

February 2023

Amazon: Creating an Ecosystem - Europe

"Amazon is the undisputed leader of the dynamic online retailing market in Europe. It is set to benefit as the channel continues to gain popularity across product and service categories and it has benefitted greatly from the pandemic. It is forecast that Amazon's rise will continue, albeit with growth not ...

Amazon: Creating an Ecosystem - Italy

"Since it launched in Europe, Amazon has evolved from primarily an online book retailer into a retail-based ecosystem, the online equivalent of a department store but with added video, music, gaming and reading services. Its relentless focus on price and service/fulfilment has proved a popular proposition for Italian consumers ...

Amazon: Creating an Ecosystem - UK

"Amazon has grown to be the largest non-food retailer within the UK and the dominant player within the online retailing market. Key to this success has been building an ecosystem, anchored by Amazon Prime, which ensures an element of loyalty and consistent purchasing for the retail operation. Due to strong ...

Attitudes towards Higher Education - US

"The question being asked more and more is, is getting a degree/advanced certificate worth it? The results are clear, among students, it's a resounding yes! After being hit hard with instability and uncertainty in arguably the most formative years of their lives thanks to the pandemic and now inflationary ...

Attitudes Towards Slow Living - China

"What people seek from slow living is not the ultimate consequence of slow reaction or slow thinking, but benefits such as a more meaningful life and not missing out on the most valuable things amid the fast pace of

Amazon: Creating an Ecosystem - France

"Amazon is the largest non-food retailer in France, but it is significantly less used by shoppers in that country than in the other markets in our research. There are many reasons for this, not least the advanced state of the online market and the strength of local operators. It operates ...

Amazon: Creating an Ecosystem - Spain

"Amazon is the biggest player in the ever growing online retailing market in Spain and the company has been expanding there rapidly in recent years. It is projected to continue its rise over the coming years, as the online habit sticks, fuelled largely by the overwhelming demand for convenience and ...

Arts and Crafts Consumer - US

"New arts and crafts consumers gained during the pandemic are maintaining their interest in the category, driven by a desire to try new things, make things for themselves and enjoy the mental health benefits of creative projects. Continuing inflation will fuel a DIY spirit and keep the category strong, but ...

Attitudes Towards Home Living - China

"Consumers' no-compromise attitude towards home living is reflected in not only utility and design, but also in their choices of homewear and seasonal decorations. They tend to look for products that align with their style; and they are seeking durability, with a move away from a 'disposable' fast-fashion mentality. The ...

Auto Marketing & Retailing - China

"Automotive specialised platforms are still the main channel for consumers to access automotive information, while short video platforms with their short, straightforward and fast features are attracting

modern life. Consumers see slow living as a healthy and tasteful ...

B2B Insurance - UK

“The UK and wider global business environment remains challenging amidst high inflation, rising interest rates and ongoing supply chain issues affecting several industries. The cost-of-living crisis is also affecting insurers’ earnings and the B2B insurance industry must work closely with its existing policyholders, as well as prospective policyholders, to access ...

Bathroom and Bathroom Accessories - China

“Renovation needs will likely become the main driving force for bathroom products purchase. Beyond functional products, consumers are pursuing a more enjoyable bathroom experience. Bathroom product brands can expand the role of the bathroom to a home space where all family members (pets included) can relax and enjoy. Moreover, delivering ...

Beauty and Personal Care Retailing - UK

“Amid an ongoing income squeeze, the BPC market has proven more resilient than other sectors as consumers have turned to beauty as an affordable means to lift their mood. As retailers embrace different strategies to remain attractive to value-centric consumers, they need to ensure that they still continue to innovate ...

Beverage Blurring - China

“Although financial status and confidence have begun to recover, consumers might still be cautious about spending, including on non-alcoholic drinks. Visualisation of ingredients can not only help justify product value, but can also convey a natural message to resolve concerns about food safety and artificial additives. Meanwhile, beverage brands can ...

Breakfast Preferences - Ireland

more and more attention from consumers in the age of information fragmentation. The content presentation formats of automotive marketing have also becoming more ...

Back to College Shopping - US

“College spending comprises two thirds of the total back to school market, driven by extensive needs for school. Overall, students are enthusiastic consumers who are eager to assert their independence, making the season a critical time for brands to build affinity with young consumers. Value will be a necessity amidst ...

