

## January 2017

### 咖啡店 - China

“尽管来自非专营咖啡场所的竞争日趋激烈，咖啡店市场预计将保持稳健增长。品牌开始放眼更多场合并且走向高端化，这一过程中必须要认识到体验是至关重要的努力方向。”

— 陈杨之，研究分析师

## December 2016

### Coffee Houses - China

“The out-of-home coffee market is expected to continue robust growth although coffee houses may face increasing competition from non-specialist coffee places. As brands target more locations and go premium, they must bear in mind that experience is what matters the most.”

— Summer Chen, Research Analyst

## November 2016

### 快餐 - China

“拥抱健康饮食、体验式餐饮的潮流，是不久的将来快餐品牌发展之关键。与此同时，加强创新可以让品牌赢得年轻消费者的心。”

— 陈杨之，研究分析师

## October 2016

### Fast Food - China

“For fast food brands, embracing the trend of healthy and experiential dining is the key to growth in the near future. In the meantime, getting more innovative can help to win over young consumers.”