

July 2020

## Attitudes towards Pub Catering: Inc Impact of COVID-19 - UK

“COVID-19 will change consumers’ motivations for eating out. When people choose to eat out in future, they will do so as a special treat and not as a quick and convenient meal solution. As a result, pubs/bars need to cater to more purpose-driven consumers than ever before, including creating ...

## Black Consumers and Color Cosmetics: Incl Impact of COVID-19 - US

“Makeup is more than just part of a grooming routine for Black women. It is more like a coat of armor that represents who she is to the world, as well a way to secure her own personal sense of self. Social distancing due to COVID-19 has reduced her occasions ...

## Car Purchasing Process: Incl Impact of COVID-19 - US

“As if car buying wasn’t stressful enough, consumers are now faced with the possibility of buying a vehicle during a global pandemic. Vehicle affordability and cleanliness are the two main factors that keep consumers up at night. While the impact of COVID-19 has negatively affected short and medium term vehicle ...

## Charitable Giving: Inc Impact of COVID-19 - UK

“The COVID-19 outbreak has already had a devastating impact on the charities sector, with estimates suggesting a minimum of £4.3 billion has been lost because of the pandemic. There has been a growing consumer shift away from cash donations in recent years, and hygiene fears regarding physical money is ...

## Coffee and RTD Coffee: Incl Impact of COVID-19 - US

“The at home coffee market will benefit more than any non-alcoholic beverage category from the short and long

## Auto Market Beat - Q2 - China

“The sales volume showed a V-shaped recovery in Q2 after the underperformance in Q1. This pattern, however, is represented by a quick recovery to the normal level of consumption rather than a consumer spending surge fuelled by pent-up demand. The sales of luxury brands have been stable through the first ...

## Brand Overview: Drink: Inc Impact of COVID-19 - UK

“Since the COVID-19 outbreak, the drinks industry has faced unprecedented challenges while also glimpsing unexpected opportunities as consumers embrace new drinking habits and as associations between health and diet strengthen. However, economic uncertainty will drive consumers to price-oriented purchasing behaviours, meaning that it will be vital for brands to emphasise ...

## CBD in Health and Wellness: Incl Impact of COVID-19 - US

“Now, more than ever, consumers want to be and feel healthier, and CBD is well-positioned to assist with those goals. Current CBD use is still nascent, yet consumer curiosity was piqued well before the pandemic. The events and repercussions of the events of 2020 have elevated stress levels to new ...

## Chocolate: Inc Impact of COVID-19 - UK

“Although the market has proven resilient in past difficulties, the economic downturn triggered by the COVID-19 outbreak will coincide with new challenges. The heightened spotlight on health will dial up the pressure from the existing sugar reduction targets. However, there is openness to reduced sugar variants and opportunities within flavour ...

## Coffee and Tea Tracker - US

term changes brought about by COVID-19 and the recession. The pandemic completely removed retail coffee's foodservice competition and shelter-in-place orders forced many to work from home, reducing their need for away from ...

## Color Cosmetics: Incl Impact of COVID-19 - US

"COVID-19 has dramatically impacted the color cosmetic landscape. During the lockdown phase of the pandemic, the need/desire to wear makeup was mitigated as consumers limited their interactions outside of the home. Even as states relax restrictions, the ongoing use of protective face masks creates new challenges and will prolong ...

## Commercial Mortgages: Inc Impact of COVID-19 - UK

"The COVID-19 pandemic has significantly altered the lending and investment landscape. Lenders will exercise extreme caution moving forward when it comes to new lending, but will also need to support existing customers under distress. Digital platforms will be key to lenders' ability to manage both new and existing loans in ...

## Consumer Attitudes towards Debt: Inc Impact of COVID-19 - UK

"The rapid reduction in consumer spending caused by lockdown has resulted in a severe drop in outstanding consumer credit but COVID-19 has also seriously knocked the confidence of some borrowers. Older Millennials are most heavily reliant on unsecured debt, but their comfort with borrowing has been severely shaken and there ...

## Consumers and Gadget Insurance: Inc Impact of COVID-19 - UK

"Gadget sales have been directly hit by COVID-19 due to lockdown restrictions in non-essential retailing and also as consumers take a more cautious approach to their finances. Gadget insurance will be directly impacted by this due to its heavy reliance on point-of-sale policies.