Beauty and Grooming Devices, Tools and Accessories - UK

“The value of the beauty and grooming devices, tools and accessories category continued to grow in 2022, supported by a continued preference for products that enhance efficacy in BPC. Rising energy bills present an opportunity for brands within the electrical space to drive trading-up behaviours by emphasising the longer-term benefits ...

Bem-Estar: Um Estilo de Vida - Brazil

“O bem-estar está cada vez mais na pauta dos brasileiros, não se restringindo mais a uma ou outra categoria e abrangendo diversas áreas da vida dos consumidores. Assim, marcas e empresas de diversas categorias têm oportunidade de entrar no mercado de bem-estar, mas, para tanto, precisam se fazer relevantes, identificando ...

Black Americans and Symbols of Identity - US

“Identities are more than what meets the eye. Our identities are our lived experiences, and Black consumers are focused on expressing those experiences through various mediums. Although Black consumers have a special interest in physical appearance as a form of self-expression, physical appearance is just a microcosm of their greater ...

Broadband, Mobile and TV Services - UK

“Increased consumer demand for value for money has required breakfast food brands to ensure they are offering more than just lower prices as consumers adapt to the cost of living crisis. As many are seeking enjoyable flavours and health benefits from their breakfasts, brands and businesses must do more to ...

Casual Dining Restaurants - US

“Having consistently delivered on menu variety, quality, and value despite labor and supply challenges, the casual dining segment is primed to leverage consumer loyalty, innovate boldly, and participate in emerging consumer trends, while maintaining its mass appeal as an affordable dining experience that feels reliable and special.”

– Varchasvi ...

Christmas Gift Buying - UK

“Christmas 2022 was no doubt a difficult period for retailers, with significant cutting back from shoppers in comparison to 2021. However, the age-old ability of UK consumers to put aside the economic background to celebrate did shine through, and in many ways, it was a far more positive period than ...

Commuting - Canada

“With the COVID-19 pandemic in the rear view mirror, consumers are venturing back to in-person school and work. Commuting has returned to normal. Or perhaps the new normal? With electric vehicle mandates on the horizon and alternative (read: non-car) options gaining popularity, the commuting landscape is headed for change. But ...

Consumer Approach to Lunch - US

“The key to breaking consumers out of their lunch routines revolves around more than just the food. Marketers have an opportunity to tap into the deeper emotions and motivations that drive the meal.”

Consumers and the Cost of Living - UK

“Consumers were already starting to feel the pinch of the cost of payments for telecoms services towards the back end of 2022, and with significant price rises coming in 2023, many will be considering downgrading telecoms services or cancelling pay-TV. For brands, now is the time to double down on ...

Children's Nutrition - China

“The newest dietary guidelines for children are more specific than before, which will benefit parents with a more straightforward guide to feeding children. Companies and brands should adopt this change with innovations and marketing messages to support parents. They should focus on expanding the occasions for hydration and education on ...

Civil Engineering - UK

“The government’s commitment to infrastructure spending to drive economic growth, its commitment to the levelling-up agenda, the need for decarbonisation and infrastructure resilience in the face of climate change and the progression towards the Net Zero by 2050 target should ensure sustained growth in the civil engineering sector over the ...

Computers and Laptops - UK

“Despite the cost of living crisis, lower income households are showing willingness to buy a computer or tablet over the next 12 months. It is critical that brands offering entry level laptops and tablets focus their marketing around battery life, with this being the most important consideration for lower earners.”

Consumer Snacking Trends - China

“The growth of the snack market in China shows no sign of slowing down thanks to driving forces in both the supply and demand sides. On the one hand, further specification would aid brands in achieving their prime goal of offering healthy and premiumised products. On the other, consumers’ demand ...

Convenience Store Foodservice - US

“Decades-high inflation has prompted significant and wide-ranging changes in consumer behaviour. Savvy shopping and a focus on value has come squarely to the fore, and people are particularly interested in ways to reduce energy use. However, expectations that steep price rises will stick around for an extended period also provide ...

