

January 2023

## 2023 BPC Trends - Latam - Brazil

This report aims to spotlight the three trends that will impact Latin American consumer demands for beauty and personal care in 2023, over the next few years, as well as 5+ years into the future. These are: Beauty Rx, Evolved Self-Care and New Rules of Engagement.

## Activities of Toddlers and Preschoolers - US

“Two thirds of parents of toddlers/preschoolers say keeping their kids entertained is challenging. This comes on top of the core parental challenges of health, safety, food and education. Parents are energetically and financially spent and need support from brands to feel confident in the choices they make for the ...

## Air Care - China

“With the rise of ‘scent economics’, all types of air care products are expected to offer pleasant olfactory experiences. In addition, while air fresheners are positioned as odour solutions based on strong functionality, scented air care has greater potential in advancing emotional values, such as fulfilling the pursuit of home ...

## Appealing to Introverts and Extroverts - US

“Most consumers recognize where they are on the personality trait continuum, and few feel they sit on the extreme ends of being either ‘very introverted’ or ‘very extroverted’. With some 40% who feel their personality traits have shifted in the past two years, this represents a transitional period as consumers ...

## Attitudes towards Cooking in the Home - UK

“Increased at-home meal occasions due to the income squeeze hold multiple opportunities for both ingredients and prepared foods. In the short term, calling out suitability for batch-cooking and less traditional cooking methods will tap into some of the key ways in which people are looking to save money. Further ahead ...

## 2023 F&D Trends - Latam - Brazil

The following four LATAM trends aim to spotlight the most relevant of the eight Mintel Food and Drink global trends for the region, based on the local context and consumers' habits, preferences and demands. They are: Savvy Sustenance, Adaptable Cooking, Unguilty Pleasure and The Worth of Water.

## Air Care - Canada

“As consumers cut back on spending, discretionary categories like air care will be tasked with reminding shoppers what value they bring to the table. Highlighting the added advantages associated with air care beyond straightforward odour control, like ambiance and wellness benefits, will help defend against budget cutbacks. Premium scents and ...

## Aircare - US

“Though the category continues to enjoy relatively high incidence of use, as consumers continue to cut back on spending, discretionary products like aircare will be challenged to prove value. Product efficacy, added benefits, and expanded offerings to align with evolving lifestyle needs will be crucial to reinvigorate aircare sales.” ...

## Atitudes e Hábitos dos Donos de Pets - Brazil

“Os donos de animais de estimação têm criado conexões cada vez mais fortes com seus animais, que muitas vezes são vistos como membros da família. Nesse contexto, os tutores priorizam os animais no orçamento familiar, e buscam incluí-los nas atividades cotidianas e até mesmo nas viagens em família.” ...

## Attitudes Towards Drinks Packaging - UK

“A stronger on-pack emphasis on recycled content in drinks packaging is warranted, given government targets and with this attribute widely seen by consumers as denoting sustainability. Highlighting the procedures they follow to create recycled bottles, including cleaning processes, should help companies to prove to consumers that they are being proactive ...

## Attitudes towards Sports Nutrition - UK

“As consumers are seeing their finances come under pressure, commitment to certain health promoting habits is ebbing. This puts sports nutrition too under fire, with usage frequency falling in 2022. As consumers are looking for ways to save money, the disruption to habits is creating opportunities for supermarket own-labels to ...

## Back to School Shopping: K-12 - US

“Back to school season is an essential shopping occasion for families and one that sets the tone for the rest of the year in retail. In recent years, the shopping cycle has been disrupted as families navigate the stress of the pandemic, supply shortages and now inflation. Rising prices dominated ...

## Black Friday - UK

“Pressure on household finances amplified the role of Black Friday in 2022 with nearly half of consumers participating in the event (49%). During a time of heightened value-consciousness, Black Friday savings were naturally more important, which looking forward to 2023, will continue to ring true as finances remain under pressure ...

## Brazilian Pet Owners - Brazil

“Pet owners have created increasingly strong connections with their pets, often seen as members of the family. Consequently, owners prioritize their pets in the household budget, including them in daily activities and even in family travels.”

## Carbonated Soft Drinks - UK

“CSDs have again proved resilient to squeezed incomes, supported by their affordability and roles as mood-boosting treats and alcohol replacements. With associations with littering curbing sales, doing more to tackle this and actively supporting the DRS will reap rewards for brands. Meanwhile, textural innovation could be the next frontier for ...

## B2B Economic Outlook - UK

“The UK, along with other Western economies, is grappling with a perfect storm caused by rocketing fuel prices following the conflict in Ukraine and the inflationary consequences of the post-COVID boom in demand. The sharp rise in inflation seen in 2022 has stimulated interest rate rises which in turn contribute ...

