

January 2022

菜单洞察 —— 茶饮店（下半年） -
China

“过去数十年来，茶饮店行业欣欣向荣，并以直营或加盟的商业模式继续蓬勃发展。消费者越来越偏好清淡的口感和注重健康的产品，青睐纯茶和精简产品，并且看重高品质原料。强调有益健康的特性，同时与植根于中国文化的茶饮创意相结合，将成为高端茶饮的未来趋势。”

— 高屹，研究分析师

食用油 - China

“得益于食用油价格上涨，在后疫情时代，食用油销售额继续保持增长势头。然而，由于消费者外出就餐的机会增加，食用油的使用量随之下跌，因此预计长期的增长将放缓。为了维持销售额增长，品牌应该为不同年龄的群体量身定制产品和营销方法，并推出食用油礼品组合，以满足消费者对多样化油种的需求。”

— 殷如君，研究分析师

December 2021

外卖咖啡 - China

“得益于餐饮服务的复苏，外卖咖啡得以从新冠疫情中快速反弹，重点企业持续扩张，资本不断流入该市场。然而，面对来自即饮咖啡饮料及速溶咖啡形式的竞争，加上外卖咖啡产品日益同质化，若欲成为有竞争力的品牌，就必须加强数字化与标准化，并优化店内体验，以提升便利性、可及性和声誉，并积极加强社交属性。”

— 黄梦菲，研究分析师

November 2021

On-premise Coffee Consumption -
China

“Thanks to the recovery of foodservice, on-premise coffee rebounded from COVID-19 quickly with the continued expansion of key players and investment flows in the industry. However, confronting competition from RTD and instant coffee formats, as well as growing product homogeneity in on-premise coffee, to be competitive brands must increase digitalisation ...

Menu Insights - Tea Houses 2H -
China

“The tea house industry has been blooming in the past decades, and continuing to flourish with company-operated or franchise business models. Consumers’ increased preference in the lighter mouthfeel and health-conscious product selections have put pure tea and lean products at front with a focus on high-quality raw materials. Together, an ...