

May 2019

Attitudes towards Credit - China

"Consumers' relaxed mindset on borrowing and the innovative internet credit products have fuelled the credit consumption to a record high level. The post-1990s generation outstripped the post-1980s to become the generation with the biggest demand for extra credit lines from the official banking system. Lower tier cities residents' strong spending ...

Baby Nutrition - China

"Although facing a declining birth rate, the total baby nutrition market still maintains steady growth, mostly driven by a strong desire to trade up. Just as parents are sometimes struggling with contradictory opinions on baby feeding, their determination to continue learning and sharing relevant knowledge is also strong. Baby food ...

Car Insurance - Ireland

"Despite reductions in premiums, the cost of car insurance both for NI and RoI motorists remains high by historical standards. As a result, consumers have a heightened focus on doing whatever they can to get the cheapest possible premium. This may herald a period of more sensitive price-awareness among consumers ...

Cheese - Ireland

"Cheese remains a staple in Irish households with value sales in IoI set for growth in 2019, however, Brexit casts an uncertainty for long-term growth, particularly as both the UK and Ireland rely heavily on each other for cheese trading. Diversifying from cheddar could create future growth opportunities for Irish ...

Cleaning the House - US

"While Americans are leading busier lives than ever before, they continue to carve out more time for cleaning, reflecting the value they place on maintaining a clean and neat living space and the benefits it provides. Generational shifts and societal changes are

Automotive Innovations - US

"Whether consumers are ready or not, driverless cars are the future of the automotive industry. But given consumer reticence to adopt new automotive technology, OEMs and marketers will need to concentrate on long-term strategies, as opposed to short-term campaigns. Automakers need to educate consumers on the safety benefits of new ...

Boutique & Lifestyle Hotels in South America - International

"Hotel groups, both large and small, are expanding their portfolios of boutique and lifestyle brands in South America. Up until now, South American boutique and lifestyle hotels have been largely clustered in key urban and resort locations. However, there are other destinations, yet to be fully exploited, that could offer ...

Cars and Commercial Vehicles - UK

"The cars and commercial vehicles market contracted for a second year in 2018 amid a cocktail of challenges, both internal and external to the industry. Brexit headwinds and the exodus from diesel continue to undermine domestic sales, while production remains constrained by weakening global markets.

Nonetheless, there remain some beacons ...

Chocolate Confectionery - UK

"Consumers' preference for 'less but better' chocolate puts manufacturers in a difficult situation when it comes to making these treats healthier. The market is under pressure from the government, which is calling on treat categories to reduce sugar and calories. At the same time, most consumers are saying they do ...

Colour Cosmetics - UK

"Value growth of colour cosmetics slowed down in 2018 as women showed evidence of reducing spend by purchasing products less frequently. Whilst the category remains an experimental one, lower-priced mass-market and budget brands are being used to experiment

altering how consumers are approaching caring for the ...

Consumer Perception of Canadian Financial Brands - Canada

“A vast majority of Canadians prefer a Canadian financial institution with local branches, evidence that globalization has not really made an impact on Canadian consumer banking.”

– **Sanjay Sharma, Senior Financial Services Analyst**

Cultural and Creative Products Retailing - China

“The only limit is your imagination. In cultural and creative product retailing we are seeing great potential and opportunity as Chinese consumers look for intellectual challenge and entertainment in their leisure time. The boundary of traditional retailing is vanishing as cultural and creative venues are providing relaxing and entertaining spaces ...

Deposit and Savings Accounts - UK

“Consumers remain reluctant to look beyond easy access accounts. They need more help to identify their savings goals and understand how they can make the most of higher paying limited access accounts. Online tools and open banking technology have the potential to give people new perspective when managing their savings ...

Digital Trends - Black Consumers - US

“Digital technology touches all Black consumers, whether it is a tool of convenience, a connector to their social circle, or most importantly an accessible entertainment center. Desired innovations for this consumer are rooted in a desire for better accessibility through the internet and wireless technology rather than by way of ...

Dishwashing Products - UK

particularly in colour makeup, keeping the overall value down. With high interest ...

Consumer Snacking - UK

“Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE’s sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on ‘positive’ nutritional credentials to ...

Data Centres - UK

“Colocation data centres are set to see huge and rapid growth in demand. This will lead to both the development of new facilities and the constant upgrading of existing facilities to accommodate the ever increasing volumes of data being created and analysed.”