## Colour Cosmetics: Inc Impact of COVID-19 - UK

"Makeup fatigue has set into colour cosmetics, with women cutting down on spend even before the COVID-19 pandemic. Women are less engaged with new launches despite increased NPD, whilst sustainability concerns as well as trends favouring natural looks are also driving down value. The pandemic will only accelerate this as ...

## Commercial Property: Inc Impact of COVID-19 - UK

"Following a slowdown in the UK commercial property market in 2019, COVID-19 has now introduced significant disruption to the market. The embattled retail sector will be hardest hit by the crisis, with COVID-19 set to accelerate the structural changes already underway. The pandemic is likely to have a long-term structural ...

## Consumer Snacking: Inc Impact of COVID-19 - UK

"Snacking continues to be an ingrained part of UK lifestyles. With COVID-19 prompting a nationwide lockdown, out-of-home snacking disappeared overnight, but the traditional associations of many snacks as offering a low-cost mood boost kept them firmly on the menu at home.

## Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

"The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now,

Post-COVID-19, customers will be looking for additional ...

## Customer Loyalty: Inc Impact of COVID-19 - UK

“As a result of the COVID-19 pandemic, retailers are facing unprecedented challenges and customer loyalty has become more important than ever before. Retailers’ responses to such challenges will be remembered for years to come, and there are opportunities to use loyalty and subscription schemes to strengthen brand image and increase ...

## Deodorants and Body Products: Incl Impact of COVID-19 - Brazil

“Body care products and deodorants are part of many Brazilians’ daily routine. In addition to being associated with their personal hygiene, consumers have demonstrated a high interest in formulations that deliver health and wellbeing benefits, by means of aromatherapy-inspired fragrances and textures that awaken their senses. It is likely that ...

## Desodorantes e Produtos Corporais: Incluindo Impacto da COVID-19 - Brazil

“As categorias de cuidados corporais e desodorantes fazem parte da rotina diária de muitos brasileiros. Além de seu uso ser associado a uma extensão da rotina de higiene corporal, os brasileiros demonstram interesse elevado por formulações que entreguem benefícios relacionados à saúde e ao bem-estar, por meio de fragrâncias aromaterápicas ...

## Dining Out: Incl Impact of COVID-19 - Canada

“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19 and 2020 so far has inarguably been the most challenging time in restaurant history.

consumers are most definitely holding out hope for themselves, while their confidence ...

## Dentistry: Inc Impact of COVID-19 - UK

“The industry has been hit hard by the pandemic and with disruption expected to continue over the next year to 18 months, innovative developments will be required for the profession to remain financially viable. An important consideration for dentists going forward will be pricing. With the rising cost of PPE ...

## Desktop, Laptop and Tablet Computers: Inc Impact of COVID-19 - UK

“The decline in sales will be larger than anticipated following the onset of COVID-19 and subsequent recession. However, while most consumers are happy to retain their devices as long as possible, laptops in particular have become a near-essential item for many, creating a strong replacement market that will endure in ...

## Digital Video: Incl Impact of COVID-19 - US

“More consumers now stream digital video content than watch cable or satellite TV. Paid TV packages are struggling to compete with the convenience and cost of on-demand internet based streaming services. To do so, cable and satellite providers are pivoting from paid TV to internet based service. As ISPs, they ...

## Dishwashing Products: Inc Impact of COVID-19 - UK

“The dishwashing products category has been boosted by COVID-19, after a significant decline in 2019. The impending recession won’t halt overall demand, and consumers staying at home more will ensure that demand counteracts much of the trading down that occurs during the remainder of 2020. Although consumers will seek to ...

## **Domestic vs Overseas Tourism - Ireland**

“COVID-19 has hit the Irish tourism industry hard, with industry operators expecting a drop of 50% or greater in total visitor numbers in 2020. Domestic tourism will be acutely important to the survival of the tourism sector in both NI and RoI.”

**-Brian O'Connor, Senior Consumer Analyst**

## **Esports: Inc Impact of COVID-19 - UK**

“The COVID-19 lockdown is expected to have boosted viewership of esports and game streams, as consumers look for ways to stay entertained at home. During lockdown, sports organisations organised esports competitions featuring professional athletes, while esports replaced traditional sport on TV in some cases, which will have increased esports’ mainstream ...

## **European Retail Briefing: Inc Impact of COVID-19 - Europe**

“The leading European economies continue to progress on their path back to ‘normality’ at different paces, with countries like Germany leading the way while others like Spain continue to enforce new restrictions in certain areas. Consumers remain concerned about the risk of being exposed to the virus, which reflects on ...