Credit Monitoring - UK

“Amid a challenging economic climate, some consumers are worrying about their credit scores as many are seeing their household budgets squeezed. This could further boost engagement with credit monitoring services. However, myths about credit scores and reports continue to persist, and providers should continue to focus on tackling these to ...

Digital Trends: Hardware - Canada

“Over the course of 2022 and early 2023, the tech hardware industry faced barriers in the form of supply chain issues and recession that have impacted the ability to move product and generate sales. Still, there has been much innovation in the space, with developments in AI revolutionizing smart home ...

Educational Lending - US

“Although the ultimate destiny of federal student loan forgiveness hangs in limbo preceding a Supreme Court ruling, student loan customers have already adjusted their attitudes in anticipation of a changing educational lending landscape. Focus on interest rates has subsided in favor of customer service and digital offerings, showing that customers ...

Fragrances - Brazil

“The use of scented products is essential in the routines of Brazilian consumers, regardless of whether they are inside or outside the house. Given the importance of smell for Brazilians, the category finds market potential to expand into areas that are still little explored, such as air fresheners for homes ...

“C-store operators have an opportunity to build strong, long-lasting relationships with customers through loyalty memberships that encourage repeat visitation and boost the purchase of in-store food and drink items. Consumers will continue to seek out a wide variety of high-quality menu and packaged food and drink items that can fulfill ...

Crisps, Savoury Snacks and Nuts - UK

“Despite the cost of living crisis and HFSS restrictions on product location from October, volume sales of crisps, savoury snacks and nuts are still up by 4% compared to pre-COVID. While pressure on incomes continues to create opportunities through evenings in, many consumers are taking steps to economise, putting brands ...

Dips and Savory Spreads - US

“As consumers continue to eat and snack at home, dips and spreads can be there to amplify snacks, meals and appetizers with flavor and texture. Products that can prove their versatility at a variety of occasions will help earn their spot in both routine and special occasions.”

– Kelsey ...

Fish and Shellfish - US

“Fish and shellfish fans are conflicted: drawn to the health, taste and often premium experience the category represents, yet everyday occasions and frequency are challenged by limited perceptions of ease, versatility and predictably and price. Brands and retailers can help reshape these ideas and break down barriers with simplification, flavorful ...

Fruit Juice, Juice Drinks and Smoothies - UK

“The cost-of-living crisis has taken its toll on the market, making it timely to address concerns over fruit juice/smoothies made from concentrate by demystifying the processes involved and raising awareness of the sustainability benefits. Meanwhile, celebrating native ingredients – and spotlighting the correlation between low food miles and sustainability ...

Functional Ingredients in Food & Drink - US

A changing definition of health will become increasingly more inclusive of functionality, yet will not provide hall passes for products, ingredients or claims that don't set realistic expectations. The correlation between scientific integrity, personally tangible results (long- or short-term) and value are important to continue growing functionality's value in health ...

Hispanics and Symbols of Identity - US

"Hispanics are a multifaceted demographic that cannot be summed up by merely physical traits. Individuals see themselves as much more than their culture or physical traits when it comes to defining who they are. Their activities, skills, talents, and family roles are just as important as their heritage and community ...

Home Buying - Canada

"Although recent rates hikes have stressed many mortgage owners, the long-term outlook for housing remains strong. But a market correction is taking place as overheated housing markets cool down in the face of higher interest rates. This price softening is a positive outcome as it represents a shift to more ...

Home Insurance - UK

"The rising cost of claims and hardening reinsurance rates are forcing home insurers to exert greater pricing discipline. At the same time, consumers are struggling with rising household bills and becoming more price-sensitive. Providers, therefore, need to ensure they offer sufficient choice and flexibility to allow customers to easily find ...

Household Paper Products - US

"During normal times, household paper market growth is inextricably linked to population growth. Accordingly, it is highly predictable. Yet these are not normal times. The pandemic's disruption of supply chains and the consumer response that resulted in extreme hoarding and product shortages was followed by a period of historic inflation ...

Haircare - China

"Consumers' high willingness to invest in haircare and their increasing awareness of scalp health will continue to drive the development of China's haircare market. Brands can cater to consumer needs with prestige offerings leveraging skincare ingredients and concepts. Moreover, sensitive scalp care will become mainstream and expand into more sub-categories ...