– **Terry Leggett, Senior Analyst**

Digital Trends - Asian Consumers - US

“Although the Asian American population is small, it is incredibly influential to the development of emerging tech trends in the US. A mobile-first strategy and smart home integration will be important to reaching this tech-savvy group as they look to connect to their domestic and international interests through the adoption ...

Digital Trends - Hispanics - US

“Hispanics’ reliance on fast and stable internet services is growing as they are online and own a variety of technology devices for the household and personal use. The internet is enhancing Hispanics’ content consumption through streaming services, and it is also enabling Hispanics to connect to friends and family and ...

Dishwashing Products - US

“The public focus on the environment makes it imperative for companies to advise consumers on how they can save water and energy when dishwashing, and consequently save on household bills. This can also be used to expand dishwasher ownership, which is key to growing the market as a whole.”

DIY Retailing - Europe

“The general story around Europe is that the DIY specialists are under pressure. Levels of home ownership are falling and people are less able or less willing to undertake major projects. So their general DIY needs are often served by non-specialists, from hypermarkets to non-food discounters. We think that the ...

DIY Retailing - Germany

“The DIY specialists have been losing share of DIY spending. Since 2013 the equivalent of all of the sales of Praktiker (which failed in 2013) have been lost by the specialists and as the decline is continuing there must be concerns that further rationalisation will be necessary.”

– Richard ...

DIY Retailing - Spain

“Specialists that survive and thrive in DIY are going to be the ones who most effectively combine the benefits of having a physical store estate (click and collect, product displays, demonstrations and advice etc) with a sophisticated online operation to match the range, availability and speed of fulfilment that the ...

Energy Drinks - US

“The energy drink market remains an area of growth within the wider beverage industry thanks to large base of high frequency drinkers and increased energy needs among Americans. Sugar-free and fitness-focused energy drinks are thriving as consumers want beverages that provide a big boost without the sugar. Energy drink brands ...

European Retail Briefing - Europe

This month's European Retail Briefing contains:

“Maintaining sales of \$3.1 billion in 2018, the maturity of the dishwashing products market is evident in its unchanging sales since 2013. Strong habitual shopping behavior among category users, with little motivation to change, provides the impetus for a static market. This creates a challenging landscape for newcomers and ...

DIY Retailing - France

“DIY retailing in France is relatively robust, although market leader Leroy Merlin dominates and sets the bar high for its rivals. Its closest rival is Kingfisher-owned Castorama, which is half the size and in something of a crisis. Consumer shopping behaviour is changing and retailers need to evolve to meet ...

DIY Retailing - Italy

“DIY retailing in Italy remains highly fragmented, with most distribution still passing through small- and medium-sized retailers. But larger-scale retailing is growing and the sector is consolidating slowly as foreign retailers, mainly from France, are expanding. The largest chain is ADEO's Leroy Merlin, but even this only generates 12% of ...

DIY Retailing - UK

“While spending on DIY continues to grow, the big-box retailers continue to decline as they struggle to deal with societal changes that are changing the way people buy home improvement products. Far more people now live in private rented accommodation while 36% of all homeowners are now over the age ...

Equity Release Schemes - UK

“The equity release market has grown strongly over the past several years, and prospects for further growth remain favourable despite the recent slowdown in the housing market. However, in order for the market to reach its full potential, more still needs to be done to address misconceptions that a significant ...

Financial Services: The Path to Purchase - UK

“Consumers show a strong satisfaction with the product research and purchase options on offer in financial

Gen Z Beauty Consumer - US

"Generation Z consists of an array of young consumers at different stages in life. This diverse age range can be a challenge for brands as some Gen Zs are completely dependent on their parents, while others are branching out on their own for the first time. Regardless of age, these ...

Greetings Cards & Personal Stationery Retailing - UK

"The greetings card and personal stationery markets have held up, despite the tendency for so many forms of communication to be purely digital these days. Even with the availability of digital calendars and diaries, consumers remain enthusiastic about physical versions, responding to innovative and fashionable styling and buying journals and ...

Group Holidays and Escorted Tours - UK

"People of all ages, including older generations, are becoming ever more adventurous in their travel ambitions, seeking out the places once seen as the preserve of student backpackers. Escorted tours and group adventure holidays offer a secure, structured, hassle-free and expert-led format for this type of travel."

– John ...

Holiday Planning and Booking Process - UK

"Consumers are demanding more choice and flexibility, but are at the same time looking for easier ways to make their decisions. As a result, brands will have to prioritise enriching search criteria and personalising their online content to make it easier for travellers to plan and book their ideal holiday ...

services. The transition from branches to online channels has been profound in most markets. Consumers now not only express a belief in needing to use online research channels to find the best deal, but ...