## Beauty Retailing - China

“Despite tough challenges in 2022, the lifting of the COVID-19 prevention and control policies will see consumers purchasing more BPC products and returning to physical stores. With spending sentiment becoming less impulsive and more driven by quality and experience, it will be important for both online and offline channels to ...

## Brand Overview: BPC - UK

“As the spotlight on value becomes ever brighter amid the current cost-of-living crisis, beauty and personal care brands will have to prove to consumers that their products have a deserved place in shopping baskets. Brands benefiting from high levels of loyalty are best placed to do this, while brands can ...

## Butter and Spreads - Ireland

“Despite rising prices, butter and spreads remain popular among IoI consumers which will support the continued growth of the market. However, consumers are adapting to these prices during the cost-of-living crisis by seeking out value for money and private-label options more often. This should motivate butter and spread brands to ...

## Childrenswear - UK

“Childrenswear continues to be resilient to wider economic pressures, due to its essential nature and parents prioritising buying for their children over themselves. There are opportunities for brands to highlight their sustainable practices, as well as room for the second-hand market to grow as interest in this area rises. The ...

## Commercial Borrowing - UK

“The current economic situation will mean that lenders will be more selective when undertaking borrowing agreements. Lenders are likely going to focus on profitable areas, meaning financial institutions need to identify the sectors they would like to target and focus on meeting the finance needs in these. However, they must ...

## Consumers and General Insurance - UK

“The general insurance market faces a challenging year in 2023 as inflation continues to grip the UK economy and consumers continue to face a squeeze on household finances. While the essential nature of insurance means that cover cancellation is likely a last resort, consumers will look for ways to lower ...

## Eating Out Review - UK

“The cost of living crisis spurs demand for high quality dining experiences, where premium experiences attract a higher price. For example, as consumers gain a deeper understanding of ethical food systems, operators that strike a balance of local, seasonal and ethical food choices will broaden their appeal. Meanwhile, with the ...

## Financial Services in 2023 - US

“For the third consecutive year, consumer attitudes toward the financial services industry are colored by macroeconomic volatility that incentivizes flexibility and prevents confidence in medium-term financial planning. Record inflation rates have tempered consumers’ immediate ambitions, causing them to become more concerned about tackling their existing debt and more likely to ...

## Fleet Services - UK

“The shortage of semi-conductor computer chips is continuing to lead to shortages of new manufactured vehicles, which is creating delays in new orders. Despite this, the industry has found innovative solutions to maximise growth through increased investment in digital business models, telematics technology and electric vehicles.”

## Consumer Trends, Attitudes and Spending Habits for the Home - UK

“The necessity nature of the home market will remain important amid the downturn as consumers shift from spending on the bigger-ticket projects seen in 2021 to lower-ticket purchasing where consumers can make small improvements to the home whilst they mitigate the strains of rising prices. Many will turn to their ...

## Consumers and the Economic Outlook - US

“Cooling inflation and a solid labor market are likely the direct contributors to consumers’ positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

## Electric and Hybrid Cars - UK

“Despite the poor performance for the wider car market, demand for electric and hybrid cars remains strong. Yet with a cost of living crisis placing pressure on finances, even sales in this sector cannot be guaranteed to grow as predicted. Coupled with a need to invest in charging infrastructure to ...

## Flavor Innovation on the Menu - US

“Consumers are eager for more flavor-forward dining experiences that deliver on taste, value and entertainment. Bold innovations with unfamiliar flavors, ingredients, and cuisines will stand out, especially as diners seek more excitement and engagement from their dining experiences in the current inflationary environment.”

## Food and Drink Gifting - China

“Uncertainty leads consumers to evaluate their gift-giving spending. To stand out from the fierce traditional festival gifting scenarios, daily caring scenarios providing little blessings and self-gifting used to lift mood can be opportunity for brands.”

## Gaming Trends: 2023 - US

“The video game industry continues to provide entertainment that consistently excites and engages fans. Gamers in 2023 want to relax and play more, and they will find the games where monetization options work for whatever they can afford to engage the most with.”

## Hair Colourants and Styling Products - China

“Although the pandemic has slowed down the growth of the hair beauty market, consumers’ enthusiasm for hair beauty will continue when life goes back to normal. At-home hair colourant products will need to continue to innovate on feasible solutions that leverage their merit of convenience and flexibility to compete with ...

## In-person Sporting Event Experience - US

“Live sporting events play an important role in developing and cultivating fan interest. Excitement, value and fan engagement are core elements of live sports. Through enhanced technologies like AR and by accommodating diverse fan interests as well as emphasis on flexibility, accessibility and memorable experiences, providers can achieve continued long-term ...

## Managing Stress and Mental Wellbeing - US

“After facing heightened periods of stress during the pandemic, Americans are paying greater attention to their mental health and making conscientious efforts to boost their emotional wellbeing and cognitive performance. These efforts are paying off for many, with consumers overall reporting better mental health than before the pandemic.

