

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.”



Foodservice - China

– Joshua Channon, China Analyst