浇油’。品牌可以借助在线零售扩大市场渗透率，但同时也需要将实体店打造成为更好的客户服务中心。品牌还需要通过社交媒体与消费者互动，从而更好地回应日益多元化的消费品味和需求。因此，品牌应该为消费者提供更多个性化的服装选择，以及更多他们乐意支付溢价的精美优质时尚服饰。”

– 郭马修，亚太研究主任

Menswear Retailing - China

“The menswear market is slowing, consumers are becoming more demanding and online retail is intensifying competition. Online retailing is helping brands to increase their market penetration, but they also need to make better use of stores as customer service centres. Brands also need to engage with consumers via social media ...

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。

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.

汽车零售 - China

Haitao Shopping - China

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Retail: Overview - 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

“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 ...

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

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

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