

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 ...

购车过程 - China

“尽管汽车市场呈现放缓趋势并且库存量庞大，但销售仍在不断增长，而且这种增长势头预期将持续。与此同时，竞争也在加剧，因此汽车制造商和经销商需要更多地关注购买者的购车体验，而非汽车本身，以便在消费者中树立良好的品牌声誉。”

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.”

Car Purchasing Process - China

“Car financing is finding greater acceptance among consumers now than before, while car makers and

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。”

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."

dealers are focusing more on brand building through improving their consumer service and advice, both through sales outlets and online, as well as focusing on their brand experience beyond just the cars themselves.”

September 2014

中国的男装零售市场 - China

“中国男装市场持续的增长势头，在很大程度上要归功于网络零售的增长，但是业内领先的零售商却因为大幅度的市场分化和产品供过于求而备受煎熬，尤其是在正装和商务休闲装领域。零售商似乎对男士们从摒弃正装到青睐休闲装的转变反应迟钝。”

August 2014

Menswear Retailing - China

“China’s menswear market continues to grow well, helped to a large degree by the growth of online retailing, but leading retailers continue to struggle with high degrees of market fragmentation and over-supply, especially in the formal and business casual sectors. Retailers appear to have been slow to react to a ...

July 2014

在线零售 - China

“短短几年内，中国在线零售市场从无到以惊人的速度增长，并且仍有许多行业继续高速发展。C2C网站为主导的格局迅速向B2C网站转化，但消费者依然是在线零售行业的利益相关方。移动在线零售也异军突起，几乎成为人们日常生活的一部分。

实体零售商所受的冲击仍在扩大，背腹受敌，被迫接受来自传统同行和在线零售商的挑战。然而，互联网使涉足电子商务的传统零售商迎来发展机会，同时单纯的互联网零售商依然难以扭亏为盈。

网购行为包括移动购物已为人们所接受，并成为日常生活的一部分，因而为（单纯互联网和实体）零售商带来新的机遇，以便更强势的渗透至低线城市。由于许多在线零售商依然尚未盈利，他们需要开始提供更多附加价值的服务。还有许多企业正在寻求合作机会，单纯互联网公司和实体零售商相互合作开展线上到线下的商务模式成为一股不断壮大的潮流。”

— 郭马修（亚太研究主任）

超市和大卖场 - China

“连锁超市在较发达的城市面临激烈竞争，目前还要应对网上杂货零售快速增长所带来的竞争。这就在各零售商之间创造了更大的创新需求。为了满足高线城市的不同本地市场需求，新业态不断涌现，同时连锁店也逐渐渗透到低线城市。

— 郭马修（亚太研究主任）

June 2014

Online Retailing - China

“China’s online retail market has achieved phenomenal growth from nothing in only a few years, and many sectors continue to pursue very rapid growth. There continues to be a strong shift away from the dominance of C2C towards B2C vendors, but many consumers also remain stakeholders in the online retail ...

女装零售 - China

“中国的女装零售市场自2008年起稳步增长，这主要归功于中国消费者平均收入和人均消费能力的持续提高、零售连锁店的迅速扩张和在线零售的快速发展。尤其是在线零售，为该市场带来了极大的增长动力，但是由于其折扣幅度更大，也给零售商带来价格压力；同时，运营店铺的成本上升，这也挤压了公司的利润空间。”

– 郭马修 (亚太研究主任)

May 2014

Supermarkets and Hypermarkets
- China

“Already facing strong competition in the more developed urban markets, supermarket and hypermarket chains are now also facing competition from the rapid growth of online grocery retail. This is creating a greater need for innovation among retailers. New store formats are emerging to meet different local market needs in higher ...

April 2014

Womenswear Retailing - China

“Consumers are becoming more sophisticated and individualistic, which is forcing retailers to adapt to an increasingly diverse consumer market. This is creating opportunities for the development of more sub-brands aimed at different consumer lifestyles, life stage and price points. Adapting to new market conditions will become even more important as ...

汽车零售 - China

“不同消费群体对购车和汽车零售的态度有所差异，因此瞄准这些群体时，汽车公司必需采用不同战略。中国的市场在不断变化，网购销售渠道愈发流行，为保持竞争力，4S店模式需要改变。”

– 黄灿，高级研究分析师

March 2014

Car Retailing - China

“It is imperative to apply different strategies to different target groups as they are different in their attitudes towards car purchasing and retailing. The 4S model needs to change if it is to remain competitive in this ever changing market environment, where online purchasing is starting to emerge as a ...

百货商店 - China

百货商店和购物中心行业在吸引消费者目光上面临日益激烈的竞争，在这一背景下，零售商能否确定主要消费群和他们的购物习惯，从而更好地改善产品，迎合消费者需求，变得越来越重要。

美容品零售 - China

美容品零售市场在2013年继续延续前所未有的强劲增长势头，销售额突破1,670亿元人民币。科技创新（如移动购物、平板电脑和互联网普及率的提高）带动了在线美容零售业的增长。同时，大型零售商（如屈臣氏和丝芙兰）入驻低线城市也促进了市场的繁荣发展。

February 2014

Beauty Retailing - China

“Deals and discounting can be an entry point to attract new customers and personalisation and relevance in promotion will become the critical point for retailers in coming years. But in the long run, creating unique shopping experience remains essential.”

Department Stores - China

“The department store and shopping mall sector is facing increasing competition for consumer attention, making it ever-more important for retailers to identify key consumer groups and their shopping habits to better adapt their offering to best suit consumers' needs.”