

October 2017

菜单洞察 - China

“消费者希望餐厅专注于一个菜式领域，以彰显专长和正宗。随着消费者越来越喜欢尝试不同类型的菜式，主打小众地方菜和异域菜的特色餐厅将大有前景。另一方面，随着消费者的健康意识不断增强，轻食中餐是另一个值得进军的领域。”

– 陈杨之，研究分析师

September 2017

Menu Insights - China

“Consumers want a focused menu from restaurants to show expertise and authenticity. As they are getting more explorative with different types of cuisines, there is opportunity for more specialised restaurants featuring niche regional and exotic cuisines. On the other hand, Chinese light meal is another area worth tapping into given ...

August 2017

餐饮娱乐渠道酒精饮料 - China

“在消费者对健康日益重视的大环境下，中国餐饮娱乐渠道酒精饮料市场持续走低。品牌应尝试将酒类产品与现代和健康场合相结合，以推动更多的点购。消费者不断寻求在家中无法复制的新奇体验，因此，特色自制酒精饮料可能是另一个机会点。”

– 陈杨之，研究分析师

July 2017

On-trade Alcoholic Drinks - China

“China’s on-trade alcohol market is undergoing a decline due to consumers’ rising health concerns. Brands should try to associate their alcohol products with modern and healthier occasions to encourage more orders. There can also be an opportunity for special home-made alcoholic drinks as consumers continue seeking novel experiences they cannot ...