

**February 2020**

## Accounting and Financial Management - UK

"The UK accounting and financial management market is expected to demonstrate consistent growth over the next five years, with annual growth levels expected to fluctuate between 3% and 4% in real terms. While the uncertain economic environment is set to continue to present challenges, it will also provide opportunities for ...

## American Values - US

"This report assesses the division between consumers' personal values and their perceived "American values" as well as explores their reaction to social issues currently impacting the country overall. It evaluates how consumers personally support social issues they're passionate about and what issues they look to governmental organizations or private companies ...

## Auto Influencers - China

"Communications between automotive influencers and consumers are more active than we had expected in both means of contact points and interactive engagements. Automotive influencers have significant impact on consumers' car purchasing consideration, especially on car grades of interior specification. On the other hand, consumers have a clear understanding and preference ...

## Beauty Influencers - US

"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges. To alleviate these concerns, brands and influencers must adopt a more realistic and relatable approach to the ...

## Black Consumers and Shopping at Mass Merchandisers - US

"Some 98% of Black consumers have shopped at a mass merchandiser within the last year, making these stores the primary location where they can fulfill their shopping for multiple personal and household needs at

## Alternate Transportation - US

"Consumers have more alternative transportation methods than ever before. Whether it's utilizing a ridesharing service, taking public transportation or renting a shared scooter, there are more ways to get around without having to utilize a personal vehicle. While alternate transportation isn't readily available to all consumers, and not all consumers ...

## Attitudes towards Healthy Eating - UK

"People's openness to reformulation is good news for the industry, faced with government targets to make their products healthier, but also adds to the pressure to do so. That many would even welcome punitive measures such as taxing unhealthy foods provides food for thought for the government, but also to ...

## Baseball in America - US

"This Report explores consumer interest in and engagement with America's pastime – baseball. As one of the four major professional sports in the United States, we explore the current state of baseball and what is shaping its future – such as incorporating technology, fantasy sports, and sports betting. We also ...

## Beauty Retailing - China

"Bricks-and-mortar stores are no longer just a place to sell products but also a destination to create experiences for consumers, the focus should not only be selling products with price competition with online channels, but shift to create memorable experiences, to provide expert advice and the most importantly is to ...

## Building the Ultimate Dispensary: Cannabis Retailing - US

"Cannabis retail is a complex hybrid of medical and recreational products (and consumers) sometimes all occurring under one roof. Matters are further complicated by varied state and local regulations and taxation, forcing each dispensary into somewhat of a

competitive prices. Some stores have a reputation as being upscale and hip while other stores are ...

## Cheese - Brazil

"Brazil's cheese market, despite its concentration in terms of types and formats consumed, has great potential to grow and expand both in sales and consumption frequency. Brands and companies need to invest in products that can be consumed in different circumstances beyond breakfast, sandwiches and salty recipes. Brazilian consumers, who ...

## Cider - UK

"Promoting craft-style cues such as authenticity, heritage and high juice content may help cider to retain interest among drinkers looking for quality over quantity. Meanwhile, lower- and non-alcoholic variants have made strong inroads in the beer market and may provide more opportunities for cider brands in the coming years, particularly ...

## Commercial Banking and Finance - UK

"Despite the banking and lending landscape undergoing a period of change, the emergence of new challenger banks and lenders is unlikely to lead to the disappearance of big banks. Instead, more acquisitions and partnerships between larger banks and new entrants are likely to provide the best range of banking and ...

## Crackers - US

"The crackers category continues to grow, topping \$8 billion in 2019, a modest 3.4% gain since 2014. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles among other segments. Crackers remain a household staple with 87% penetration but stronger levels of ...

## Cruises - UK

"Travellers' need to share eye-catching stories via social media and their desire to avoid overcrowded holiday destinations worldwide has led to rising demand for

niche space. The paradox, however, is that overarching themes, issues and opportunities ...

## Christmas Gift Buying - UK

"A combination of political and economic uncertainty, a later-falling Black Friday and continued growth in online created a uniquely challenging trading environment for retailers to contend with in 2019 and produced the slowest growth within the sector for four years. Whilst some elements of the lead-up to 2019 were, hopefully ...

## Coffee and Tea Tracker - US

Mintel's Coffee and Tea Tracker allows you to identify the biggest opportunities in coffee and tea, in both foodservice and retail. It provides a quarterly look at coffee and tea consumption behavior at home and away-from-home, by demographic. This tracker also tracks items consumers add to their coffee or tea beverages ...

