

January 2018

啤酒 - China

“精酿啤酒虽然没有标准定义，但在市场上日益流行。恰恰因为该细分缺乏统一定义，所以啤酒品牌无论规模大小，都可在精酿工艺和理念推广方面发挥创造性。”

– 顾菁，研究总监，食品与饮料

咖啡店 - China

“尽管部分消费者转向在家饮用更方便且优质的咖啡，如在家饮用的挂耳式咖啡和快餐店的现磨咖啡，但消费者在咖啡店内的消费呈稳步增长趋势。咖啡店可考虑丰富食物和酒精饮料选择，吸引更多消费者并扩大光顾场合。”

– 陈杨之，研究分析师

December 2017

Beer - China

“Lack of an official definition will not prevent craft beer from further proliferating in the market. Instead, this will allow market players – both small and large – to be creative crafting the product and marketing the concept.”

Coffee Houses - China

"Consumer spending at coffee houses is in a steady growth although some consumers may be switching to quality yet more convenient and value-for-money options such as in-home drip bag coffee and freshly brewed coffee from fast food restaurants. Coffee houses may consider offering more food and alcoholic drinks to attract ...

November 2017

葡萄酒 - China

“中国葡萄酒市场的零售额增长率保持低迷，但仍快于销售量的增速。中档系列葡萄酒开始流行，未来大有市场潜力——这并非意味着消费者拒绝高档葡萄酒，而是说明消费者既看重趋优购买更优质的葡萄酒，也看重其性价比。葡萄酒商和零售商更紧密无缝地合作，线上购物渠道日益流行，都促进了这一趋势的加快发展。”

– 李蕾，研究分析师

October 2017

Wine - China

“The retail value market growth remains slow but is slight faster than its volume growth. Mid-range wines are triggered and could be the next big thing. This does not mean consumers are avoiding premium wine, but means trading up for quality is as important as value-for-money from consumers' perspective. Online ...