

January 2017

咖啡店 - China

“尽管来自非专营咖啡场所的竞争日趋激烈，咖啡店市场预计将保持稳健增长。品牌开始放眼更多场合并且走向高端化，这一过程中必须要认识到体验是至关重要的努力方向。”

– 陈杨之，研究分析师

啤酒 - China

“中国经济放缓抑制了消费支出；中国啤酒销售日趋放缓，主要由高端化（增量转为增质导致销量下滑）和恶劣天气（如冷夏和水灾影响啤酒产量）所致。若要实现增长，中国啤酒市场需实现多元化，这要求啤酒厂商开发多种类产品，以迎合不同的细分市场和消费者需求。”

December 2016

Coffee Houses - China

“The out-of-home coffee market is expected to continue robust growth although coffee houses may face increasing competition from non-specialist coffee places. As brands target more locations and go premium, they must bear in mind that experience is what matters the most.”

– Summer Chen, Research Analyst

Beer - China

“Chinese consumer spending has been hit by the economic slowdown; beer sales in China are also slowing, essentially caused by premiumisation (quality over quantity which has resulted in reduced volume sales) and unfavourable weather (eg a rainy summer and severe flooding influenced levels of beer production). In order to grow ...

葡萄酒 - China

“虽然本土葡萄酒企业仍然是市场领导者，但随着线上购物的流行以及国际产品更容易买到，中国消费者越来越了解外国品牌和进口葡萄酒。目前在中国，葡萄酒已成为全国上下各线城市不同消费群体的大众饮品，而不再像以前那样被认为是专属精英人士的尊享用品。特殊活动或休闲聚会场合等消费场合是促使消费者购买葡萄酒的主要因素，因此葡萄酒公司和品牌应着重开发这些场合。”

November 2016

Wine - China

“Although domestic wine players are still the market leaders, along with easier access to online shopping and international products, consumers in China have become more aware of foreign brands and imported wines. Wine in China is no longer seen as an indulgence of the elite as it previously was, but ...

果汁 - China

“在不断萎缩的果汁市场上，包装果汁步履维艰，既要面对来自餐饮渠道鲜榨果汁的竞争，也难逃果汁饮料（包装果汁中的主导品类）市场下滑的厄运，这就使得重点企业试图通过转变非用户来推动销售的空间变得非常有限，但也为健康类包装纯果汁和功能果汁提供了发展机会。中国果汁厂商面临的挑战是如何继续保持积极的关联性和为品类增添附加价值，以赢得消费者的信任，从而增加消费和提高趋优购买的信心。不加糖和全天然的产品可以提高果汁的健康形象和打消消费者的安全顾虑。”

– 李蕾，研究分析师



October 2016

Juice - China

“In the shrinking juice market, packaged juice is not only facing competition from on-trade fresh juice but is also pressured by the decrease of juice drinks – the dominant segment in the category, which leaves limited scope for key players to convert non-users to drive sales, but poses an opportunity ...