

April 2014

汽车零售 - China

“不同消费群体对购车和汽车零售的态度有所差异，因此瞄准这些群体时，汽车公司必需采用不同战略。中国的市场在不断变化，网购销售渠道愈发流行，为保持竞争力，4S店模式需要改变。”

— 黄灿，高级研究分析师

March 2014

Car Retailing - China

“It is imperative to apply different strategies to different target groups as they are different in their attitudes towards car purchasing and retailing. The 4S model needs to change if it is to remain competitive in this ever changing market environment, where online purchasing is starting to emerge as a ...

美容品零售 - China

美容品零售市场在2013年继续延续前所未有的强劲增长势头，销售额突破1,670亿元人民币。科技创新（如移动购物、平板电脑和互联网普及率的提高）带动了在线美容零售业的增长。同时，大型零售商（如屈臣氏和丝芙兰）入驻低线城市也促进了市场的繁荣发展。

百货商店 - China

百货商店和购物中心行业在吸引消费者目光上面临日益激烈的竞争，在这一背景下，零售商能否确定主要消费群和他们的购物习惯，从而更好地改善产品，迎合消费者需求，变得越来越重要。

February 2014

Beauty Retailing - China

“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”

Department Stores - China

“The department store and shopping mall sector is facing increasing competition for consumer attention, making it ever-more important for retailers to identify key consumer groups and their shopping habits to better adapt their offering to best suit consumers’ needs.”