Hobbies and Interests - UK

"The opportunity for brands is to promote home-based hobby activities as an affordable alternative to an expensive night out or family day out, with the added benefit of providing a therapeutic escape valve in worrying times."

Home Hair Color - US

"The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun. This has all served to amplify a ...

Household Paper Products - UK

"Inflationary pressures and squeezed household incomes are leading consumers from all financial situations to use household paper products in greater moderation and switch towards lower-priced options. This makes it vital for brands to address demand for value and invest in campaigns designed to promote brand loyalty. New product launches with ...

Intimate Hygiene and Sanitary Protection - UK

"The incontinence, sanitary protection and intimate hygiene market grew in 2022, but savvy shopping behaviours including trading down and shopping on special offer impacted growth. There are opportunities to drive future growth by proving the worth of paying more for natural, ethical and expert claims, as well as opening up ...

Leisure and Entertainment: 2023 - US

“The health risks of the pandemic placed wellness in the spotlight, and the goal of better wellness overlaps with leisure and entertainment; consumers adopted wellness-oriented leisure in droves. Bicycle sales doubled in 2020, yoga mats flew off shelves, and the meditative qualities of crafting sparked a knitting revival that led ...

Live Streaming Commerce - China

“Live streaming shopping no longer just means low prices for consumers. Future opportunity lies in generating higher-quality content. This requires brands to develop a live streaming strategy that considers both sales and brand influence. Meanwhile, it illustrates that live streaming commerce has entered the second stage of competition – one ...

Luxury Travel - US

“The recovery of the luxury travel sector has continued undeterred by inflation, and with more destinations becoming available to travelers, the outlook looks positive. Luxury travel across income levels continues to grow, giving luxury providers a broader audience to appeal to, with a different set of wants and expectations than ...

Medicated Skincare - US

“Consumers continue to experience skin issues as a physical manifestation of both lifestyle choices, such as poor diet and lack of sleep, as well as elevated levels of stress and anxiety. While consumers have adopted a more preventative strategy to managing their overall health, this shift has been slower in ...

Menu Trends - UK

“The UK foodservice market caters to both nostalgic and adventure-seeking consumers. On the one hand, they crave for foodservices to go back to their roots and focus on tried-and-tested recipes with a sense of nostalgia. On the other hand, consumers still have a taste for new cuisines, unlocking opportunities for ...

Leisure Outlook - UK

“Some 51% of consumers perceive high quality food/drink to be important when visiting a leisure venue. The growing popularity of competitive socialising venues, which tend to offer exciting menus that are appealing to large groups, has put more pressure on other operators to modernise and become multi-purpose”.

– Jennie ...

Luxury Cars - US

“Despite economic challenges and overall conditions in the automotive market, consumers still crave self-indulgence and see luxury brands as a reward for their hard work and something they deserve, and they are drawn to them by their desire for finer things. As luxury brands continue to both introduce all-electric offerings ...

Meat Snacks - China

“The segment is facing slowed-down growth prospect. To spur new growth momentum, brands are recommended to invest in organic claims for premiumisation and to highlight low fat content to advertise plant-based meat snacks. In addition, meat snack gift sets can also be launched to target multi-generation families who have strong ...

Menu Insights - China

“The market of Chinese-style wheaten foods is estimated to rebound soon with the relaxation of the pandemic prevention policies and the return of consumer traffic. Chain restaurants are suggested to highlight their authenticity by exploring niche regional flavours and providing more local street snacks and drinks on top of staple ...

Monetary Value vs Moral Value - US

“As inflation and economic uncertainty continue to drive consumers to cautiously monitor their spending, brands and marketers have questioned if purpose-driven shopping can survive as price consciousness takes center stage in consumers’ minds. However, a brand’s moral value and social consciousness can enhance its purchase value just as effectively as ...

Nursery and Baby Equipment Retailing - UK

"Mounting inflationary pressures have pushed value high up on consumers' agenda. While some parents will tighten their purse strings by trading down to discounters, especially with big-ticket items such as pushchairs, there are opportunities for nursery and baby equipment retailers to expand their value proposition, incorporating values beyond price to ...