Still, over ...

## Multicultural America: Approach to Health and Wellness - US

“Although the racial and ethnic makeup of the US is growing more diverse, more needs to be done in terms of equitable access and care in the healthcare industry as factors such as the COVID-19 pandemic and

## Hair Colourants - UK

“The income squeeze is limiting consumers’ ability to make use of professional colour services, benefitting the at-home hair colourants category. Brands can respond with products that blur the line between at-home and professional treatments to appeal to those trading down from salon services. Meanwhile, the category risks budget-conscious consumers dropping ...

## Holiday Review - UK

“Staying in multiple countries or regions whilst on a holiday appeals to the majority of holidaymakers. As people are expected to take fewer trips compared to before the pandemic to combat the rising cost of living, combining two types of experiences into one holiday, such as a stay in a ...

## Lotteries - UK

“The popularity of big-jackpot opportunities is the sector’s best hope of limiting the impact of the cost-of-living crisis until the next National Lottery licence gives its new operator more scope to innovate through digital technology especially.”

## Mobile Retailing - US

“Mobile retailing is growing rapidly and already makes up a significant portion of total ecommerce sales. Consumers are more comfortable not only browsing and researching on their mobile devices but also making a large quantity of purchases on smartphones and tablets. The coming years will see continued improvements in 5G ...

## Personal Loans - UK

“Personal loans lending has gradually recovered from the impact of COVID-19 but remains below pre-pandemic levels. The rising cost of living provides a new challenge for lenders, as a cautious consumer mindset and rising interest rates will dampen demand for new loans throughout 2023.”



unprecedented levels of inflation have disproportionately impacted multicultural populations. That being said, data ...

## Potato and Tortilla Chips - US

“Even accounting for inflation, consumers are turning to chips at home more and more, pushing sales growth even beyond rates seen in 2020. And with chip consumption at a near-universal 95%, the best prospects for significant growth are in extending use and occasions. Snacking clearly drives chip consumers, yet that ...

## Savings - Ireland

“With huge uncertainty and anxiety around what the coming months hold, the current climate is one in which a high level of precautionary saving would ordinarily be expected. However, given the current cost-of-living crisis, many consumers are in no position to add to savings or make investments.”

– **Brian O’Connor** ...

## Snack, Nutrition and Performance Bars - US

“75% of current bar buyers anticipate maintaining or increasing their category purchases in 2023, driven by conditions such as inflation, hybrid work schedules and consumers’ general burnout. However, the challenge stems from category crowding that will further intensify competition. Brands that can strike the balance between innovation and familiarity, while ...

## Social Media: Influencers - UK

“BeReal’s emergence onto the social media scene and the incorporation of BeReal-esque features into major platforms, should push creators and influencers to create more content focused on authenticity and spontaneity.”

– **Rebecca McGrath, Associate Director for Media and Technology**

## Suncare and Skin Protection - US

## Salty Snacks - US

“Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers simultaneously reach for familiar favorites and alternative snacks at an accelerating pace, brands face the challenge of balancing comforting classics and exciting new concepts.”

– ...

## Shaving and Hair Removal - UK

“Value sales of shaving and hair removal products increased in 2022, with growth forecast to continue, driven by inflation. The category continues to battle relaxed attitudes toward hair removal, which have led to reduced usage frequencies. The cost of living crisis is further challenging the category as it is encouraging ...

## Social Media Trends: Spotlight on Content Creators - Canada

“The social media landscape is ever evolving. No longer is social media simply a place for connecting with friends and family. Now, it has emerged as a place where business gets done. With the days of Myspace a distant memory and ‘content creator’ and ‘influencer’ now legitimate job titles, brands ...

## State of Retail & eCommerce - US

“Although consumers are still on guard about the pandemic, inflation is the main factor influencing their shopping behaviors at this time. They continue to be very value-driven which provides retailers with opportunities to redefine how they offer value, both from a monetary and nonmonetary standpoint. Despite ongoing headwinds, the retail ...

## Sustainability in Financial Services - UK

“After a short-term hit in 2020, sunscreen and skin protection products saw explosive growth in 2021-22 retail sales thanks to a focus on skin health and total-body wellness routines. While usage of sunscreen products remains stable from years past, daily usage of personal care products with SPF may limit market ...

## Tech Trends: 2023 - US

“Pandemic era growth has slowed, and as consumers contend with record inflation, they will delay new tech purchases as long as their current devices meet their needs. In communication services, subscribers are looking for deals and will consider the value that current subscriptions provide; 2023 may see some consumers trimming ...

## Tendências 2023 em Beleza e Cuidados Pessoais - América Latina - Brazil

O material a seguir tem como objetivo destacar as três tendências que terão impacto nas demandas dos consumidores latino-americanos de beleza e cuidados pessoais em 2023, durante os próximos anos, bem como 5 anos ou mais no futuro. Elas são: Beauty Rx, Evolved Self-Care e New Rules of Engagement.

