

January 2019

家居零售 - China

“中国消费者装饰和升级自家居用品的意愿变得更高。他们更舍得花钱，也想在产品功能和风格间寻求平衡点。对家居用品市场的需求将会从装修新家转变成升级“旧”家。零售商/品牌若要赢得更多市场份额，关键在于它们能否采取简化分销流程、增添产品功能、将业务多层化等策略。”

— 陈泓月，高级分析师

Home Retailing - China

“Consumers in China are more willing to decorate and upgrade their home. They have become more generous on budget and are seeking a balance of functions and styles. The demands of the home retail market will shift from renovating new housing property to upgrading ‘old’ ones. It will be crucial ...

December 2018

食品杂货零售 - China

“尽管购买食品杂货属于消费者的基本需求，但消费者的习惯正发生改变。食品杂货购物场合将更加多元化，消费者也日趋成熟挑剔。未来的市场竞争将不再聚焦提供适合所有消费者需求的产品，或者在规模上发力，而是将围绕定位个体细分市场，力争成为‘小市场的大品牌’。”

Grocery Retailing - China

“As fundamental as their needs for grocery goods are, grocery shoppers’ habits are changing. Grocery shopping occasions will become more diverse, and consumers are becoming sophisticated and demanding. Rather than being all things for all people and competing with scale, future competition will be about identifying individual market segments and ...

November 2018

运动服装零售 - China

“缺乏参与体育运动的兴趣曾拖缓运动服装市场的发展，但消费者日益注重践行健康的生活方式有望带动市场持续增长。面对更多的时尚和零售商品品牌进入市场，专业品牌需要强化其功能优势。”

— 黄一鹤，研究分析师

免税店购物 - China

“免税零售商的成功取决于消费场景的延伸和扩展。消费者不再满足于实地的免税购物体验；愉悦的现场体验和后续服务将成为带动消费的关键因素。此外，免税零售商需要对品牌进行精准定位，制定明确的营销策略，提高在消费者中的认知度和客群的忠诚度。”

— 陈泓月，高级研究分析师

October 2018

Sportswear Retailing - China

"A lack of interest in sports participation used to drag the sportswear market, but consumers' increased attention to adopting a healthy lifestyle is expected to bring the market continuous growth. Facing more fashion and retailers' brands entering the market, specialised brands need to reinforce their strength on functionality."

- Yihe Huang ...

September 2018

Shopping in Duty-free Stores - China

“Consuming scenario’s extension and expansion determines the success of duty-free retailers. Consumers are no longer only satisfied by the on-site shopping experiences; on-site enjoyment and off-site services will become important to drive purchase. Moreover, duty-free retailers need to properly position brand as well as set clear marketing strategy to build ...

新零售 - China

“新零售快速成为中国消费者市场的驱动力，将人们消费生活的方方面面汇聚在一起，从根本上改变着零售商、品牌和消费者的关系。手机电子商务迅猛发展，中国零售市场发展历史较短——在这两方面的催化下，购物与消费活动的所有领域和大部分消费者服务领域快速融合。随着线上和线下零售融合，竞争格局出现转变，并购合作等也延伸至消费者服务领域。品牌不仅争取消费者的钱包份额，也在努力成为个体消费者日常生活的一部分。事实证明，中国消费者愿意在日常生活中接受并适应新的技术和创新；他们寻找能满足自己品味和需求的更多选择；追求更大的便利性以适应生活方式；希望服务更迅速、友好和个性化；享受社交性和娱乐性更强的购物体验。综上所述，中国市场的消费者体验可谓领先世界潮流。”

— 郭马修，亚太趋势研究主任

August 2018

New Retail - China

“New Retail is fast becoming the driving force behind the development of China’s consumer market, drawing together all aspects of people’s consuming lifestyles, and fundamentally changing the relationship between retailers, brands and consumers. Shopping is fast integrating with all areas of consumer activity, and with most consumer service aspects, combining ...

