

**April 2021**

## **Age Management Products - China**

“As Chinese women still have a strong desire to look younger, improving visible signs of skin aging, such as loose skin and wrinkles, remains a primary consumer demand. Meanwhile, how consumers perceive aging and tackle aging problems is becoming more inclusive. With consumers looking beyond skincare products when treating skin ...

## **Attitudes toward Ethics and Sustainability - Brazil**

“Ethical and sustainable issues have gained prominence during the COVID-19 pandemic. On the one hand, health concerns have led Brazilians to momentarily put aside the perception of plastic as a villain and see the packaging as an ally. On the other hand, the importance of tackling ethical, social and sustainable ...

## **Automotive Retailing - Ireland**

“COVID-19 has hampered the ability of car retailers to operate, with lockdowns preventing operation, while shortage of materials has taken its toll on manufacturing globally – creating a shortfall of supply. As the sentiment of Irish consumers improves as more become vaccinated and return to normal day-to-day life, this will ...

## **Babies' and Children's Personal Care Products, Nappies and Wipes - UK**

“The COVID-19 outbreak led to a rise in value in 2020, as parents adopted cautious buying behaviours including stockpiling and bulk-buying, driving spend. Hygiene concerns have furthered the value rise in baby wipes, washes and soaps, suggesting opportunities for innovating in baby-specific hand sanitisers, natural antibacterial ingredients and hygienic packaging ...

## **Beauty Retailing - China**

“Consumers are continuously shifting towards online in the wake of COVID-19, but the differential in the perceived quality of products and prices between online and offline channels are marked. Physical stores need an

## **Atitudes em Relação a Ética e Sustentabilidade - Brazil**

“As questões éticas e sustentáveis ganharam uma grande visibilidade durante a pandemia. Se por um lado a preocupação com sua proteção fez o brasileiro deixar momentaneamente de lado a percepção do plástico como vilão e ver as embalagens como aliadas. Por outro lado, ficou mais evidente a importância de lidar ...

## **Attitudes towards Prestige BPC Products - China**

“Serum and essence products are still the most popular skincare category in the prestige sector and the main pursuit is anti-aging related claims. Chinese female consumers continue to seek products that satisfy their high demands for skin solutions and are willing to trade up for products that offer advanced performance ...

## **B2B E-Commerce - UK**

“COVID-19 has had a major impact on the e-commerce sector, providing growth for large elements of the B2C market (though difficulties in some areas) and more challenging conditions in the much larger B2B market. While there are questions over whether the pandemic has permanently changed consumer behaviour to boost the ...

## **Beauty Influencers - US**

“COVID-19 has accelerated the divide of the social media landscape. With consumers spending more time at home and online, engagement across social media platforms has increased and the role of beauty influencers has never been stronger. However, the highly sensitized events over the past year has seen more influencer and ...

## **Black Consumers: Digital Trends & Impact of COVID-19 One Year Later - US**

educational and experiential offering to connect with consumers, while online platforms need to team up with brand ...

## Brand Overview: Food - UK

“The coronavirus outbreak has urged consumers to review their eating habits, triggering a rise in at-home cooking and eating occasions. As the notion of holistic wellbeing becomes more influential, brands with a healthy and caring reputation become more appealing. However, Brits’ sweet tooth and desire for small indulgences position those ...

## Cannabis Packaging - US

“Packaging is one of the most critical components of cannabis products, requiring a balance between what consumers want and what regulations demand. Packaging bridges the gap between consumers and brands, helping both sides express their identities in ways that extend far beyond cannabis. Aesthetic appeals should complement practical design elements ...

## Cheese - Ireland

“Cheese usage has benefitted from the impact of COVID-19. Consumer prices have dropped and are predicted to continue to decline across IoI. Even though there are fears surrounding Brexit and how disruption amongst supply chains could affect cheese products entering the IoI market, consumers are still indulging in cheese products ...

## Coffee and Tea Tracker - US

"Operators and brands should prep for consumers to look for experiential coffee and tea drinks that are appropriate on premise and on-the-go. As restaurants open up and consumers venture out of the home, they will be expecting a wide variety of options and unique indulgent drinks."

- Emma Allmann, Junior Analyst

## Consumer Attitudes towards Investing in Property - UK

“Black consumers are enthusiastic adopters of digital technology and this remained true even throughout the incredible difficulties of the pandemic. Many became more dependent on technology during this time and spent more on upgrading their services and hardware. Going forward, Black consumers will remain an important audience for tech products ...