Gen Z Online Shopping Habits - US

"Despite the lifestyle differences of teens and adults, Gen Z shoppers demonstrate consistent shopping behavior, with a preference for shopping both online and in stores. It's crucial to acknowledge that, despite their heavy online engagement and social media integration in their purchase journeys, they aren't solely shopping in one channel ...

Grocery Retailing - US

"While consumers continue to migrate slowly to shopping online for groceries, most grocery shopping still happens in stores, making continued investment in the in-store shopping experience essential. In addition, traditional supermarkets face increasingly intense competition on several fronts, most notably value for the money and convenience."

- John Owen, Associate ...

Hábitos de Limpeza da Casa - Brazil

"Os brasileiros estão atrás de economia aliada à qualidade. A alta procura por produtos de limpeza em embalagens do tipo refil econômico revela que os consumidores estão percebendo nessa opção uma forma de comprar suas marcas favoritas gastando menos. Marcas próprias de varejistas também têm ganhado relevância, principalmente aqueles que ...

Holiday Travel - US

"Seven in 10 Americans travel during the summer or winter holidays. These trips have varied methods and motivations, whether it is a family piling into the car to visit Grandma at Christmas or married retirees taking a long summer vacation to Hawaii. However, travelers' attitudes around how they spend their ...

Home Buying Process - US

"Nearly two thirds of US consumers own single-family homes, and just more than half of home buyers are going through the buying process for the first time. Most consumers visited between 1-5 homes in person, but could be "visiting" hundreds more online. With the advent of online home searches, consumers ...

Ice Cream and Frozen Novelties - US

"Ice cream and frozen novelties are still freezer staples. However, sales in this mature market are mostly static. While traditional ice cream leads market share, shifts are in the works: the frozen yogurt/non-dairy segment has posted solid gains, aligning with broader consumer movement to incorporate plant-based foods into their ...

Managing Household Finances - UK

"Managing household finances is a task few can avoid, yet for most it is something to be tolerated rather than enjoyed. Despite an explosion in the number of tools available to help manage finances, over half of those under 35 struggle to balance financial tasks. There are also signs that ...

Marketing to Business Travellers - China

"Business travel in China accounted for about 30% of the total travel market in 2018. Business travel is driven more by the B2C market than the B2B market in China. The post-90s generation have become key frequent business travellers. Mid-scale hotels are the most chosen business travel accommodation. Catering has ...

Marketing to Subcultures - China

"Subculture lovers devote a lot of time to their hobbies. They are willing to share their interests and be more engaged in activities related to their interests. Brands would do well to integrate online and offline resources

Ice Cream and Dessert Shops - China

"Indulgence is one of the main reasons for dessert consumption, and even more ice cream light users eat the product with this purpose in mind than heavy users. With rising health consciousness, consumers value both indulgence and health, so using more natural ingredients and adding more nutrition have become the ...

Legal Services - UK

"The UK legal services industry is forecast to show more moderate annual growth than in recent years, due to projections for lower economic growth, lower volumes of housing transactions, and slower growth in exports of legal services. However, continuing work relating to regulatory changes after Brexit will provide a positive ...

Marketing para Geração Z - Segmento de Jovens Adultos - Explorando Comportamento de Consumo - Brazil

"A geração Z será, nos próximos anos, boa parcela da população consumidora brasileira. Se atualmente ela já tem influência na decisão de compra de diversas categorias, é de se esperar que seus hábitos e preferências impactem cada vez mais o mercado. Para atender esses novos consumidores, as empresas têm na ...

Marketing to Gen Z - US

"Generation Z is growing up. They are focused on the future and feel tremendous pressure to succeed. They are close to their parents and still rely on them financially, but are optimistic about their future careers. They are more into social media and video games than older generations, and marketers ...

Meal Occasions - Brazil

"In addition to price, healthy attributes and convenience are important influencing factors when it comes to meal occasions, especially on weekdays. There are many opportunities, therefore, to develop and offer options for lunch boxes, delivery services, easy-to-prepare meals

and increase interaction with consumers in real life. Meanwhile, understanding and authenticity should ...

Milk and Flavoured Milk - China

"Globally, fortified/added nutrition milk products have gained rising popularity owing to consumers' high interest. Meanwhile in China, though consumers also want milk with fortified nutrition, current innovation focuses on 'minus' claims to build the 'simplicity' image. To keep ahead of the game, manufacturers and brands can pay more attention ...

