

## October 2022

## 外食现制咖啡 - China

“中国的咖啡市场尚属发展初期，增长潜力足，可通过店铺扩张和全渠道营销加速增长。中国大多数咖啡饮用者都喜爱丰富多样的特调咖啡，这类咖啡也在过去一年强有力地推动了外食现制咖啡品牌的销售增长。同时，随着咖啡相关知识的普及，并且消费者追求更高品质的产品，精品咖啡在中国的受众有所增多。”

——高屹，研究分析师

## September 2022

Western-style Casual Dining -  
China

“COVID-19 continues to pose a major threat to the recovery of the Western-style casual dining market. Home delivery services and more flexible store types such as delivery-only windows are crucial to enhance brands' resilience when confronted with unpredictable lockdowns. Brands can go a step further by offering consumers a taste ...

## 现制酒饮趋势 - China

“小酌代表着一种生活方式。不管是与朋友相聚还是参加店内活动，许多消费者认为现制酒饮是不可或缺的一环。无酒精鸡尾酒被认为是应对过量饮酒造成的健康问题的解决方案。同时，完善的消费者旅程可以提升整体体验，从而加速后疫情时期现制酒饮消费的恢复。工作坊、品鉴会或品牌活动虽仍算小众，但也能服务带来附加值，并在长期提升业务表现。”

——高屹，研究分析师

## July 2022

On-premise Alcoholic Trends -  
China

“Taking a sip represents a lifestyle. Hanging out with friends or attending in-store events, many consumers view on-premise alcoholic drinks as indispensable. Mocktails are considered as solutions to health issues caused by alcohol overconsumption. Meanwhile, the total experience can be elevated by a comprehensive Consumer Journey to accelerate the post-pandemic ...

On-premise Coffee Consumption -  
China

“China's coffee market is still at an early stage with high growth potential that can be accelerated with store expansion and omnichannel marketing. Diversified special coffee drinks are favoured by most coffee drinkers in China and have become a sales booster for on-premise coffee brands in the past year. Meanwhile ...

## 西式休闲餐饮店 - China

“新冠疫情持续对西式休闲餐饮市场的复苏构成严重威胁。面对不可预测的封控措施，投资外卖配送服务和开设只提供外卖窗口等更灵活的门店类型是提高品牌韧性的关键。除此之外，品牌可从丰富区域和招牌美食发力，为消费者献上一场舌尖上的旅行。品牌还要提高餐品信息的透明度，迎合消费者对健康饮食潮流不断增长的需求。”

——黄梦菲，研究分析师