## Cakes, Cake Bars and Sweet Baked Goods - UK

“Unlike many types of food, cakes, cake bars and sweet baked goods haven’t seen a big boom in sales through retail channels due to the COVID-19 outbreak. Instead the drop in sales of cakes has been balanced out by the increased demand for sweet baked goods. Home baking and better-for-you ...

## Carbonated Soft Drinks - US

“The CSD market found strong growth during the pandemic, as changed consumer routines shifted the majority of meal and drink occasions to the home and consumers sought comfort and familiarity. Successful innovation in flavors, formats and formulations – especially in the diet segment – paired with sophisticated distribution networks buoyed ...

## Cleaning the House - US

“In the age of COVID-19, consumers are cleaning more frequently and more thoroughly. That, in a nutshell, describes both the current state of cleaning the house and the potential that lies ahead. Consumers are now more engaged in the category, and engaged consumers are more receptive to innovation and willing ...

## Console Gaming: Spotlight on the Next Generation - US

“2020 was a banner year for console gaming. Nintendo Switches flew out of stores as console players sought a more relaxing escape from the pandemic, while the launches of the PS5 and Xbox Series X/S ignited interest among established console players. Console brands will build on this momentum in ...

## Courier & Express Delivery - UK

“Unprecedented levels of savings have been accumulated during the pandemic by high-income households, which are key for growth in this sector. Potential investors see COVID-19 permanently changing the housing market, but also creating new prospects to invest. Seizing the right opportunity is the main motivator to invest in property, which ...

## COVID-19 - Retail and E-commerce: A Year On - UK

“The COVID-19 pandemic has been a seismic event in the history of modern UK retail. Overnight, consumer behaviour shifted and retailers of all sizes were forced to react to the new environment the pandemic had brought. Some excelled in this new environment, while for some it meant the end of ...

## COVID-19 and Household Care: A Year On - UK

“COVID-19 has undoubtedly been a boost for the household care category, as the threat of the virus and the need to stay at home has created more homecare occasions. The challenge for brands in this category is to ensure that engagement remains high even when the immediate need diminishes in ...

## COVID-19 and Travel: A Year On - UK

“Ongoing uncertainty about the lifting of international travel restrictions will see more consumers opt for staycations, with an unprecedented number of travellers planning a holiday in the UK’s countryside. Consumers who are still interested in holidaying overseas in the near future show a willingness to splash out on these trips ...

## Deposit and Savings Accounts - UK

“Banks and building societies have benefited from increased inflows of customer deposits during the pandemic. Much of this extra accumulated cash is likely to be spent – perhaps not immediately, but over the medium term. There is no room for complacency, therefore. With interest rates set to remain very low ...

“The coronavirus crisis drove a meteoric rise in online shopping as a result of lockdown and social-distancing measures that were enacted in response to it. The surge in demand has placed couriers and delivery operators under immense pressure as they look to maintain service quality, and also contribute to solving ...

## COVID-19 and Foodservice: A Year On - UK

“Although a drop in inbound tourism will hurt some foodservice operators, especially those based in city centres, many will benefit from UK consumers’ interest in exploring regional British cuisines as renewed interest in staycations presents new opportunities for the local food and drink experience.

We also expect ongoing momentum in ...

## COVID-19 and Out-of-home Leisure: A Year On - UK

“With leisure activities having been “out of bounds” for so long there is significant pent-up demand for socialising in venues again. Younger consumers, who represent the core audience for most segments, are more keen and are willing to return sooner rather than later. The pace of the market’s recovery, though ...

## Cuidados com o Cabelo - Brazil

“Durante a pandemia, dois movimentos antagonistas marcaram a categoria de cuidados capilares: a busca por rotinas minimalistas caracterizada pela transição para cabelos sem química, e o maior interesse por tratamentos até então realizados por profissionais em casa. Os brasileiros demonstram interesse por inovações pautadas por sustentabilidade, conveniência e personalização. Apesar ...

## Disposable Baby Products - US

“The disposable baby products market has struggled in recent years as birthrates continue to decline. Economic uncertainty caused by the COVID-19 outbreak will accelerate this trend, as people tend to wait until they have more financial security before starting or expanding their families. However, adults having children later in life ...

## Emerging Flavors and Ingredients - Brazil

"In general, Brazilians are pretty open to exploring new flavors and ingredients and used to do this mainly when they ate away from home. With the pandemic and the growing habit of cooking at home, consumers are experimenting with new ingredients and taking the opportunity to test new products in ...

