

## December 2016

## 医药零售 - China

“得益于强劲的消费者需求、药店业务扩张以及医改药改政策，医药零售持续增长，并预计将进一步延续上行趋势。政府仍在探索最佳的全国性医疗系统，为不同竞争者同时带来机遇与挑战。实体药店如今通过并购寻求增长。而网上药店尽管积极创新，但由于新政推出，面临更多的不确定因素。”

## 汽车售后市场 - China

“中国汽车后市场预计将在2017年超过1万亿元人民币。中国车主在汽车维修保养上的花费平均为5,000-6,000元人民币。4S店仍然是消费者首选的渠道，具有最高的消费者满意度。然而，英敏特研究显示经验丰富的车主已经转向连锁店和线上平台，以期获得同样高品质，但成本更优的解决方案。”

## November 2016

Supermarkets and Hypermarkets  
- China

“The disruptive growth of online grocery retailing is seriously challenging the supermarket and hypermarket sector. It can offer chain store retailers greater reach, and they have the advantage of logistics and existing customer bases of often loyal consumers. But, in order to face the online challenge, supermarket and hypermarket chains ...

## Automotive After Market - China

“The auto aftermarket in China is expected to exceed RMB one trillion in 2017. Chinese car owners spend RMB 5K-6K on maintenance annually on average. 4S store remains a key channel to visit with the leading satisfaction rate. Yet, Mintel's study shows experienced maintainers have switched to franchise stores and ...

## October 2016

## Car Purchasing Process - China

## 超市和大卖场 - China

“线上日用品零售业的迅速崛起给超市和大卖场行业带来严峻挑战。连锁零售店可以借此覆盖更大范围，此外还具有物流优势和现有客户（大多为忠诚度较高的客户）基础。但是为了面对电商带来的挑战，连锁超市和大卖场必须通过提供质量更高的产品和服务来努力提升自己的市场表现。他们可以通过线上融合来接触到更多消费者，包括农村地区的消费者。这要求零售商提高服务水平，根据不断变化的消费者需求改进店面模式，更积极主动地与日益多样化的线上消费者互动交流。”

## Pharmacy Retail - China

“Pharmacy retailing is growing continuously and is expected to expand further, thanks to the solid consumer needs, pharmacies' business expansions as well as the medical reform. The government is still exploring the best medical system for the country, leaving opportunities and challenges for different players at the same time. Offline ...

## 汽车购买过程 - China

“一辆售价10-15万元左右，有充足的内部空间，配备令人满意高科技功能的经济型汽车基本是能在中国汽车市场成功的车型。但现实还远不止如此简单。处在不同人生阶段、购车时间不同的消费者有着不同的偏好。对于制造商和营销人员而言，突破点在于强调驾驶辅助技术。”



## Retail: Overview - China

“A budget car, within the price range of RMB 100,000 – 150,000, which has large inner space, with satisfactory high-tech features, will pretty much be a successful model in China. But there is more to it. Car buyers in different life stages and with different purchase schedules vary ...