

July 2020

### 烘焙店 (应对新冠疫情之后) - China

“新冠疫情之前，许多烘焙店运营商着重通过产品高端化，大多是风味创新，来鼓励消费升级。其中一个重点趋势是混合甜味和咸味食材，着重添加草药。但是，跟餐饮业一样，新冠疫情突然爆发，该品类停业，发展计划被打乱。目前该市场正缓慢恢复，想要走在竞争前列的运营商有可能从一开始就需针对更多主食产品。我们有望见到更着重于推出早餐、午餐、晚餐套餐，而对零食化趋势的兴趣说明小口产品和便携外卖产品有创新机会。”

— 俞文，研究分析师，2020年4月30日

### 火锅餐饮 (含新冠疫情分析) - China

“新冠疫情爆发前，中国火锅市场已获得一些显著发展。其中最值得关注的包括：领先品牌向较低线城市扩张，消费者对高端选择表现出兴趣，以及随着“一人锅”、融合火锅和“主打单一特色品类”火锅日渐走俏，火锅形式开始迈向多元化。火锅餐饮易于实现标准化，搭乘这一优势，各品牌纷纷开启火锅相关零售的多元化之路。尽管从短期和中期来看，新冠疫情对堂食火锅市场造成了严重冲击，但它也加速了零售模式的扩张。”

— 吴珍妮，研究分析师，2020年4月

### Bakery Houses (Responding to COVID-19) - China

“In the period prior to COVID-19, the focus of many bakery house operators was to encourage trade up by premiumising their ranges, largely through flavour innovation. A key trend was in blurring sweet and savoury ingredients, with a focus on adding a range of herbs. However, as with all foodservice ...

### Hot Pot Dining (Incl Impact of COVID-19) - China

“The hotpot market in China has seen some significant developments pre-COVID-19. Among the most notable include leading brands expanding their offerings into lower-tier cities, consumers showing interest in premium options, and hotpot formats starting to diversify with popularity increasing in solo, fusion and ‘signature dish’ formats. Leveraging the advantage of ...