## European Retail Briefing - Europe

"Online only retailers have undoubtedly hugely benefited from the closure of non-essential retail for prolonged periods and the shift to online shopping as a result of COVID-19. Nevertheless, the strong growth reported by ASOS during the period is also due to the company's ability to nimbly respond to the changes ...

## Football - UK

"Interest in football has remained strong throughout a COVID-19 crisis that has cost clubs approaching £2bn in lost revenue, but the pace of the game's recovery is likely to be slowed by a softening media rights market and any prolonged post-pandemic recession."

## Footwear Retailing - Europe

"Footwear retailing is among the sectors being hit the hardest by the ongoing COVID-19 pandemic across Europe, and we expect the leading five economies to have experienced drops in retail specialists' sales of between substantial 21% and 32% in 2020. Specialists continue to lose share of spending in the category ...

## Footwear Retailing - Italy

"While the competitive environment for specialist footwear retailers is quite intense at present, we believe that, as the proportion of sales that go online increases, there is an opportunity for retailers to use their stores to expand the range of services they offer and own the foot health space. Online ...

## Footwear Retailing - UK

## Ethnic Restaurants and Takeaways - UK

"Reduced footfall has made the idea of committing to a long-term lease, especially in city centres, less viable, forcing ethnic restaurant or takeaway operators to reassess their product offerings. Some brands are also crossing over to the retail sector with their own supermarket ranges in an effort to extend their ...

## Family Entertainment - US

"Families are an engaged audience and are looking for entertainment they can enjoy together in every form. They want a balance of digital and analog entertainment while cooped up at home, and they are eager to return to out-of-home entertainment activities as soon as it feels safe. With the weight ...

## Footwear Online Retailing - US

"Despite declines experienced in the total footwear market because of the pandemic, the category will rebound quickly, especially online. Consumers who shifted their shopping online during the pandemic will stay, for the convenience as well as out of enjoyment. Looking ahead, brands and retailers can embrace culture, sustainability and technology ...

## Footwear Retailing - France

"Footwear specialists will be among the hardest-hit sectors as consumer shopping behaviour has altered drastically to reflect changes in lifestyles during the COVID-19 lockdown. Mintel's COVID-19 tracker in April 2021 found that 44% of French adults were buying less clothing and footwear compared to before the outbreak and 43% said ...

## Footwear Retailing - Spain

"Spain is facing severe recession and consumers have a difficult and uncertain future. Unemployment, which was already high, is soaring, particularly amongst young people, impacting confidence and purchasing power. Footwear is in large part a discretionary spending area, and retailers have an uphill battle to regain ground lost as a ...

## Gen Z: Online Shopping Behaviors - US

“The past year has hit the footwear sector hard and is likely to have a lasting impact. Initially, footwear, being a very seasonal fashion item, suffered big losses when stores were shut during the spring months. Additionally, as more people were forced to shop online many footwear specialists had to ...

## Global Sporting Events - US

“Global sporting events attract consumer and brand attention both in the US and across the globe. The Olympics and FIFA World Cup are not just the two most prominent global sporting events but the two biggest sporting events in the world. These events are limited in duration, which captures consumer ...

## Haircare - Brazil

“During the COVID-19 pandemic, two movements have driven the haircare category: the search for minimalist routines characterized by the transition to natural and a higher interest in professional treatments that can be done at home. Brazilian consumers demonstrate an interest in innovations that provide sustainability, convenience and personalization. Despite the ...

## Home ISPs & Bundled Services - US

“Home internet is among the most important services for US consumers, and access to high-speed reliable home internet has been put front and center due to the COVID-19 pandemic in 2020. Internet access is considered such a necessity there are calls to classify broadband access as a utility. Demand for ...

## In vs Out-of-home Leisure - UK

“The out-of-home leisure market has the potential to rebound strongly in 2021, with the vaccination programme driving consumer confidence to return to indoor settings. There is set to be a release of pent-up demand, with a celebratory feel, as consumers make up for lost time and missed social occasions. Meanwhile ...

## Instant Foods - China

“Generation Z is a large, and growing, consumer group looking to wield their spending power to make change. With already over \$140 billion in spending capabilities, Gen Z is a generation that knows what it wants and isn't afraid to tell brands and retailers how to meet their needs. Diversity ...

## Grocery Retailing - US

“The COVID-19 pandemic has had significant and widespread impact on the grocery sector; accelerating ecommerce growth by years and causing people to change their grocery shopping routines in a more mindful way as they look to be efficient with their time spent in stores and frugal with their grocery budgets ...