New Energy Cars - China

"NEV sales achieved an extraordinary increase against a background of a slowdown in total passenger car sales growth in 2018. This attests to consumers' improving brand awareness of NEVs. In tier three or lower cities in particular, there could be more opportunities for NEV. For startup brands, good aftersales service ...

Omnichannel Retailing - US

"There are a few common elements of omnichannel retailing that include integration across devices as well as putting mobile at the center as the connective tissue that merges stores and digital channels. Brick and mortar retailers also have an advantage over online-only retailers because their stores are a huge asset ...

Plant-based Food & Drink - Canada

"One of the biggest shifts in eating behaviours in Canada and in other markets has been the movement towards eating and drinking plant-based food and beverage alternatives. Does this represent a passing fad or a sustained, longer-term shift? Feedback gathered from Canadians for this Report suggests the latter. The base ...

Prepared Meals - US

and on-the-go products, shortening the gap between ingredients, food services and ready ...

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

"Changing media consumption habits, emerging technologies and new listening devices are all set to increase streaming's dominance of the music and audio market, but physical and digital formats can still have a positive future as niche products for the connoisseur."

David Walmsley, Senior Leisure Analyst

Occupational Health - UK

"Changes in the practice of OH are inevitable because there will continue to be a massive shift in where OH services are provided - in the workplace, large enterprises, public sector organisations, SMEs and among the self-employed. As the economy shows signs of slowing down, OH initiatives that can boost long-term ...

OTC Analgesics and Cough, Cold and Flu Remedies - UK

"There remains significant potential yet to be realised within the topical analgesic segment, particularly if brands can focus on differentiating their products more clearly from oral pain relief products. In addition, given the consumer trend towards looking at health more holistically, brands in the analgesic and cough, cold and flu ...

Plant-based Proteins - US

"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients ...

Pub Catering - UK

"After a slight sales decline, the prepared meal category has enjoyed several consecutive years of positive growth, a trend expected to continue. Single-serve and side dishes have fared particularly well, with notable successes in vegetable-based side dishes catering to the consumer interest in increasing their vegetable intake, as well as ...

Pub Visiting - UK

"Locally sourced food and drink attracts strong consumer interest and offers a viable means for pubs/bars to appeal beyond price. Flagging up that certain meal components or drinks are sourced locally would also help to strengthen the idea of pubs as supporting the local economy, evoking a feel-good factor ...

Ready-to-drink Tea - China

"The RTD tea beverage market in China is experiencing stagnant market growth due to the hurdle of keeping consumers always excited as competition in the overall drinks category is fiercer than ever. To preserve the market growth, brands and companies could look to branding which could allow consumers to better ...

Smart Homes - US

"The smart home is an all-encompassing term to capture the increasing trend of connected devices in the home. Consumers have more household functions available with the touch of a button or a call to a digital personal assistant. There are numerous options to incorporate smart or connected technology at home ...

Social and Media Networks - UK

"Consumer usage of social networks remains high despite recent issues regarding the exposure of user data. Whilst data protection is of importance to them, people are more concerned about addiction to social platforms and what impact these services can have on their mental health."

– Zach Emmanuel, Consumer Technology ...

Software - UK

"A shift to eating locally sourced ingredients will lead to demand for more seasonal varieties of meat, fish and vegetables as well as British-made products on pub menus. However, pubs/bars risk missing vital sales opportunities if they fail to cater to under-45s who choose to stay dry, and still ...

Quick Service Restaurants - US

"Mintel forecasts the LSR (limited service restaurant) segment to grow 4.4% compounded annually through 2023. This growth rate is driven somewhat by fast casual restaurants, whose growth outpaces their QSR (quick service restaurant) counterparts. However, QSRs still represent the grand majority of LSR sales, and fast casual growth has ...

Seasonal Celebration Foods - UK

"The deluge of seasonal foods at these peak times of year makes it more challenging than ever for products to stand out. In this overcrowded space the need to grab shoppers' attention has prompted a raft of unusual and playful innovation, injecting more fun into the market, appealing to consumers' ...

Smartphones - Canada

"The primary focus of this Report will be to better understand smartphone ownership, purchase decisions and overall attitudes. In particular, it will investigate what kind of smartphone consumers own, why they chose it, perceptions of the differences from one smartphone to the next and even a prediction of the future ...

Social Networking - Ireland

"Consumers remain concerned about the level of negative behaviour and harmful content on social networking sites. As such, significant investment continues to be required on fact-checking services and improved detection, reporting and removal of suspicious content on social networks to improve platform safety and maintain usage and advertising revenue." ...

