

## March 2021

### 菜单洞察——茶饮店（下半年） - 中国 - China

“扩大消费群体和提高单杯茶饮价格的压力与日俱增，同时新冠疫情导致2020年的前两个月，占主导地位的外出消费中断。种种因素对茶饮店市场造成了负面影响。为了在这块饱和市场取得领先，玩家不妨在低线市场捕捉机遇，这些市场的竞争不那么激烈，而需求同样强劲。此外，消费者不吝支出，对于想借助产品升级实现高端化的品牌而言也是一大利好。在这块拥挤的市场，消费者的品牌忠诚度较低，因此玩家应将营销重点放在提高现有茶饮用户的粘性和购买频率上。”

— 俞文，研究分析师

## February 2021

### 外卖咖啡 - China

“新冠疫情巩固了零售咖啡产品的市场地位，给现制咖啡带来了强劲的竞争压力。但是，当今消费者越来越追求风味出众的优质咖啡，因此咖啡品牌有机会为他们提供口感浓郁、风味新奇、形态多样以及含有功能性成分的咖啡饮品。此外，品牌巨头不断创新，一方面在更多场合为消费者提供便携咖啡选择，另一方面不断优化堂食咖啡体验。”

— 俞文，研究分析师

## January 2021

### Menu Insights - Tea Houses 2H - China

“Pressure to enlarge the consumer base and jack up unit prices continues to mount, while the COVID-19 outbreak halted the dominant out-of-home consumption in the first couple months of 2020. Combined these factors have negatively impacted the tea house business. In order to get ahead in this saturated market, players ...

## December 2020

### On-premise Coffee Consumption - China



## Foodservice - China

“The COVID-19 outbreak shored up retail coffee products’ position in the market, posing competition for fresh coffee. However, the fact that consumers are becoming quality- and taste-driven gives players an opportunity to serve coffee drinks with rich mouth-feel, innovative flavours, formats and functional ingredients. Additionally, dominant players can innovate around ...