## Hispanics: Digital Trends & Impact of COVID-19 One Year Later - US

“The COVID-19 pandemic expanded the base of Hispanics relying on technology more than ever before, creating opportunities for increasing engagement and electronic products upgrades. Hispanic Millennials lead the way embracing tech innovation, but older Hispanics should follow soon as they are learning to get the most out of their current ...

## Ice Cream and Frozen Novelties - US

“An increase in eating and treating at home boosted the ice cream and frozen novelty market in 2020, bringing in a 16.3%-dollar sales increase over 2019 totals. The category is expected to hold onto a large share of growth, due to ample innovation from category players, but brands ...

## Income Protection - UK

“COVID-19 brought to an end the extended period of rising new income protection sales, but an improving operating environment will enable a return to growth in 2021. Nevertheless, the market will not reach its full potential until it tackles a lack of awareness among younger adults, and under-protected segments of ...

## Insurance Trends - Canada

“Instant noodles are no longer the last resort for satisfying hunger. Product upgrades thanks to technological improvements help instant noodles cast aside the negative image of being low in nutrition and overcome consumption barriers. Updated perceptions of instant foods will grant them more important roles in satisfying consumers’ diversified dietary ...

## Leisure Outlook - UK

“Due to pent-up consumer demand, restaurants and pubs are the top contenders to thrive in the wake of the pandemic. Consumers who remain in a healthy financial position are most likely to intend to visit these venues over coming months, meaning operators have an opportunity to premiumise food and drink ...

## Managing Common Illness - US

“OTC cold, cough, flu and allergy remedies are facing a time of forced adaptation. The illness management market suffered significantly from 2020-21 due to increased illness prevention behaviors adopted by consumers. Simple habits, such as use of hand sanitizer, taking immune system support products and increased hand washing are likely ...

## Milk and Dairy Beverages - China

“Consumers’ increasing needs and expansion in consumption occasions give milk and dairy beverages market growth potential both within the market and from bigger casual drinks market. Chilled milk will benefit from highlighting its nutrition advantages over ambient milk and ambient yogurt. While health halo of dairy and wider awareness of ...

## Motor Insurance - UK

“Adapting to the FCA’s new pricing regulations will be a focus for providers in 2021. The new rules will heighten uncertainty for a period in terms of customer retention and pricing. This will prompt insurers to adjust their strategies as the new rules are implemented and create opportunities for brands ...

## Property & Casualty Insurance - US

“Insurance innovation has been largely spurred by technology and the practical impact can be seen in the form of new products, innovative service delivery, faster underwriting and customized rates based on better evaluation of individual risk.”

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

## Major Domestic Appliances - UK

“The major domestic appliances market saw spending rise despite COVID-19 disruption in 2020. Ultimately, this was elevated by extended periods in the home, which saw the market gain from the redirection of money saved in other non-essential sectors in the past year. At the other end of this, the fact ...

## Meat Snacks - China

“Meat snacks enjoy higher growth potential in total snack category. Consumption is considerably driven by food craving. However, this factor is not sufficiently addressed in current new product launches which mainly feature healthy claims. While the market is highly competitive, new entrants can consider focusing on very specific sub-segments to ...

## Mortgages - UK

“Mortgage lending fell in 2020 as the housing market was distorted by lockdowns and the stamp duty holiday. The market was also disrupted by lenders being forced to embrace working from home, and the technical and financial challenges of implementing payment holidays. Mortgage availability has been improving as vaccines have ...

## Online Shopping for the Home - US

“The pandemic accelerated the adoption of ecommerce and the use of digital tools as part of the shopping experience across categories. It also caused many consumers’ lifestyles to be centered around the home. As a result, consumers gained a newfound respect for their living spaces – which will continue to ...

## Road Trips - US



“The P&C industry currently sits in a promising spot. What with mass vaccinations underway and states easing restrictions, traffic volume has been increasing again. Home prices have also risen due to significant demand despite the financial impact of the pandemic. As consumers become more confident, a return to the spending ...

## Salty Snacks - US

“Salty snacks enjoy near universal penetration, with almost all consumers enjoying at least some snacks in this diverse category. While this provides a strong foundation, concerns about sodium, calories, carbs and artificial ingredients can undercut usage and drive some to the growing array of snack competitors. Category players will need ...

## Seasonal Shopping (Autumn/Winter) - UK

“The pandemic did not deter celebrations for the autumn/winter seasonal events with spending resilient across all events – albeit significantly down on the year before. Uncertainty ahead of a new term eclipsed Back-to-School spending with some parents focusing on supporting remote learning. Despite Halloween trick-or-treating being banned, shoppers found ...

