

October 2019

家居饰品 - China

“对于中国消费者来说，家已不仅仅是容身之所，大部分消费者都认识到，恰如其分的装饰能够营造放松舒适的居家氛围，并能改善居住环境。因此，如今的中国消费者更愿意花钱为居住空间增添个性化元素，90后尤其如此。然而，在家居饰品的选购方面，实用功能和性价比仍然排在首要位置。这并不意味着设计和款式无关紧要。事实上，中国消费者感到将装饰品与家具等大件家居产品相搭配很困难。因此，家居饰品品牌可以考虑推出风格款式咨询服务，给消费者提供指导并鼓励他们购买整套风格，从而促进更多销售。”

— 夏月，研究分析师

Home Accessories - China

“Home has become a place more than just a roof overhead to Chinese consumers and the majority have acknowledged that proper decoration can create relaxing ambience and enhance the living condition. Therefore, Chinese consumers now are more willing to invest in adding a personal twist to their living space, and ...

September 2019

创新零售形式 - China

“只有时刻谨记消费者的需求，零售行业的科技应用才能获得蓬勃发展。消费者渴望有趣刺激的体验，希望购买决策尽可能简单方便。快闪店是公司提高销售业绩、加强营销能力的有效工具。如果迷你KTV、自动售货机、“幸运盒子/福袋”和迷你健身仓可以识别消费者细分群体，如已婚已育群体和二、三线城市居民，这些就能成为行之有效的零售形式。除了重点关注社区人口统计数据 and 购物习惯，无人商店也应该始终将传统便利店视为主要竞争对手；无人商店的科技应用也可以在有效解决消费者问题上进一步加强。”

便利店 - China

“即使实体零售正面临重重挑战，便利店行业仍保持着两位数强劲增长，这得益于中国消费者对省时、可及性与即时满足性的追求。便利店的即食食品和现制饮料因其能提供快捷又实惠的正餐与下午茶选择，赢得了中国消费者的倾心。便利店品牌可探索新的可能性，将自身定位为城市中闲适的第三空间，更好地服务于当地社区和繁忙的上班族。”

— 赵鑫宇，初级研究分析师

Innovative Retailing - China

“The application of technology in retail can only prosper when consumers' needs are kept in mind. Consumers crave entertaining and exciting experiences and want to make their purchasing decisions as convenient as possible. Pop-up stores are an effective tool to strengthen companies' sales and marketing capabilities. Mini karaoke booths, vending ...

August 2019

对奢侈品的态度 - China

“随着中国奢侈品市场走向成熟，中国消费者正寻求借助奢侈品牌树立个人形象，展现独特个性并更好地反应自身性格。向前看，奢侈时尚品牌将需要采取策略，用鲜明的

品牌形象、更好的产品种类和更多定制化选择捕获正在崛起的年轻奢侈品消费者的心。进一步，投资全渠道对于奢侈品牌而言仍然重要，尤其是在这方面落后的硬奢侈品牌。”

– 夏月，研究分析师

July 2019

Convenience Stores - China

“The convenience store sector has maintained vibrant double-digit growth, even at a challenging time for brick-and-mortar retail, thanks to consumers’ continuous pursuit of time efficiency, availability, and instant fulfilment. Ready meals and freshly made beverages in c-stores are winning over Chinese consumers as they provide a quick and economical option ...

January 1970

Attitudes towards Luxury - China

“With the Chinese luxury market maturing, Chinese consumers are now seeking help from luxury brands to make a personal statement that shows their unique identity and better reflects their personality. Going forward, luxury fashion houses will need to have strategies in place to capture the rising younger luxury consumers with ...