August 2013

超市和大卖场 - China

由于中国经济增长逐步放缓，而且随着人均收入水平迅速增长拉动了消费力的提升，消费者变得越来越挑剔，所以，超市和大卖场零售商不得不加倍努力，以满足消费者对服务质量和便利性不断攀升的期望值。在中国，在将其覆盖面拓展至新区域的同时，超市和大卖场零售商还面临着在较发达地区日益激烈的市场竞争中脱颖而出的压力。与此同时，随着大型网上超市零售商的迅速崛起为现代杂货连锁企业在网购领域的发展和创新施加了进一步的压力，在线零售的增长已在该行业引发了新一轮的竞争挑战。

June 2013

Supermarkets and Hypermarkets - China

“In order to remain competitive, supermarket and hypermarket chains are developing new store formats to suit differing local market needs, and are adapting their product and service offerings to differentiate themselves from their competitors.”

在线零售 - China

中国近来在线零售的快速增长已经开始从根本上重塑了中国的整个零售市场，并深远地影响了所有零售商业务规划的策略方式。这同时也改变了产品制造商、服务供应商以及品牌与消费者互动的方式，推动了“最好”进行在线零售向“必须”进行在线零售的迅速转型。

May 2013

Online Retailing - China

“Online retailing has recently become the fastest growing channel within the retail market in China. Because it is growing so fast, with so many new entrants coming into the market all the time, it is still in a highly dynamic stage of development and will continue to see a great ...

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