

**January 2023****菜单洞察——茶饮店 - China**

“现制茶饮行业仍在蓬勃发展，上新频率和丰富的口味选择将继续吸引消费者。消费者对水果的喜好可能因季节而异，因此，创新应该以热门水果品类为主，小众水果为辅。同时，茶饮店品牌可以展示营养成分，而不是仅仅局限于健康宣称本身，从而帮助消费者找到适合他们的产品。”

高屹，研究分析师

**December 2022****Menu Insights - Tea Houses - China**

“The freshly-made tea drinks industry is still burgeoning, the frequency of new product launches and various flavour choices will continue to attract consumers. Fruit preferences might vary by season, and so innovations should mainly focus on popular fruit categories with a few niche ones. Meanwhile, tea house brands can present ...

**October 2022****外卖现制咖啡 - China**

“中国的咖啡市场尚属发展初期，增长潜力足，可通过店铺扩张和全渠道营销加速增长。中国大多数咖啡饮用者都喜爱丰富多样的特调咖啡，这类咖啡也在过去一年强有力地推动了外卖现制咖啡品牌的销售增长。同时，随着咖啡相关知识的普及，并且消费者追求更高品质的产品，精品咖啡在中国的受众有所增多。”

——高屹，研究分析师

**On-premise Coffee Consumption - China**

“China's coffee market is still at an early stage with high growth potential that can be accelerated with store expansion and omnichannel marketing. Diversified special coffee drinks are favoured by most coffee drinkers in China and have become a sales booster for on-premise coffee brands in the past year. Meanwhile ...

**September 2022****Western-style Casual Dining - China**

“COVID-19 continues to pose a major threat to the recovery of the Western-style casual dining market. Home delivery services and more flexible store types such as delivery-only windows are crucial to enhance brands' resilience when confronted with unpredictable

**西式休闲餐饮店 - China**

“新冠疫情持续对西式休闲餐饮市场的复苏构成严重威胁。面对不可预测的封控措施，投资外卖配送服务和开设只提供外卖窗口等更灵活的门店类型是提高品牌韧性的关键。除此之外，品牌可从丰富区域和招牌美食发力，为消费者献上一场舌尖上的旅行。品牌还要提高餐品信息的透明度，迎合消费者对健康饮食潮流不断增长的需求。”

lockdowns. Brands can go a step further by offering consumers a taste ...

—— 黄梦菲，研究分析师

## 现制酒饮趋势 - China

“小酌代表着一种生活方式。不管是与朋友相聚还是参加店内活动，许多消费者认为现制酒饮是不可或缺的一环。无酒精鸡尾酒被认为是应对过量饮酒造成的健康问题的解决方案。同时，完善的消费者旅程可以提升整体体验，从而加速后疫情时期现制酒饮消费的恢复。工作坊、品鉴会或品牌活动虽仍算小众，但也能为服务带来附加值，并在长期提升业务表现。”

——高屹，研究分析师

## July 2022

### On-premise Alcoholic Trends - China

“Taking a sip represents a lifestyle. Hanging out with friends or attending in-store events, many consumers view on-premise alcoholic drinks as indispensable. Mocktails are considered as solutions to health issues caused by alcohol overconsumption. Meanwhile, the total experience can be elevated by a comprehensive Consumer Journey to accelerate the post-pandemic ...

### 烘焙店 - China

“烘焙产品的渗透率不断增长，其食用场景也更趋多样化，涵盖了零食和正餐。虽然咸味烘焙产品释放强大的吸引力，但目前市场上的产品尚未能满足消费者的需求。鲜酵母具有潜力成为加速推动产品革新的催化剂，品牌可借此改良产品口味并添加更多健康益处。与此同时，品牌可向消费者推介“手工面包”的概念以提升中国市场上新鲜手工烘焙产品的价值。”

—— 高屹，研究分析师

## June 2022

### Bakery Houses - China

"Bakery products are growing in penetration with diversified consumption occasions as a snack or a full meal. Savoury bakery products have shown a strong attraction to consumers, while the current market offering is yet to satisfy consumer needs. Compressed yeast has the potential to be the catalyst to accelerate the ...

## April 2022

### 火锅餐饮 - China

“火锅餐饮市场已进入稳定发展期，头部火锅品牌一方面对门店扩张愈发谨慎，另一方面也在挖掘全球供应链的潜能。与此同时，消费者对美味的火锅汤底、优质的区域性/季节性原材料以及特色小菜的追求，为产品创新提供思

路。此外，疫情后消费者对居家就餐场景的需求日益增长，对火锅行业的便利性和灵活性提出了要求。因此，火锅外卖和进一步细分化的火锅类型或将成为火锅经营者的救星。”

— 高屹，研究分析师

## March 2022

### Hot Pot Dining - China

"Hot pot dining has entered a stage of steady development, leading brands are becoming more cautious about store expansion, while exploring potentials of global supply chains. Meanwhile, consumers are pursuing tasty hot pot base, quality regional/seasonal raw materials and exclusive side dishes, which leave clues for product innovation. In ...

### 菜单洞察 - China

“宵夜正在成为一种慰藉食物。区域菜肴和家常菜可以作为爆点。与此同时，不同时段内零售空间的转变、改变店铺类型以及调整营业时间将成为变革的开端，以应对后新冠疫情时期外卖增加和消费行为的变化。商家不妨推出可以分享的菜品，以此调整菜单设计，更好地服务社交场景。”

— 高屹，研究分析师

## February 2022

### Menu Insights - China

“Late-night dining is becoming a comfort food. Regional cuisine and home recipes can act as flashpoints. Meanwhile, retail space shifting during dayparts or varied store types and business hours' adjustment would be the start of the revolution as the response to the increase of food delivery and the consumption behaviours ...