The Chinese Consumer - China

“The software market is now increasingly appearing to be economically independent, being driven by technological capability and improvements. The software as a service model, rather than subscription pricing, has classified software as a scalable running cost rather than a capital investment, which has assisted growth when other markets have faltered ...

The Experiential Traveller - Canada

"Canadians are savvy leisure travellers, with the majority having taken an overnight leisure trip in the past year. Most consumers have eaten at a local restaurant in the past year, which ranks as a top travel priority. Travel influencers revolve around exploring new places, trying something that consumers have never ...

The Millennial Impact: Food Shopping Decisions - US

"Millennials represent the largest generation group, comprising a quarter of the US population in 2018. They are an engaged group, being more likely than other generations to consider themselves “foodies” and more likely to enjoy shopping for food/drink. While they are entering their prime earning years, Millennials continue to ...

Travel and Tourism - Denmark

“Often referred to as the ‘Happiest Country in the World’, Denmark has been quietly acquiring a reputation as a must-visit destination over the past few years. Internationally acclaimed as predominantly car free and bike friendly, Copenhagen’s status as capital of ‘hygge’ (loosely translated as ‘cosiness’) has contributed to the city ...

Travel and Tourism - Iceland

“The low value of the Iceland Krona has helped to boost the export sector (ie making Iceland’s goods and services cheaper than before). The travel industry has been part of that bonanza, resulting in a rise in tourism revenues and an increased share of Iceland’s exports – from 26.4 ...

Travel and Tourism - Sweden

“The economy is still healthy, recording 6.6% GDP growth in 2018, maintained by consumers’ increasing consumption. But uncertainties ahead mean some sectors have experienced both trading up, with consumers’ seeking self-indulgence, and trading down, due to frugal mindsets, as seen in the holiday and clothes and accessories segments. Intangible ...

The Green Household Care Consumer - UK

“The current direction of travel indicates a promising future for eco-friendly household care. However, there is still more that can be done to make it truly mainstream. There remains confusion over what brands mean by ‘eco-friendly’, suggesting that brands in this space can do more to educate and inform people ...

Toilet and Hard Surface Care - UK

“Consumers are showing an increasing interest in eco-friendly cleaning, and brands are responding to that in their product ranges. However, there is still room for development in this area, particularly as eco-friendly packaging looks set to become a condition of purchase rather than simply a demand. Brands introducing a premium ...

Travel and Tourism - Finland

“Located in a remote corner of Northern Europe and with around one third of its landmass situated in the Arctic Circle, Finland offers exceptional outdoor adventures and natural attractions that include extensive taiga forest, islands and coastline, and thousands of lakes, gouged out by the retreating ice during the Ice ...

Travel and Tourism - Norway

“In 2018, Norway experienced what Statistics Norway describes as the ‘fifth record-breaking year in a row.’ Some 33.8 million guests (domestic and international) registered at tourist accommodations (including campsites and holiday homes) – a 1.5% increase over 2017.”

– Jessica Kelly, Senior Tourism Analyst

Travel and Tourism - Netherlands

“Visit Sweden and its partners work hard to successfully showcase Sweden as a wildly beautiful country with a rich cultural heritage, and as a place of seemingly endless possibilities. Swedish super brands (like IKEA) and the dramatisation of popular Swedish fiction, meanwhile, give the country a bigger platform from which ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Womenswear - UK

“Growth in the UK womenswear market has remained robust, with demand being driven by new trends coming through as women become tired of long-standing favourites like the skinny jean. Retailers are recognising that ranges like petite and plus-size are no longer a niche concern, and growth in these categories has ...

冰淇淋和甜品店 - China

“犒劳是甜品消费的主要动因之一，而且比起冰淇淋高频用户，更多冰淇淋低频用户在吃冰淇淋时是为了犒劳自己。随着健康意识的增强，消费者把犒劳和健康看得一样重要，因此用更多纯天然原料和添加更多营养成分成为了最受青睐的溢价因素。除此之外，消费者对店内环境也有更高的期许。”

— 王皓，初级研究分析师

婴幼儿营养- 中国 - China

“虽然面临着出生率的下降，但婴幼儿营养总体市场仍然保持稳健增长，这主要得益于强烈的消费升级意愿的驱动。父母有时会纠结于不同的宝宝喂养意见，但他们不断学习交流相关知识的决心非常坚定。宣称营养强化、携带方便或具备功能益处（如满足锻炼目的）的婴幼儿食品产品赢得了消费者的青睐。由于大多数父母担心宝宝没有摄入足够的营养，婴幼儿营养补充剂也表现出巨大的增长潜力。”

“Tourism to the Netherlands is rapidly expanding, fuelled by the rise in city breaks and low-cost carriers (LCCs). Centred around the capital, Amsterdam, and the coast, the future challenge is destination management in the event of overtourism. However, the sophisticated national tourism board's egalitarian vision is to use tourism to ...