## Single Lifestyles - UK

“There can be little doubt that singles were amongst the hardest hit by UK lockdowns; loneliness levels shot up due to the significant impact they had on both social and dating lives. In a post-lockdown society consumers are keen to once again experience face-to-face meetings. Marketers must ensure that in ...

## Sugar and Gum Confectionery - UK

“The COVID-19 pandemic spells troublesome times for sweets and gum, partly due to their high reliance on social, on-the-go lifestyles. However, it enhances opportunities for sweets around nostalgia, more unusual, globally-inspired flavours and healthier NPD. Inspiring people to use sweets in recipes and looking to crossover innovation to other sweet ...

“Road trips have predictably been a popular travel option during the pandemic, but they have also had their share of challenges. While the post-pandemic outlook is rosy for this vacation format, more can be done by brands in the space to solidify their position in the leisure travel landscape, particularly ...

## Savoury Biscuits - UK

“Savoury biscuits have benefited from people eating them more at home during COVID-19, but face a challenge to keep users eating them beyond the pandemic. The biggest opportunities for brands lie in flavour innovation, more inspiring pairings and premium products, while tapping into interest in healthy eating and sustainably sourced ...

## Shampoo, Conditioner and Hairstyling Products - US

“The stress, anxiety and health concerns spurred by the pandemic had a varied impact on haircare routines and product usage. A desire to support both mental and hair health saw consumers approach their routines with a self-care lens, boosting usage of conditioning products and increasing washing frequency. At the same ...

## Skiing and Snowboarding Holidays - UK

“Moving forward, the COVID-19 pandemic presents travel operators with a long-term opportunity to attract a wider consumer base by adjusting their portfolio. Cost-effective ski holiday deals in destinations such as Bulgaria and lesser-known peaceful skiing locations like Stuben and Scheffau in Austria will appeal to price-conscious consumers, eager to delve ...

## Tableware - US

“COVID-19 and the subsequent economic downturn created some challenges and changes in the tableware industry. Early store closures and restrictions put a limit on in-store shopping occasions and financial concerns incited caution for discretionary spending. At the same time, extended periods at home strengthened desire to improve spaces and invest ...

## Tendências em Sabores e Ingredientes - Brazil

“Os brasileiros em geral se mostram bastante abertos a experimentar novos sabores e ingredientes, e costumavam fazer isso principalmente quando comiam fora de casa. Com a pandemia e o crescimento do hábito de cozinhar em casa os consumidores estão experimentando novos ingredientes e aproveitando para testar novidades em casa. O ...

## The Impact of COVID-19 on Household Finances - UK

“COVID-19 has impacted British business and social life like no event since the Second World War. Household finances have not been exempt from this. Rising unemployment and income cuts have plunged some – particularly already vulnerable groups – into financial difficulty. However, furloughs, reduced spending and a rise in remote ...

## The Sustainable Consumer - US

“Consumers remain divided on the need for and effectiveness of sustainable habits and behaviors. Even those who are considered environmentally conscious consumers face challenges to living a fully sustainable lifestyle, which include lack of knowledge and lack of trust in brands’ claims. Ultimately there’s a definitive gap between people’s desire ...

## Trending Flavors and Ingredients in Non-alcoholic Beverages - US

“The non-alcoholic beverage category first and foremost relies on its most important and often inherent functionality, satisfying thirst, to drive consumer purchase, but consumers also look to flavored beverages as a treat. Innovation can marry both function and enjoyment through distinctive flavor innovation, BFY ingredients and added functionality beyond refreshment ...

## UK Retail Rankings - UK

“The 2021 Retail Rankings paints a picture of the retail sector that went into lockdown. It helps to put into context the businesses which have failed, such as Debenhams, Arcadia and Aurora. Their share of retail sales was relatively low (they rank at 30 or under in the Ranking), but ...

## The Beauty Consumer - Canada

“As beauty routines relaxed and budgets tightened as a result of the pandemic, hygiene and self-care products became more important to Canadian beauty shoppers. The typical Canadian beauty consumer is no longer limited to the stereotypical young female shopper but has evolved to encompass a much wider range of Canadians ...

## The Natural/Organic Shopper - Canada

“Natural and organic foods and drinks continue to grow in popularity. COVID-19 has bolstered the demand for natural and/or organic foods and drinks as health becomes a greater focus for many. In the years to come the natural/organic space will likely continue to expand and become more mainstream ...

