

April 2016

### 对自有品牌的态度 - China

“中国自有品牌产品不多。总的来说，自有品牌在2011-2014年创新力度不大，仅为3-4%，而这一数据在某些欧洲国家明显更高。例如，2015年，西班牙（40.5%）、英国（31.4%）、法国（30.9%）和德国（27.2%）的自有品牌产品创新均如火如荼。”

### Attitudes toward Private Label - China

“Private label has a minor presence in China. Overall, the share of private label innovation stayed flat at 3-4% between 2011 and 2014, while in some European countries this figure is a lot more significant. For example, Spain (40.5%), the UK (31.4%), France (30.9%) and Germany (27 ...