

January 2023

Experiential Retailing - China

"Brands and retailers are still facing challenges despite pandemic control measures being removed, including the overall sluggish economy, consumers' spending becoming more intentional and their changing behaviours when shopping offline in the post-epidemic times. Ensuring safety and comfort for consumers in offline stores (eg sanitary environment, less crowded) becomes essential ...

Mother and Baby Products Retailing - China

"Low fertility rates will continue to pose a challenge to China's mother and baby product market. However, brands are presented with growth opportunities through product innovation and premiumisation as the young generation parents are seeking quality products to ensure the wellbeing of both their children and themselves. In the meantime ...

线上零售趋势 - China

"近5年，线上零售额虽然一直保持正向增长，但增速明显放缓。若要在激烈的竞争中脱颖而出，网上购物平台和品牌应专注为消费者提供高品质的产品和服务，这也是影响消费者网上购买决策最关键的因素。此外，网购可以被重塑为一种现代生活方式，品牌/平台可以采取更多新颖的营销手段（如添加有趣的元素和提供松弛感），帮助消费者更好地享受网上购物。"

— 姚滨妍，研究分析师

生鲜零售 - China

"自2022年初新冠疫情反弹以来，随着消费者对高品质产品的升级需求，生鲜零售市场加速增长。多元化渠道偏好虽然加剧了市场竞争，但为奥特莱斯店等满足消费者细分需求的新商业模式提供了机遇。鉴于消费者对品质和价格的关注，自有品牌产品不仅具有增长潜力，还有助于生鲜零售商持续吸引消费者。"

Fresh Grocery Retailing - China

"The fresh grocery retailing market witnessed accelerated growth amid the resurgence of COVID-19 since early 2022 and upgraded demand for quality offerings. Diversified channel preference, though intensifying market competition, presents opportunities to new business models such as outlet stores which cater to consumers' segmented needs. Private label products not only ...

December 2022

Trends of Online Retailing - China

"Sales value of online retailing has maintained positive growth in the past five years, but the growth has slowed down considerably. To stand out in fierce competition, online shopping platforms and brands should continue focusing on delivering high-quality products and services to consumers, as these are the most critical aspects ...

Upcoming Reports

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