## Travel in 2021 - Canada

“The travel and tourism industry is among the most adversely affected by the COVID-19 pandemic, and will take the long road to recovery. It will take the widespread availability of vaccines for consumers to feel safe to travel again; however, many will not be comfortable anytime soon. Canadians will stick ...

## UK Retail Briefing - UK

“In March, all retail sales grew 9.3%. March marks the one-year anniversary of the first lockdown in the UK and is the first time the retail sector has faced COVID-19 impacted comparative figures. In March 2020 retail sales saw a 2.8% decline as shoppers stockpiled ahead of an ...

## Waste Management and Recycling - UK

“The COVID-19 outbreak has delayed progress of the government’s waste and recycling reforms, which are seen as a much needed framework to reboot recycling and support the shift towards a more circular economy.



While there remains a lack of clarity over the final design of proposed measures it's important that ...

## Women's Haircare - UK

“Women’s haircare/styling routines were relaxing even before the pandemic, however, stay-at-home measures have significantly impacted usage behaviours, with a shift in routines set to remain. Styling has seen the greatest setback, however, across all segments brands that have maintained marketing activity and innovated in areas of interest to the ...

## World Cuisines - UK

“COVID-19 has brought about a considerable boost for the world cuisine market, thanks to many more evenings at home and the closure of the majority of foodservice establishments. Accompaniments/ingredients have been the driving force of this growth, demonstrating the uptick in cooking from scratch. Openness to healthier options bodes ...

## 对高端美容产品的态度 - China

“精华乳和精华液仍然是高端细分中最热门的护肤品类，同时抗衰老相关宣称是消费者的主要诉求。中国的女性消费者继续追求能满足其对护肤解决方案的高需求的产品，并愿意升级购买能提供高阶性能的产品。吸引人的品牌故事、可被证实的有效性以及提供情感价值是提高消费者粘性的关键。未来，侧重于成分和质地并带有可持续宣称的产品值得品牌研发，因为消费者变得愈发精明成熟，并对品牌证明其溢价有更高要求。”

— 靳尧婷，研究分析师

## 抗衰老产品 - China

“中国女性仍然追求更年轻的容貌，改善皮肤松弛和皱纹等明显的肌肤衰老迹象依然是其首要需求。同时，消费者对衰老的看法以及应对衰老问题的方法更趋多样化。如今，消费者在应对肌肤问题时，开始将目光投向护肤品以外的解决方案。在这一趋势下，头发和头皮的衰老以及心理健康将成为未来几年的重要话题。抗衰老产品需要成为消费者日常健康流程的一部分，并与她们的生活方式和生活环境产生协同效应。”

— 李玉梅，副总监

## 方便食品 - China

“方便面不再是为了充饥万不得已的选择。技术进步带来的产品升级帮助方便面摆脱没有营养的负面形象，并清除消费障碍。拥有全新形象的方便食品将在便利的基础上更好地满足消费者更多元的饮食需求，并且成为餐饮品牌提供“无界餐饮”的理想形式。”

— 鲁睿勋，研究分析师

## 牛奶和乳饮料 - China

“消费者的需求不断增加和消费场景的日益拓展，使牛奶和乳制品饮料无论是在该本市场内还是在更大范围的休闲饮料市场都具有增长潜力。冷藏牛奶可突出宣传营养价值高于常温牛奶和常温酸奶，以获得更大增长。由于乳制品自带健康光环，加之消费者对肠道健康明星成分（如乳酸菌）的认识更加广泛，品牌向更广饮料市场的进军之路将更为顺畅。”

— 彭袁君，研究分析师

## 美容零售 - China

“新冠疫情爆发后，消费者不断转向线上，但对线上和线下渠道产品质量和价格的认知存在差异明显。实体店需要提供指导和体验式的产品服务，与消费者建立紧密联系；线上平台则需要联手品牌活动，成为品牌的合作伙伴。直播电商的发展应有助于线上渠道突破仅凭竞争性价格立足的僵局，开创品牌认可的新格局。”

— 周文棋，研究分析师

## 肉类零食 - China

“相比零食总品类，肉类零食的增长潜力更高。肉类零食的消费很大程度上由解馋驱动。然而，当前市场新品大多主打健康宣称，并未关注解馋需求。鉴于该市场竞争激烈，新入局者可通过聚焦某一特定的子细分打造竞争优势。儿童零食领域对食品安全和品牌信誉要求更高，这对儿童营养的专业品牌而言是品类拓展的机遇。”

— 赵凌波，高级研究分析师