## **Exercise Trends: Inc Impact of COVID-19 - UK**

“Competition between the offline and online fitness markets has intensified, and operators on both sides are racing to incorporate the best of both. Venue operators will need to expand their digital content offers and emphasise their position at the centre of communities. Digital brands should use individuals’ data to offer ...

## **Foodservice Coffee and Tea: Incl Impact of COVID-19 - US**

## **eCommerce Behaviors: Understanding the Consumer Journey: Incl Impact of COVID-19 - US**

“The online consumer journey is not always a linear path, as consumers are often on a fluid journey between discovery, research, purchasing and re-buying. Consumers want to be able to seamlessly transition between shopping across online and offline channels, based on their needs and preferences. As COVID-19 has caused an ...

## **Estilo de Vida dos Brasileiros: Incluindo Impacto da COVID-19 - Brazil**

“2020 entrará para história como o ano em que a pandemia de COVID-19 teve enormes impactos negativos no Brasil. Além das milhares de mortes causadas no país, a vida do brasileiro e a situação econômica e política do Brasil foram drasticamente impactadas. Diante desse cenário, empresas e consumidores se viram ...

## **Evolving eCommerce: Apparel Retailing: Inc Impact of COVID-19 - US**

“Online apparel sales have grown as consumers become more comfortable with the process of buying without first seeing in-person. COVID-19 has accelerated this behavior, as many consumers have shifted to shopping online. At the same time, the pandemic has resulted in limited and prioritized spending and fewer reasons to buy ...

## **Food Packaging Trends: Incl Impact of COVID-19 - US**

“Food packaging, the often-underappreciated element of food at retail, has a chance to shine within a marketplace and consumer base impacted by COVID-19, with 74% of consumers saying they prefer to buy products with packaging that will protect the contents from contamination. Accelerated adoption of ecommerce, heightened attention toward health ...

## **Football in America: Incl Impact of COVID-19 - US**

“Demand for premium made-to-order coffee was strong at the start of 2020 but the market was completely shaken by pandemic-related disruptions. High unemployment is encouraging consumers to choose affordable retail coffee products while the increase in remote working reduces many consumers’ need for AFH coffee. Coffeehouse chains will engage in ...

## **Footwear Retailing: Inc Impact of COVID-19 - UK**

“The footwear sector picked up in 2019 after a tough 2018. However, the outbreak of COVID-19 in 2020 will have a significant and lasting impact on the sector. The category was previously geared towards the in-store experience, but since lockdown many of the leading retailers have announced significant numbers of ...

## **Furniture Retailing: Inc Impact of COVID-19 - UK**

“COVID-19 will have a profound impact on the furniture market, both in the loss of sales in 2020, and in the far-reaching legacy impact of changing shopping behaviours. There are opportunities in this landscape, however, not least in the boost to office furniture with increased working from home, while the ...

## **Hispanics and Color Cosmetics: Incl Impact of COVID-19 - US**

“COVID-19 has disrupted Hispanic women’s color cosmetics use, shopping patterns and relationship with makeup. However, while engagement will dip due to changes to lifestyle as a result of the pandemic, Hispanic women are a key segment as they tend to use a wider variety of cosmetics products and wearing makeup ...

## **Household Care Packaging Trends: Inc Impact of COVID-19 - UK**

“The coronavirus outbreak and environmental sentiments are influencing the way people approach household care packaging, creating concerns around packaging safety and strengthening consumer interest in

“Football is the number one sport in America and is expected to maintain this position. The NFL dominates television ratings each year and generates billions in ad revenue as a result. Despite teams only playing one game per week, many fans remain highly engaged with the sport throughout the week ...

## **Frozen Snacks: Incl Impact of COVID-19 - US**

“Before COVID-19, frozen snack sales growth had been banal: steady but slow since 2016. However, at the core of the categories’ offerings are convenient meal and snack solutions, which provided value during sheltering in place, especially for parents and families, already the most engaged participants. 2020 frozen snack sales bounded ...

## **Health and Technology: Inc Impact of COVID-19 - UK**

“Consumer health technology is a rapidly emerging field brought into sharp focus by the COVID-19 pandemic. Apps and services to aid managing diet, exercise, mental health and nutrition will help consumers navigate an uncertain and difficult period in the short term. Health technology’s longer-term potential is in delivering tools for ...

