

August 2021

菜单洞察——茶饮店（上半年）- 中国 -
China

“茶饮店将通过采用特定功能性配料加速进入下一个发展阶段。品牌还需要向消费者直接沟通健康的功效效果。面对无法避免的创新同质化，市场参与者可以通过营销策略实现差异化。这包括采用独特的营销方式来区别相似的产品、进军餐饮行业或聚集兴趣相同的消费者以提升品牌辨识度。”

— 俞文，研究分析师

July 2021

Menu Insights - Tea Houses 1H -
China

“Tea house growth will accelerate into the next phase by adopting specific functional ingredients. Brands also need to leverage direct communication with explicit health perks. Facing unstoppable homogenisation in innovation, players can differentiate through marketing tactics. This could include distinct marketing for similar products, expanding into additional meal catering, or ...

烘焙店 - China

“新冠疫情让消费者流向同样能够供应新鲜优质包装烘焙产品的O2O零售商。新鲜烘焙产品领域竞争因此愈发激烈。烘焙店需要发挥先天优势，推出有功能性配料的高端产品，从零食或膳食角度挖掘更多食用场景。此外，提供增值服务可以提高消费者忠诚度，在竞争激烈的市场中彰显品牌的独特性。”

— 俞文，研究分析师

June 2021

Bakery Houses - China

“The battlefield for fresh bakeries has expanded since COVID-19 has shifted consumers to the O2O retailers that are able to offer fresh and quality packaged bakery as well. Bakery houses need to leverage the inherent edge in premiumising products with functional ingredients and drive more consumption occasions for meals and ...