Parents' Attitudes towards Children's Food and Drink - UK

"The cost of living crisis is likely to increase the popularity of at-home meal occasions, offering opportunities for brands with strong family appeal. Affordable, nutrient-rich meal ideas can help reassure parents that their children are meeting their nutritional needs, whilst products that contribute to five-a-day and fibre intake will also ...

Pets - Ireland

"The cost-of-living crisis is taking its toll on the furry members of Irish families, with owners cutting back on insurance coverage, spending on food and accessories and as a result, more pets are in danger of being surrendered to shelters. The ongoing 'humanisation' of pets, however, will mean those with ...

Protein & Protein Alternatives - Canada

"There has never been more variety in how consumers can incorporate protein into their diets. Animal-based options such as meat and cheese remain most popular, but plant-based alternatives continue to make inroads. In Canada there is perceived demand for more protein, meaning there remains runway for innovation in this space ...

Retail Promotions - US

"Consumers are generally mindful of their financial resources when making purchasing decisions. However, the current inflationary climate and economic uncertainty are further emphasizing this behavior and leading consumers to actively seek out ways to maximize

Over-50s Guaranteed Acceptance Life Insurance - UK

"The current economic situation is negatively impacting over-50s life insurance in a number of ways. High inflation is accelerating the rate at which price rises erode the real value of death benefits, weakening appetites for new financial commitments, and making it harder for existing policyholders to keep up with premiums ...

Perfumes - Brazil

"O uso de produtos perfumados é essencial nas rotinas dos brasileiros, independentemente de quando estão dentro ou fora de casa. Dada a importância do cheiro para os brasileiros, a categoria encontra potencial mercadológico para expandir para áreas ainda pouco exploradas, como aromatizadores de ambientes para lares com pets e sprays ...

Private Traffic: Direct-to-Consumer Retailing - China

"Despite the enthusiasm surrounding the potential of direct-to-consumer retailing, it has not seen anticipated growth. Brands need to reconsider their strategies on DTC channels in the post-epidemic era. Delivering brand values and philosophies through high-quality branded content and experience online and offline should be a priority for enhancing consumers' loyalty ...

Purchasing Food and Drink for Children - China

"The Dietary Guidelines for Chinese School-aged children and the drop in the birth rate set both opportunity and challenge for this market. Currently, brands should adapt accordingly and quickly, and echo parents' expectations in functional and free-from claims. In the future, brands should rethink the target group as the family ...

Smartphones and Accessories - US

"US adults are increasingly reliant on their smartphones, making the devices a necessity. Consumer dependence helps to buffer the category from steep losses amid consumer cost-cutting; however, shoppers

the value of their purchases. To remain competitive, brands and retailers must communicate their sales ...

Soap, Bath and Shower Products - US

"Traditionally seen as a highly functional and hygienic category, soap, bath and shower products have become a prominent part of consumers' self-care routines as skin health remains top of mind and consumers seek physical and mental relief within their cleansing routines. While the market continues to rebalance after an explosive ...

Sports and Performance Drinks - US

"Sports and performance drink brands may be working to distance their image from exercise, but ultimately still find themselves using fitness identity as a reference point for marketing. Whether appealing to less active consumers through the promise of refreshment or to fitness-oriented consumers looking for an edge, offering layered functionality ...

Sustainability in Food - UK

"Sustainable food and drink has not been immune to the wider struggles within the food and drink sector amid tougher financial times. As people are prioritising making their budgets go further, this issue has become less of a focus for many. However, helping consumers to reduce food waste, eco labelling ...

The Green BPC Consumer - China

"Clean beauty, as a marketing term, still carries attractiveness to consumers despite remaining confusions about the meaning. No matter whether BPC brands position clean beauty or not, they need to be really mindful to ensure that they have competitiveness over product safety and efficacy in the ever competitive market."

Travel Money - UK

"Spending abroad by UK residents is expected to surpass pre-pandemic levels in 2023. This will primarily be due to rising costs and inflation with the number of

are making cost-savings choices that suggest an openness to varying functionality and brands that help them rein in their tech spend."

Social Commerce - US

"Social commerce is growing, albeit at a much slower pace in the US compared to the rest of the globe. This, however, does not mean that brands should ignore this emerging shopping option. Nearly half of consumers have made a purchase via social media, showcasing that this avenue is not ...

