

May 2018

母婴产品零售 - China

“出生率低，且育龄期女性数量持续下降。不过，由于父母为孩子寻求更高质、更安全的产品，人均消费增多，母婴产品市场持续增长。发展放缓导致市场竞争日益激烈，更多零售商在这一分散的市场争夺份额。想获得成功，零售商不仅须让家长相信他们有种类多样、质美价优的产品，还要为父母提供更高质的服务。英敏特调查结果显示父母希望零售商注重服务质量，提供更好的育儿咨询服务和高品质产品，门店吸引人且具备良好设施。这将要求零售商加强客户服务并提供值得信赖的专业育儿知识。”

- 郭马修，亚太趋势总监

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**Mother and Baby Products
Retailing - China**

“Birth rates are low, and the number of childbearing age mothers continues to decrease. Yet the mother & baby products market continues to grow well, thanks to parents spending more, per capita, on their babies as they seek better quality, safer products. Slowing growth is driving ever-increasing competition in the ...