

**January 2014****鞋类零售 - China**

中国鞋类零售市场竞争越来越激烈，意味着零售商必须作出快速反应以迎合消费者日益多元化的鞋类需求。随着国内零售商的覆盖范围越来越广，渗透到更多单店平均营业额较低的二、三线城市，它们在未来必须着重提高消费者的购物频率，以避免销售额和市场份额增长的停滞不前。

**September 2013****Footwear Retailing - China**

“The increasingly competitive footwear retail market in China means retailers need to adapt quickly to diversifying consumer footwear needs. As retailers expand their coverage across more of China and into more lower tier cities, where average store turnover tends to be lower, they must focus on raising frequency of shopping ...