

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.”

菜单洞察 - China

“相比午餐和晚餐，消费者对早餐主食和配菜的偏好有所不同。早餐菜单可推动餐厅的业务增长，尤其是如今越来越多的消费者选择在外面吃早餐。专为儿童设计的菜单对家庭消费者具有吸引力。另外，提供灵活的菜量选择可以吸引消费者，尤其是女性和未婚消费者”。

— 徐天韵，高级研究分析师

September 2016

Menu Insights - China

“Consumers’ preference for staple food and a side dish is different at breakfast, compared to lunch and dinner. Breakfast menu can drive growth for foodservice operators, especially when more consumers tend to have breakfast out. Menus specifically for kids can be appealing to families. Moreover, offering flexible portion sizes can ...

June 2016

餐饮娱乐渠道软饮料饮用趋势 - China

“饮料通常不是一餐当中的主角，但搭配食物一起售卖可以有效提升消费者点购饮料的可能性。配餐概念在酒类和西餐文化中已得到充分的开发，但在中国文化中除了凉茶已成功与火锅搭配外，将其它非酒精饮料与各式中国地方特色菜一起搭配饮用的空间也非常广阔。”

— 杨晴，研究分析师

May 2016

On-trade Soft Drinks - China

“Beverages usually are not the centre of a meal, but pairing the beverages with food can effectively increase consumers’ likeliness of ordering a drink. Aside from herbal tea brands which have successfully paired themselves with hot pot cuisine, there is still great potential for other non-alcoholic drinks to pair with ...

February 2016

全服务餐厅 - China

“放之四海而皆准的万全之策在中国餐饮行业已不适用。消费者对各式美食的偏好、异域风味和综合消费体验已经为餐饮市场开辟了全新的市场动态。英敏特已确认出全服务餐厅的四大类用餐者，餐饮经营者可以针对这四种类型来谨慎地定制菜单和进行店内设计，以增强餐厅的吸引力。这四种类型是：寻求熟悉和价值至上者；菜单创新寻求者；富有的国际美食迷恋者和大致中立者。”

— 刘欣琪，研究分析师

January 2016

Full Service Restaurants - China



Foodservice - China

“A one-size-fits-all approach is no longer compatible with the Chinese foodservice industry. Consumer preferences for a broad spectrum of cuisines, exotic flavours and a mix of experiential consumption have created a new dynamic for the foodservice market.”