## **Holiday Planning and Booking Process: Inc Impact of COVID-19 - UK**

“COVID-19 presents travel agents with an opportunity to demonstrate their expertise and help consumers to plan and book their holiday in a more complex travel landscape. However, as many high street travel agents remain closed and consumers remain cautious about visiting indoor spaces, the quality of service offered through online ...

## **Juice: Incl Impact of COVID-19 - Brazil**

“Consumers will increasingly look for products that offer functional benefits, especially those related to immunity boost, in the short and medium term. It is also important to emphasize that Brazilians’ average income has dropped significantly, which has led many to focus

more sustainable packaging options. Companies that add another layer of packaging to protect products from germs and multiple touches will address hygiene concerns in the ...

## **Managing Stress and Mental Wellbeing: Incl Impact of COVID-19 - US**

“An existing mental health crisis in the US has been exacerbated by the COVID-19 pandemic, yet the majority of America believes their mental health is in good form. Despite this optimism, the full impact of the pandemic on mental health has yet to be seen, driving the need for added ...

## **Marketing to Gen X: Incl Impact of COVID-19 - US**

“Generation Xers crave stability and the reassurance that they will be prepared for the future. Financial concerns make them value-driven shoppers and they look for purchases that offer quality products and affordable pricing rather than a distinctive brand personality. The current recession will only intensify their budget-mindedness as Gen Xers ...

## **Marketing to Pet Owners - China**

“The outbreak of COVID-19 had less impact on the pet market, indeed the desire for pet companionship is even stronger. Owners’ love and care for their pets will remain unaffected by the virus, and the pet market is expected to continue to grow after consumers’ financial status stabilises.

Pets are ...

## **Marketing to University Students - China**

“University students, the Gen Z consumers of the future, are a diverse cohort that brands from many categories are trying to build connections with at an early stage. Compared with older generations, however, young students are facing even more uncertainty, considering job market instability and overseas study opportunities being hit ...

on cost cutting. Therefore, products that can deliver interesting ...

## **Marketing para Pessoas Acima de 55 Anos: Incluindo Impacto da COVID-19 - Brazil**

“Os brasileiros de 55 anos ou mais são um dos grupos mais afetados pela pandemia de COVID-19. O surto, além de resultar em cuidado redobrado com a limpeza e higiene, acelerou a adoção de tecnologias por esse público. No entanto, um quarto dos seniores relata dificuldades para transpor a realidade ...

## **Marketing to Over-55s: Incl Impact of COVID-19 - Brazil**

“Brazilians aged 55+ are among the most affected by the COVID-19 pandemic. In addition to greater concerns over cleanliness and hygiene, the outbreak has accelerated the adoption of certain technologies. A quarter of seniors, however, find it difficult to transpose their physical reality to the online world, which means that ...

## **Marketing to Seniors: Incl Impact of COVID-19 - US**

“Seniors are a relatively happy and unstressed cohort of the US population. They prioritize family, health and independence to maintain their quality of life. During 2020, COVID-19 has challenged seniors in all these areas which have forced them to change their behaviors and has made it difficult for them to ...

## **Mobile Network Providers: Incl Impact of COVID-19 - Canada**

“Mobile network providers are positioned to get through the choppy waters brought on by COVID-19, as Canada’s population expands and a shift in consumer preferences is evident for service plans with plenty of data. With most pleased with their service provider and there being notable interest in 5G, the market ...



## **Natural and Organic Food Shopper: Incl Impact of COVID-19 - US**

“The natural and organic food and beverage market is supported to some degree by over half of US adult consumers, and this is likely to remain steady in the years ahead. The health associations of natural and organic foods will make them more important than ever during a global health ...

## **Oral Health: Incl Impact of COVID-19 - Canada**

“Oral care’s position as a hygiene staple will help shield it from many of the economic and availability threats experienced by other categories as a result of COVID-19. While many Canadians adopted a more casual personal care routine by reducing the frequency of washing their hair or opting to go ...

## **Pet Supplies: Incl Impact of COVID-19 - US**

“The pet supplies market found continued steady, conservative growth propelled by rising pet ownership coupled with premium innovation that reflects pet owner desires to provide happiness and health to pets as valued members of the family. The COVID-19 outbreak has further solidified the bond between pet and owner, with some ...

## **Ready Meals and Ready-to-cook Foods: Inc Impact of COVID-19 - UK**

“During the COVID-19 pandemic demand for ready meals has been hit by people doing more cooking from scratch. Offering quick meals is still important though, and NPD should focus on both better-for-you options that tap interest in healthy eating, as well as meals that are attractive as a nice treat ...

