January 2020

现饮渠道的咖啡消费 - China

“消费者认为，想要制作一杯理想的咖啡，来自知名产地或知名品种的咖啡豆必不可少。除了仅仅宣传产地或品种名称，商家还可以介绍来自某些知名咖啡产区的咖啡豆所具有的独一无二的本质属性。此外，咖啡店可以开发含咖啡提取物的零食或甜品，以及推出自有品牌的即饮咖啡，以迎合更多场合，如在途饮用、餐后或下午茶点心等。”

December 2019

On-premise Coffee Consumption - China

“Consumers consider that coffee beans from a famous region/category are essential for making an ideal coffee. Besides simply saying the region/category name, businesses could introduce the coffee beans’ unique intrinsic features from certain famous coffee regions. Moreover, coffee houses could develop snacks/desserts made of coffee extract and ...

消费者就餐习惯 - China

“高档餐厅，不包括火锅店，正在缓慢增长，甚至负增长。为了吸引消费者光顾，商家可以考虑增加好评度，以及文化元素。此外，20-29岁的消费者更有可能升级其用餐体验，更为看重服务。因此，对于高档餐厅来说，提供周到的服务也是至关重要的。”

- 王皓，研究分析师

November 2019

Consumer Dining Habits - China

“Premium restaurants, excluding hotpot restaurants, are experiencing a slow or even negative growth. In order to attract consumers to visit, businesses could consider increasing good reviews and attaching cultural elements. Moreover, 20-29s who are more likely to upgrade their dining experience, value service more, so providing thoughtful service is essential ...

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