

January 2015

医药零售 - China

“一方面，实体店利用最新科技技术，为消费者提供无缝服务和购物体验，将成为在竞争中脱颖而出的关键因素；另一方面，根据消费者不同的行为习惯和购买态度细分消费群体能够使医药零售商运营更加有效。对于大型零售商而言，根据当地人口特征和需求制定本地化的零售战略至关重要。”

— 陈文文，高级研究分析师

December 2014

Pharmacy Retail - China

“The ability for a store to embrace the latest technology innovation to provide seamless services and shopping experience will become the key differentiator for retailers to stand out while segmenting the consumer based on their different behaviour and attitude would make a pharmacy retailer more efficient. For large players, designing ...

奢侈品零售 - China

“中国奢侈品零售市场在短期内发生了翻天覆地的变化，这股势头将持续保持强劲。由于政府倡导“反浪费”运动，导致增长势头有所放缓。然而，奢侈品市场的变化早已悄然而至，这促使奢侈品牌改变在华策略，从而更好的满足消费者多样化的需求。”

October 2014

Holiday Booking Process - China

“Operators have started to expand their portfolios considerably either from online services or physical entity into mobile apps platform. Today mobile sites and apps are being designed to feature simple and fast search and booking tools, backed up by attractive options such as one-off deals and mobile-exclusive promotions.

Luxury Retailing - China

“The luxury retail market in China has undergone significant changes in a short period of time, and continues to change rapidly. Growth has slowed down due to the government’s anti-extravagance campaign, forcing luxury brands to adapt their brand and product portfolios to better suit the diversifying needs of consumers.”