## **Restaurant and Pub Catering - Ireland**

“The Irish restaurant and pub sector are under threat due to COVID-19 and establishments are having to spend time and money to adapt to the new normal. This is an uncertain time for businesses, particularly those

## **Oral Care: Inc Impact of COVID-19 - UK**

“The COVID-19 outbreak will have little overall impact on the value of the oral care category which was already in decline before the pandemic. While a recession will drive savvy shopping behaviours further in the short term, consumers were already streamlining their routines, buying on promotion or switching to own-label ...

## **Personal Care Consumer: Incl Impact of COVID-19 - US**

“The impact of COVID-19 is apparent in every industry across the globe, and personal care is not immune. In fact, certain elements of consumers’ personal care routines (eg shaving, hair washing) slid a bit during lockdown, leading to longer purchase cycles. Despite some struggling segments, the personal care market is ...

## **Public Transport: Inc Impact of COVID-19 - UK**

“Public transport is one of the sectors most affected by COVID-19 and will be one of the last to fully recover. Demand will return once people feel safe, but there is likely to be a permanent decline in commuting as flexible working patterns become part of the new normal. Luring ...

## **Residential Windows and Doors: Inc Impact of COVID-19 - UK**

“The residential windows and doors market was already displaying maturity in the replacement sector with demand challenged by the economic uncertainties created by Brexit. Consumer uncertainty has been significantly further challenged by COVID-19, but housing and home improvements are seen as critical areas to stimulate the wider economy. The July ...

## **Restaurant Takeout and Delivery: Incl Impact of COVID-19 - US**

“Virtually all restaurants became takeout and delivery providers overnight as a result of COVID-19, and the ones that had made prior investments in off-premise business are unsurprisingly weathering the storm the

with limited indoor space as social distancing measures equate to lower capacity. Operators must ...

## Social Media: Inc Impact of COVID-19 - UK

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...

## Sucos: Incluindo Impacto da COVID-19 - Brazil

“Os consumidores de sucos irão cada vez mais buscar funcionalidades nos produtos, principalmente funções relacionadas à melhora da imunidade a curto e médio prazo. Também é importante ressaltar que a renda média do brasileiro caiu significativamente o que tem levado boa parte da população a fazer compras com o foco ...

## The Chinese Consumer: Life after COVID-19 - China

“The gradual slowing of growth in the macro economy over the past ten years has already triggered consumers to establish prudent consumption habits. This outbreak of COVID-19 has intensified this attitude and it is expected to last a long time as a result of the uncertainty surrounding the length of ...

## Trendsetters and Early Adopters: Incl Impact of COVID-19 - US

“Trendsetters do not just pave the way for cutting-edge tech brands. This group of engaged consumers can bolster the perceptions of value brands, bring authenticity to luxury brands and help connect fitness fanatics with products outside of the gym environment. Brands can connect with trendsetters who may not be internet ...

best thus far. Restaurants of all types must continue to invest in takeout and delivery services as consumer behaviors ...

## Soup: Incl Impact of COVID-19 - US

“After years of little growth, COVID-19 has rejuvenated the soup category across segments. Powerful associations with comfort, affordability and convenience are paying off for brands big and small, which are seeing unprecedented levels of growth as consumers find a sense of security and value in the preparedness of a well-stocked ...

## Tea and Other Hot Drinks: Inc Impact of COVID-19 - UK

“While proving troublesome for many markets, the COVID-19 crisis has provided the necessary ingredients needed to reverse the fortunes of the ailing tea and other hot drinks categories. Some of the long-term legacies of the pandemic will also support sales, such as greater remote working and an emphasis on physical ...

## Trending Flavors and Ingredients in Dairy: Incl Impact of COVID-19 - US

“Dairy food and drinks have a unique distinction: they are perceived to be inherently healthy yet still come with a sense of indulgence. This among other things contributes to the natural versatility consumers find in the category, and one that perhaps stifles flavor exploration. Relative to other food/drink super-categories ...

## UK Retail Briefing: Inc Impact of COVID-19 - UK

“Although footfall remained below pre-coronavirus levels in June, UK retail sales increased by 1.5% from June 2019 (ONS), as consumers made the most of their occasional shopping trips. Nevertheless, whilst non-essential retailers have been allowed to reopen since 15th June, only about half of shops have resumed activities and ...