Still and Sparkling Waters - US

"Rising financial uncertainty has not dampened bottled water demand as bottled water remains a core household necessity among engaged category loyalists. Water's ultimate health halo, along with increased interest in small personal indulgences, signals new opportunities for premium, functional, sustainable packaged water products that offer consumers a taste of luxury ...

The Banking Experience - US

"With economic uncertainty still looming, FIs must remain engaged and in-tune with their customers' needs and wants. If it is support that customers desire, FIs must position themselves as subject matter experts in their customers' corner ready to support their financial aspirations as well as enhance their knowledge and literacy ...

Touring and Adventure Holidays - UK

"Interest in group touring holidays has declined in the last year, despite the lifting of international travel restrictions. With some consumers believing they do not offer enough value for money, brands will have to up their game to increase the perceived value amid the rising cost of living. Effective ways ...

Wellness Lifestyle - Brazil

"Wellbeing is an important topic for Brazilians, no longer restricted to one or another category but covering different areas of consumers' lives. Therefore, brands

holidays remaining below 2019 and the business travel segment having adapted to virtual meetings. Travellers will be looking for locations where their money ...

White Spirits and RTDs - UK

“As an expensive, discretionary product, white spirits have seen volume sales decline in 2022 amid pressure on household incomes, a trend that will continue over 2023-24. Marketing messages focused on enhancing at-home occasions and NPD in smaller bottles will help companies to keep white spirits on people’s shopping lists amid ...

为儿童购买食品饮料的态度 - China

“《中国学龄儿童膳食指南》的出台和出生率的下降对儿童食品饮料市场来说，既是机遇也是挑战。目前，品牌应迅速做出相应调整，并迎合家长对功能性和无添加宣称的期望。未来，随着家庭结构可能发生的变化，品牌应该重新思考其目标群体，并通过满足父母和孩子的需求，在业务品类和食用场合方面进行探索。”

对家居环境的态度 - China

“消费者对家居环境不妥协的态度，不仅体现在功能和设计上，还体现在他们对家居服饰和季节性装饰的选择上。他们倾向于寻找符合自己风格的产品，并寻求耐用性，远离‘一次性’快时尚思维。消费者对扩展家居功能（特别是在社交场景中）的需求，推动了人们打造属于自己的家居环境的需求。注重健康、嵌入式家电设计和智能家居概念是主要趋势。尽管线下家居市场依然不可替代，但如何整合数字营销和零售渠道是一个重要问题，这将在很大程度上决定品牌在消费者中曝光的广度和深度。”

——张泽龙，高级研究分析师

汽车营销和零售 - China

“汽车垂直平台依然是消费者获取汽车信息的主要渠道，但短视频平台凭借其短平快的特征，在信息碎片化时代，越来越受到消费者的关注。汽车营销的内容呈现形式也更加多元化。从购物节、品牌跨界店，到虚拟代言人、漫画形式，被访车主对各种内容形式的兴趣度也有着不同程度的上升。后疫情时代，随着线下活动的恢复，线上线下联动的整合营销模式将重新开启。品牌可以结合线下活动在社交和私域平台等渠道进行线上传播，获得持续性和传播性更强的声量，促进品牌的二次曝光与潜客的转化。”

——袁淼，研究分析师

and companies from different categories have the opportunity to enter the wellness market, but to do so, they need to make themselves relevant, identifying which wellness ...

Women's Health - UK

“The cost of living crisis will disproportionately impact the physical and mental health of women from poorer backgrounds, while also pushing health products and services further down consumers’ priority lists. There is opportunity, though, for brands to stand out by shining a light on women’s health issues that have been ...