对时尚的态度 - China

“一直以来，时尚产品被视为个性、品味和地位的展现。当今消费者也重视时尚产品的购买过程，因为他们喜欢探索购物的精明之道，享受购物带来的轻松和趣味。尽管电商市场飞速发展，实体店服务和店员与顾客的互动对于赢得消费者对品牌的好感并引导其购买决策发挥着至关重要的作用。”

July 2018

Attitudes towards Fashion - China

“Fashion items have always been viewed as the demonstration of a person’s personality, taste and status. People now also care about how they purchase fashion because they want to feel smart, relaxed and fun in the process. Despite the fast-growing e-commerce market, in-store services and interaction with store clerks are ...

May 2018

母婴产品零售 - China

“出生率低，且育龄期女性数量持续下降。不过，由于父母为孩子寻求更高质、更安全的产品，人均消费增多，母

婴童产品市场持续增长。发展放缓导致市场竞争日益激烈，更多零售商在这一分散的市场争夺份额。想获得成功，零售商不仅须让家长相信他们有种类多样、质美价优的产品，还要为父母提供更高质的服务。英敏特调查结果显示父母希望零售商注重服务质量，提供更好的育儿咨询服务和高品质产品，门店吸引人且具备良好设施。这将要求零售商加强客户服务并提供值得信赖的专业育儿知识。”

- 郭马修，亚太趋势总监

April 2018

Mother and Baby Products Retailing - China

“Birth rates are low, and the number of childbearing age mothers continues to decrease. Yet the mother & baby products market continues to grow well, thanks to parents spending more, per capita, on their babies as they seek better quality, safer products. Slowing growth is driving ever-increasing competition in the ...

March 2018

Children's Products Retailing - China

“While growing well, the children's products retail market is highly fragmented and competitive. The focus of that competition is now shifting from quality of products, towards more focus on quality of service. Services being sought include more expert advice on child development and product suitability from parents eager to obtain ...

February 2018

Beauty Retailing - China

“Providing personalised designed products is perceived as an upcoming trend, and is especially an area needing most attention in bricks-and-mortar stores. This approach can help to win back lapsed offline buyers and differentiate from online offerings. Online channels should explore beyond price competition by incorporating new techniques such as AR ...

儿童产品零售 - China

“儿童产品零售市场虽然发展良好，但仍高度分散且竞争激烈。竞争重点已从产品品质转向服务品质的提升。家长欲获得有用资讯，因此寻求的服务已衍伸到更多的儿童身心发展及产品适用年龄段等专业建议。他们同时亟需儿童产品零售商提供更多的亲子设备（如游戏室、更衣室、洗手间等），也希望店内配备更多娱乐设施，且提供更多具有教育和健康益处的产品。对于已经深入低线城市甚或农村市场的线上零售商而言，此原则也同样适用。若能让服务品质追上产品品质，零售商势必能在拥挤不堪的市场里占有一席之地。”

美容零售 - China

“提供定制款产品被视为大势所趋，尤其值得实体店留意。此举可以帮助实体店赢回流失的客户，打造不同于线上渠道的差异优势。除了价格战外，在线渠道还应该利用AR（增强现实）试妆等新技术带来更便捷的购物流程。”

- 金乔颖，研究副总监

节日购物 - China

“节日正在重塑消费者的支出模式，尤其是网络购物节。更强大的消费能力和更丰富的选择提升了消费者对个性化的追求，以及对零售商和品牌的创新要求。对更卓越体验的需求也催生了节日购物与节日娱乐的融合，即所谓的‘娱乐式零售’。旅游度假支出也让中国的节庆购物国际化。这在为零售商和品牌带来新机遇的同时也给其制造了挑战。零售商必须取得传统与变革、送礼和自用，以及购物和娱乐、对网络购物节不屑与兴奋间的平衡。”

January 2018

Festival Shopping - China

“Festivals are reshaping consumers’ spending patterns, especially online shopping festivals. Greater spending power and choice are driving individualisation among consumers and the need for innovation by retailers and brands. Demand for better quality experiences is also driving the convergence of festival shopping with festive entertainment into so-called “retailtainment”. Travel spending ...