

March 2023

体验式零售 - China

“尽管取消了疫情管控措施，但是品牌和零售商仍面临挑战——整体低迷的经济形势、更为审慎的消费态度，以及后疫情时代持续变化的线下购物方式。确保消费者在线下购物的安全和舒适（如干净卫生的环境、不那么拥挤）对品牌和零售商至关重要。此外，品牌和零售商应专注于提供沉浸式和趣味性的购物场景（如主题场景），让消费者不受过多干扰地自主探索，只在其需要的时候及时提供帮助。”

——姚媛妍，研究分析师

February 2023

母婴零售 - China

“低生育率将持续对中国的母婴产品市场构成挑战。不过，由于年轻一代的家长寻求高品质的产品以保障孩子以及自身的身心健康，品牌可借由产品创新和高端化发掘增长机遇。同时，母婴产品消费者非常成熟且精明，他们的消费是谨慎并经过深思熟虑的。因此，品牌/零售商需利用多个触点，更明智地与消费者沟通和互动。”

January 2023

Experiential Retailing - China

“Brands and retailers are still facing challenges despite pandemic control measures being removed, including the overall sluggish economy, consumers' spending becoming more intentional and their changing behaviours when shopping offline in the post-epidemic times. Ensuring safety and comfort for consumers in offline stores (eg sanitary environment, less crowded) becomes essential ...

Mother and Baby Products
Retailing - China

“Low fertility rates will continue to pose a challenge to China's mother and baby product market. However, brands are presented with growth opportunities through product innovation and premiumisation as the young generation parents are seeking quality products to ensure the wellbeing of both their children and themselves. In the meantime ...

线上零售趋势 - China

生鲜零售 - China

“自2022年初新冠疫情反弹以来，随着消费者对高品质产品的升级需求，生鲜零售市场加速增长。多元化渠道偏好虽然加剧了市场竞争，但为奥特莱斯店等满足消费者细分需求的新商业模式提供了机遇。鉴于消费者对品质和价格的关注，自有品牌产品不仅具有增长潜力，还有助于生鲜零售商持续吸引消费者。”

Fresh Grocery Retailing - China

“The fresh grocery retailing market witnessed accelerated growth amid the resurgence of COVID-19 since early 2022 and upgraded demand for quality offerings. Diversified channel preference, though intensifying market competition, presents opportunities to new business models such as outlet stores which cater to consumers' segmented needs. Private label products not only ...

“近5年，线上零售额虽然一直保持正向增长，但增速明显放缓。若要在激烈的竞争中脱颖而出，网上购物平台和品牌应专注为消费者提供高品质的产品和服务，这也是影响消费者网上购买决策最关键的因素。此外，网购可以被重塑为一种现代生活方式，品牌/平台可以采取更多新颖的营销手段（如添加有趣的元素和提供松弛感），帮助消费者更好地享受网上购物。”

— 姚滨妍，研究分析师

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Trends of Online Retailing - China

“Sales value of online retailing has maintained positive growth in the past five years, but the growth has slowed down considerably. To stand out in fierce competition, online shopping platforms and brands should continue focusing on delivering high-quality products and services to consumers, as these are the most critical aspects ...