

January 2015**咖啡店 - China**

“中国消费者对咖啡店的使用情况和态度错综复杂，无法预测。特别关键的一点是，咖啡品质和独特店内氛围之间需达成平衡，从而实现多功能的目的。简而言之，对于中国的咖啡店而言，毫无疑问，咖啡店经营者意识到消费者对快速休闲咖啡厅方式，如家一般温馨的咖啡厅设计或多方合作推出的创意理念的渴望，并以此充分发挥创造性是极其重要的。”

– 刘欣琪，研究分析师

November 2014**Coffee Shops - China****中国菜单洞察 - China**

“健康食材（如燕麦和谷物）的普及和有机概念宣称的发展仍无法超越中国传统烹饪方法在消费者心中的地位。然而，这始终是菜单创新循序渐进的发展步骤。同样，餐厅提供更小份量、自由组合和配搭不同菜肴和为不同人群所设计的菜肴等创新引领餐饮业迎接新时代的到来。”

– 刘欣琪，研究分析师

September 2014**Menu Insights - China**

“The influence of diverse ethnic flavours and the solid loyalty towards local specialists make China a complex foodservice market. While food safety has a significant continuous social impact, the focus point should go beyond East versus West and spark menu diversification. To find a new equilibrium between diners' desire for ...

August 2014**餐饮渠道酒类饮品 - China**

“相对男性，女性在酒类饮品上的花费明显较低，而且女性消费者通常被认为是“难以开拓”的群体。社交媒体和网络论坛等新媒体营销活动能帮助品牌更有效的接触女性消费者。突出与食物的搭配和与亚洲餐厅合作进行网络营销活动应该能帮助品牌在女性市场中有所建树。”

July 2014

快餐 - China

“国内快餐店的表现已经明显胜过全套服务餐馆，预示中国这一行业发展前景乐观。然而目前，快餐消费者担心持续不断的食品安全问题和对环境的关注，促使快餐店向订制化健康餐饮门店转变。这同时使跨国竞争者处于不利地位，因为人们认为洋快餐不健康且不能提供订制化餐品。市场营销工具在推动中国社会健康饮食发展方面，起着重要的塑造作用。方便获取营养信息、实惠“绿色”餐品和增加消费者在菜单设计的权利，这三大要素必须全面渗透到当前中国快餐食品行业中。”

- 刘欣琪, (研究分析师)

June 2014

On-trade Alcoholic Drinks - China

“When it comes to alcoholic drinks, women’s spending is significantly less compared with men and female consumers are widely considered ‘hard to reach’. Highlighting food pairing and partnering with Asia restaurants in online-based campaigns should be able to help brands stand out when targeting women.”

May 2014

Fast Food - China

“Domestic fast food restaurants have decisively outperformed full-service restaurants in 2013, indicating a confident outlook for the sector’s growth in China. Fast food eaters are concerned with environmental and food safety issues, which has catalysed the fast food outlets’ transformation into tailor-made healthy dining stores. This has also given multinational ...