## The Budget Shopper - Canada

“Anyone can be a budget shopper – even the highest income consumers consider themselves frugal and enjoy hunting for a good deal. Budgets are generally flexible. Consumers seek out value rather than simply adhering to a strict budget. Market factors like inflation create added incentive to find the best possible ...

## The Recreational Cannabis Consumer - US

“The cannabis market has always been distinctive and complex. Usage remained steady in 2022 despite high inflation that is expected to continue in 2023, which further demonstrates its uniqueness, especially compared to other discretionary products. Users are unwilling to forgo cannabis, even as prices rise, presenting an opportunity for brands ...

“With the majority of consumers showing concern over the environment, there is a large market for green financial products. It remains difficult for people to know if one provider is more sustainable than another, however, with greater regulation needed to standardise green claims and ratings. It is important sustainable bank ...

## Tendências 2023 em Alimentos e Bebidas - América Latina - Brazil

As quatro tendências 2023 em Alimentos e Bebidas para América Latina visam destacar as mais relevantes para a região dentre as oito tendências globais de alimentos e bebidas, com base no contexto local e nos hábitos, preferências e demandas dos consumidores. São elas: Savvy Sustenance, Adaptable Cooking, Unguilty Pleasures ...

## The Budget Food & Drink Shopper - Canada

“Canadians are feeling the pain of rampant food inflation. They are also angry about the rising cost of food and drink and many place blame at the feet of grocers and producers. This is leading to a crisis of confidence toward the industry. There is no easy solution as rising ...

## The Outdoor Consumer - China

“The outdoor industry is expected to have a positive development outlook, on the back of supportive national policies and increasing consumer participation enthusiasm. Outdoor companies will need to digitise and add intelligence to their manufacturing plants, as well as supply, logistic, retail and operation systems, to improve productivity, quality of ...

## Utility Capital Expenditure - UK

“The utilities sector is set to see continued strong capital spending levels, with significant investment required to futureproof networks and help transition to Net Zero.

Operators are facing increased pressure to deliver investments at the lowest costs, which in light of current macro-economic conditions, presents challenges. The increased cost and ...

## Vacation Plans and Priorities: 2023 - US

“Americans are even more keen to travel in 2023 than they were last year, but their planning decisions are being guided by anxiety at least as much as they are by excitement. Travel planners are putting great pressure not only on themselves but also on travel providers, of whom planners ...”

## 空气清新产品 - China

“随着‘嗅觉经济’的兴起，消费者期望各种类型的空气清新产品都能提供令人愉悦的嗅觉体验。空气清新剂产品因其功能性强被更多定位为异味解决方案，而空气香氛产品在提升情绪价值方面具有更大的潜力，例如满足消费者对家居美学的追求。”

—何雨婷，研究分析师

## 造型和染发用品 - China

“虽然新冠疫情导致美发产品市场增长放缓，但当生活恢复正常时，消费者将重燃对美发的热情。家用染发产品领域将继续开发可行的创新解决方案，凭借方便和灵活优势与线下美发店竞争。家用头发造型产品必须着力于满足消费者的首要使用目的，即健康的头发外观，不过该类也有望进一步模糊与护发品类的界限。”

—靳尧婷，高级研究分析师

## Upcoming Reports

### B2B Property and Motor Insurance - UK - 2023

## 户外爱好者 - China

“基于国家政策的支持以及消费者与日俱增的参与热情，户外产业预计将拥有积极的发展前景。户外企业需要对其制造工厂、供应链、物流、零售以及运营体系进行数字化和智能化升级，来提升生产力、产品质量以及消费者体验。消费者也十分倾向于购买适合日常穿着的环保、休闲、舒适且时尚的户外服装。专业的户外运动品牌可以开发多条产品线，来满足这类消费者需求。”

## 美容零售 - China

“尽管2022年出现了严峻挑战，但是在疫情防控政策放宽的情况下，消费者有望购买更多美容及个人护理产品且恢复实体店购物。随着消费者减少冲动消费，并且更多受品质和体验所驱动，线上和线下渠道有必要采用多种策略，并提供高品质体验吸引消费者，为其提供合理的购买理由。品牌也需在不同触点上展现更大的诚意，以便与消费者建立起健康长久的关系。”

—古丹阳，高级研究分析师

## 馈赠场景下的食品与饮料 - China

“不确定性促使消费者权衡自己在馈赠送礼上的花费。品牌若要从竞争激烈的传统节庆送礼场景中脱颖而出，把握能传递‘小确幸’的日常表达关爱的场景，以及有助于提升情绪的自我馈赠场景将大有可图。”

—黄梦菲，研究分析师