Wildlife Refuge Tourism & Market Differentiation - International

“Today, the most productive trend in the marketing of sustainable tourism is differentiation, most especially when it is based on innovations in environmental sustainability and conservation.”

— Jessica Kelly, Senior Tourism Analyst

中国消费者 - China

“2018年经济仍保持健康态势，GDP（国内生产总值）因消费者支出不断增加而达到了6.6%增速。但前景的不确定性意味着一些品类既经历了消费升级，也伴随消费降级。前者伴随消费者追求犒赏自己而出现，后者则源于人们节俭的消费习惯，上述变化可见于旅游度假和服装及配饰细分品类。增长知识和积累经验等无形资产对未婚和已婚人群而言都十分重要，其优先性超过生理上的满足。品牌应首先以卓越的产品质量惊艳消费者，而不是尝试通过价值和个性引起他们的共鸣。”

即饮茶饮料 - China

“中国即饮茶饮料市场增长停滞不前，这是因为品类中围绕保持消费者活跃购物状态而展开的市场竞争比以往更为激烈。为了维持市场增长，品牌和企业可转向打造品牌化，让消费者更好地了解新鲜度、纯净度、功能性益处、整体健康等方面的高端特质。此外，高端萃取工艺和优质成分通过先进贮存和供应链技术得以凸显，获得了更多地区消费者的认可。”

— 徐文馨，高级研究分析师

对信用的态度 - China

“消费者对于借款放松的心态和网上创新信用产品使用消费创历史新高。90后超过80后，成为银行官方系统信贷产品需求量最大的群体。低线城市居民强大的购买意愿也刺激了个人借贷的增长。随着中国第三方征信平台和信用生态系统的建立，以年轻消费者和高收入群体为首，消费者‘以信用为生’的意识正在觉醒。”

— 夏月，研究分析师

— 吴丝，研究分析师

文创产品零售 - China

“只有想不到，没有做不到。随着中国消费者在休闲时间寻求智识挑战和娱乐，文创产品零售蕴藏大量潜力和机会。传统零售的边界正在消失，文创场所提供了轻松而又具娱乐性的文化、艺术和购物空间。媒体和娱乐的繁荣发展给产品授权打开了大门。然而，文创产业必须考虑如何让文化娱乐IP衍生品和中国消费者建立情感联系。”

— 王志渊，品类总监，中国

牛奶和调味奶 - China

“就全球范围来看，消费者的兴趣高涨使强化/添加营养的奶产品越来越受欢迎。而在中国，虽然消费者也希望尝试强化营养奶，但目前的创新重点围绕在“减少”宣称以塑造“简单”的形象。为了快人一步，制造商和品牌可以更加关注“强化”宣称（除了添加蛋白质和添加钙质），并提供针对不同消费群体的具体功效。”

— 阿芳，研究分析师

针对商务旅行者的营销- 中国 - China

“2018年商务出差约占中国旅游市场总规模的30%。在中国，商务出差更多由B2C市场推动，而非B2B市场。90后已步入重点高频商务旅客之列。舒适型酒店是消费者选择最多的差旅住宿类型。餐饮已成为出差航班和住宿选择的首要考虑因素之一。这让差旅服务供应商有机会区别于竞争对手。”

— 赵凌波，研究分析师

新能源汽车 - China

“在2018年乘用车总销量增长放缓的大背景下，新能源汽车销量取得了非凡的增长。这要归功于消费者对新能源汽车的品牌意识的提升。特别地，在三线或以下城市，新能源汽车的机会可能更多。对于新兴品牌而言，优秀的售后服务和整体工艺质量对于赢取消费者信任都至关重要。”

针对亚文化的营销 - China

“亚文化爱好者愿意在兴趣爱好上投入时间。他们愿意分享自己的兴趣爱好，并且想要更多地参与到与自己兴趣相关的活动中去。品牌可将线上和线下资源整合，提升与粉丝群体在现实生活中的互动。同时，市场营销中应体现对亚文化的理解和真实性。”

— 赵鑫宇，初级研究分析师