

January 2016

咖啡店 - China

“相比全球市场，中国市场人均咖啡饮用量相对较低，加上国际咖啡连锁品牌有信心进一步渗透中国市场，因此，咖啡店市场发展前景依然乐观。然而，面临来自烘焙店和快餐连锁店强势来袭（两大品类餐厅提供价格更实惠的现磨咖啡选择），咖啡专门店运营商应避免过度乐观。”

December 2015

Coffee Houses - China

“Given the relatively low consumption per capita of coffee drinks compared to the global level, coupled with the confidence demonstrated by international coffee chains to further penetrate China, there is strong evidence for promising growth for the coffee shop market. However, specialist coffee house operators should avoid being over-optimistic as ...

菜单洞察 - China

“与众不同的价值观尤其受到年轻消费者的拥戴。该群体往往通过不同的方式（饮食或其他消费品）彰显个性。”

快餐 - China

“在线订餐和送餐服务为快餐店提供了增加收入的商机。连锁快餐店可以通过提供定制的菜式、使用更健康 and 更高端的食材以及品牌延伸来走出暂时的低迷。”

– 徐天韵，高级研究分析师

November 2015

Fast Food - China

“Online food ordering and delivery service represents an opportunity for fast food restaurants to drive revenue. By offering customised dishes, using healthier and more premium ingredients and extending the brands, the leading fast food chains will revive from the temporary downturn.”

– Terra Xu, Senior Research Analyst

October 2015

Menu Insights - China

“Standing out from the crowd is a phenomenon embraced especially by young consumers who are able to project their identity through avenues such as what they buy and eat.”

– Joshua Channon, China Analyst

September 2015

烘焙店 - China

“帮助烘焙店经营者克服障碍，安排营销活动的主次以及加速产品创新发展是一种全方位营销方法。年轻的职场消费者显然青睐快捷的轻食午餐和晚餐，而提供精美甜品的下午茶则格外吸引讲究时尚的年轻女性。重视家庭的消费者还对烘焙连锁店提供的健康早餐感兴趣。”

August 2015

Bakery Houses - China

“The bakery houses market is a dynamic market. From simple bread products expanding to a variety of innovative product offerings, one area of considerable interest to bakery stores is the introduction of café and fast casual dining formats to break through the traditional self-service format and capitalise lifestyle elements. Consider ...

餐饮业酒精饮料趋势 - China

“总的来说，市场显现出复苏稳定迹象，尽管仍然保持震荡。葡萄酒进口量走出2013年大幅下跌的困境，逐步攀升；白酒2015年第一季度销售数据乐观喜人；历经2014销售寒冬的啤酒也出现缓慢复苏。”

June 2015

On-trade Alcoholic Drinks - China

“The market as a whole is showing signs of recovering, albeit in a volatile way. Levels of wine imports are recovering from the huge dip in 2013, baijiu brands are reporting rather positive figures in their first quarter reports in 2015, and beer, despite the disappointing 2014, is looking to ...

March 2015

消费者在外就餐行为 - China

“随着消费者的口味变得越来越挑剔和讲究，外出就餐已成为其生活方式中必不可少的一部分；对于餐饮运营商而言，提供兼顾健康和美味的食物因而应成为重中之重。英敏特研究发现，时下中国消费者外出就餐的偏好和习惯已经发生翻天覆地的变化，营养价值、本地食材、季节和进口原料成为其重点关注的因素。”

– 刘欣琪，研究分析师

February 2015**Consumers' Eating Out Habits -
China**

“Menu diversity should be the core agenda for foodservice operators who are determined to be stand out from the crowd in the Chinese market, and it is imperative that they attract either the adventurous foodies or family diners.”

- Esther Lau, Research Analyst

餐厅 - China

“与其它增值服务合作来推动知名度和叙事性都是在全服务餐厅领域上不断增长。基于中国消费者的人口特征以及在当前分化的市场结构下，了解不同就餐者的特有消费行为比以往任何时候都重要，以求实现最广的服务多样化。”

- 刘欣琪，研究分析师

January 2015**Full Service Restaurants - China**

“The Chinese full service restaurant market will see low but stable growth over the five years to 2019. The rise of an experiential consumption culture exemplifies Chinese consumers' eagerness to chase a lifestyle-driven experience, which can potentially outweigh the effects of anti-extravagance campaigns and the fierce challenge from fast casual ...