## What Children Drink: Inc Impact of COVID-19 - UK

“Health is set to become an even higher priority for parents in the wake of the COVID-19 pandemic, providing a golden opportunity for children’s drinks with functional benefits. Drinks supporting eye health, gut health and ‘tooth friendly’ drinks warrant exploration, attracting significant consumer interest with little availability in the market ...

## Workplace Pensions: Inc Impact of COVID-19 - UK

“COVID-19 will negatively impact workplace pension contributions and fund values in 2020. However, as jobs return during the recovery, auto-enrolment will see lost pension savers quickly return. Beyond COVID-19, improving understanding of and engagement with workplace pensions are key challenges to ensure the best outcomes for pension savers at retirement ...

## 中国消费者：新冠疫情后的新常态 - China

“过去10年，宏观经济增速逐渐放缓，已经让消费者建立了谨慎的消费习惯。此次新冠疫情加剧了这一心态，并且由于疫情时长的种种不确定性，消费者谨慎支出的心态预计会持续较长时间。可以肯定的是，消费者的关注焦点将转向财务稳定，但人们追求体验的欲望仍在。制造商的机遇在于帮助消费者通过小享受和拥抱简单时刻来适应变化，并在生活中创造新的平衡。”

— 金乔颖，品类总监

## 针对大学生的营销 - China

“大学生作为未来的Z世代消费者，是一个多元化的群体，许多品类的品牌都试图在早期与他们建立联系。但自疫情爆发以来，就业市场前景不明朗，留学计划被打乱，与年轻一代相比，年轻学生面临的不确定性更大。疫情之下，他们可能会对什么东西值得花钱更为谨慎，并采取更理性的消费态度。

从积极的角度来看，大学生作为数字原住民，更适应因疫情爆发而加速的线下服务数字化。他们是潮流引领者，尤其是在社交媒体上，很大程度上影响着新兴产品和服务的流行。大胆而真诚，务实而有社会责任感，这些品牌个性的组合是年轻学生所青睐的。后疫情时代，强化品牌的现代感，以科技驱动的内容和产品来吸引年轻学生更为奏效。”

## Women and Gaming: Incl Impact of COVID-19 - US

“The stereotype of gaming as something ‘just for men’ continues to linger, but is fading as more women have joined the gaming community. With two thirds of women playing video games, gaming and non-gaming brands alike need to consider how they can reach their target female audience through interactive gameplay ...

## Yogurt and Yogurt Drinks: Inc Impact of COVID-19 - UK

“The changes to consumers’ habits and priorities brought about by the COVID-19 lockdown hit spoonable yogurt in spring 2020. The income squeeze triggered by the outbreak means challenging times ahead for brands, dialling up the need to prove their added value in the already highly price-led category. The heightened focus ...

## 汽车市场动态——二季度更新 - China

“2020年第二季度整体销量相比于一季度呈现V字回升的状态，但汽车消费的报复性反弹并未出现，而是被需求迅速回归正常水平所替代。一方面，豪华品牌销量从一季度到二季度都表现稳定，体现出头部消费者强劲的抗风险能力；另一方面，普通合资品牌则是在二季度通过更大的优惠力度实现了销量的攀升。从营销方式来看，品牌在逐渐将营销战场由线下转到线上的同时，也融入了更多元的元素和方法，以获得消费者的共鸣与认同。要在竞争激烈的存量市场中脱颖而出，无论是传统经销代理模式还是厂家直营模式，进一步拉近与消费者的距离，在消费者心中建立起品牌的温度和信誉变得尤其重要。”

— 周同，高级研究分析师

## 针对宠物主人的营销 - China

“新冠肺炎疫情对宠物市场的冲击较小，消费者对宠物陪伴的渴望甚至更强烈。宠物主人对宠物的关爱不受疫情的影响，随着消费者财务状况回稳，宠物市场预计将继续增长。在消费者眼中，宠物不再只是动物，还是自己的朋友和孩子。宠物主人日益受到科学知识和环保意识的影响，看重养护宠物的体验。他们在宠物养护的各个领域加大投入来为宠物创造良好的生活环境，不仅包括宠物主食和零食，也包括像带宠物旅行、通过宠物讲座和宠物培训课程增加对宠物的了解等活动。宠物医疗、美容和休闲活动等新兴消费领域预计将带动宠物养护品类的市场增长，尤其在宠物社交热度攀升的环境下。

— 甘倩，研究分析师，2020年7月31日