儿童营养 - China

最新版儿童膳食指南比旧版内容更具体，其简单直白的表达方式将更好地帮助父母喂养孩子。企业和品牌也应将这些更新应用到创新和营销信息中，从而为父母提供支持。企业和品牌应专注于扩展饮水场景和教育吃蔬菜和水果的重要性。品牌也应关注到，消费者希望购买平价保健品，因此，未来将会出现更多针对全家健康需求的产品创新。”

慢生活的态度 - China

“人们从慢生活中寻求的最终结果并不是慢反应或慢思考，而是在快节奏的现代生活中获得更有意义的生活、不错失最宝贵的事物等益处。消费者认为慢生活是一种健康、有品位且具有人情味的高品质生活方式。大多数消费者希望通过各种个性化的慢生活体验，从烘焙等居家爱好到钓鱼等户外活动，来获得精神上的平静并重拾专注的能力。帮助消费者沉浸于需要持久专注力的多样化体验，并提供创新的疗愈式感官体验，有助于品牌与消费者建立更紧密、真诚和难忘的联系。”

——甘倩，高级研究分析师

洗发护发产品 - China

“消费者投资洗发护发产品的意愿强，且对头皮健康的意识有所提升，二者将继续驱动中国洗发护发产品市场的发展。品牌可利用护肤成分和理念推出高端产品，从而迎合消费者的需求。此外，敏感头皮护理产品将成为主流，并延伸至洗发水或护发素以外的其他细分子品类。”

——柴静彦，高级研究分析师

浴室与浴室产品 - China

“翻新需求有望成为卫浴产品的主要购买驱动力。除了功能性产品之外，消费者还追求更愉悦的卫浴体验。卫浴品牌可以将卫生间的角色定位拓展为所有家庭成员（包括宠物）可以放松和享受的家居空间。此外，提供更多周到细致的全流程服务（如面向卫生间翻新）将是推动产品销售和赢得消费者忠诚度的决定性因素。”

— 姚滨妍，研究分析师

私域流量：D2C零售 - China

“尽管人们对私域零售的潜力充满热情，但其增长尚未达到预期。后疫情时代，品牌需要重新思考它们的私域渠道策略。在线上和线下渠道提供优质的内容和体验以传递品牌价值理念，应该成为品牌通过私域渠道增强消费者忠诚度的优先策略。同时，品牌可以专注于在私域渠道上发展有潜力成为重复购买者、创新者或KOL（关键意见领袖）的‘高价值’消费者，以进一步利用其私域流量。”

肉类零食 - China

“肉类零食细分面临增长放缓的前景。为了激发增长新动力，品牌不妨投资于有机宣称以推动产品高端化，并通过突显低脂特征宣传植物肉零食。此外，品牌也可推出肉类零食礼盒套装，瞄准对这类产品有强烈兴趣的三世同堂家庭。”

— 殷如君，高级研究分析师

跨界饮料 - China

“虽然财务状况和财务信心开始恢复，但消费者可能仍会审慎对待支出，包括在非酒精饮料上的开支。将成分可视化既有助于证明产品价值，又能传递天然信息，从而打消对食品安全和人工添加剂的顾虑。与此同时，饮料品牌可以突出零代糖以迎合对健康的持续关注和不断演变的口味偏好。”

— 鲁睿勋，研究副总监

直播带货 - China

“网络直播购物对消费者不再仅仅意味着获得低价；未来的机遇在于打造更优质的内容。这需要品牌制定兼顾销量和品牌影响力的直播策略。与此同时，这也说明直播带货已经进入第二竞争阶段，即整合内容创作能力与电商运营效率的阶段。”

— 张鹏俊，高级研究分析师

纯净美容消费者 - China

“纯净美容作为一个概念，仍对消费者具有吸引力，尽管他们对于这个抱有疑惑。无论美容及个人护理（以下简称“美容个护”）品牌是否打算采用纯净美容定位，都需要切实留意在竞争空前激烈的市场中，确保自身在产品安全性和功效上具有足够的竞争力。”

— 蒋亚利，美容个护品类副总监

菜单洞察 - China

“随着疫情防控措施放松，消费者客流量回升，中式面食餐饮市场预计将迎来复苏。面食连锁店可以探索更多小众地方风味，并提供更多主食以外的地方街头小吃和饮料，以彰显品牌的正宗性。除在商场内开设饭店以外，品牌还可考虑将业务扩展至社区街道。”

— 顾一凡，研究副总监

零食消费趋势 - China

“得益于供需两端的驱动力，中国零食市场的增长没有出现放缓的迹象。一方面，进一步的人群细分将有助于品牌实现提供健康、高端化产品的首要目标。另一方面，品牌也应该在营销宣传中加以强调消费者在新兴场合（如‘自我时光’）的需求。”

— 张辰钰，高级研究分析师

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