## Consumers and the Economic Outlook - UK

"The UK left the EU with consumers still expecting Brexit to have a negative overall effect, but with much more positive views than in previous months. The clarity provided by the General Election and delivery of Brexit, continued high employment and above-inflation wage rises, have combined to pushed Mintel's consumer ...

## Crisps, Savoury Snacks and Nuts - UK

"The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers' ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities and warrant attention. With taste remaining the top priority within this category ...

## Dedicated Console Gaming - US

"2020 is a transition year between console generations, capped off by the releases of the PS5 and Xbox Series X at the end of the year. A volatile market will see huge

unique and exclusive experiences. Cruises are well positioned to benefit from this trend as many would consider taking a cruise to try something new and to ...

## Digital Platforms and the Customer Journey - UK

“There are many emerging technologies that are developing the buying experience, such as the ability of AR to visualise a product before purchasing. Additionally, smartphone-based buying has significant potential for growth due to its reliance on biometrics ahead of passwords, and its role in both the online and in-store shopping ...

## Electrical Goods Retailing - Europe

“As store-based specialist retailers of electrical goods invest to improve their overall shopping experience in-store, the relentless shift towards online continues. Amazon has strengthened its market leadership position in Europe, and a number of the leading store-based players are moving towards efficient multichannel platforms which should help them to succeed ...

## Electrical Goods Retailing - Italy

“Despite the moribund nature of the Italian economy, consumers have shown themselves to be willing to spend on electrical goods over the past few years. The market is characterised by an intensely competitive retail landscape, with two strong major store-based retailers going head-to-head with Amazon and, so far, holding their ...

## Electrical Goods Retailing - UK

“Spending on electricals rose again in 2019. However, the marketplace is changing, marked by the contrasting trajectories of online-only and specialist retailers. Consumer demand is increasingly dictated by the widening gulf between young and old shoppers. The fluid nature of the former opened several avenues for growth in the past ...

## European Retail Briefing - Europe

**This month's European Retail Briefing includes:**

interest from a dedicated console gaming audience looking for an upgraded (but still familiar) gaming experience from the ...

## Dishwashing Products - China

“The primary reason consumers buy environmentally friendly products is because they are good for human beings rather than good for the planet. Consumers are willing to pay extra for dishwashing products with natural ingredients, biodegradable formula and no preservatives, which are considered safer to use. If a brand wants to ...

## Electrical Goods Retailing - France

“Our consumer research shows opportunities for retailers to make their stores more customer-friendly and experiential, to become somewhere where shoppers can access advice and try out new technologies in fun and exciting new ways. Consumers are driven by price, but not in isolation, suggesting that retailers offering an engaging in-store ...

## Electrical Goods Retailing - Spain

“The Spanish economy continues to grow although consumer confidence has not yet been fully restored. But in the electricals retail sector specialists are losing share of spending to online competitors. Nevertheless, the proportion of those who shop for electrical goods online appears to have stabilised, with store-based players investing in ...

## Ethnic Restaurants and Takeaways - UK

“The main difference between the under-35s and their older counterparts is that they have a higher tendency to make thoughtful food choices that can help the environment. This includes a willingness to eat ethnic dishes that contain meat substitutes and insects, whereas the over-65s are far more likely to be ...

## Evolving eCommerce: Direct to Consumer Retailing - US

## Feminine Hygiene and Sanitary Protection Products - UK

"The feminine hygiene and sanitary protection category has been steadily growing in recent years, bolstered by strong sales in the incontinence sector and a beauty revamp of the feminine hygiene sector. The sanitary protection sector, however, is dampening growth; signalling that brands must do more to respond to growing environmental ...

## Food Ethics - US

"Food shoppers, especially those aged 18-34, feel increasingly strongly about holding the brands they purchase to high ethical standards, making it imperative for food marketers and retailers to consider ethics in every aspect of their business practices. Still, food shoppers also take a range of other factors into account. In ...

## Free-from Foods - UK

"With the free-from trend now a firmly established phenomenon, growth is expected to slow. The spotlight on sustainability should, however, support the demand for dairy alternatives. Products catering for special occasions and those for children hold potential for growing sales among established users."

## Hábitos de Higiene Pessoal - Brazil

"Apesar do cenário de crise econômica, que levou à diminuição do poder de compra dos brasileiros, as categorias de cuidados e higiene pessoal são essenciais para a população, que não deixou de consumir, mas que optou por marcas e varejistas com melhores condições de preço. Ao mesmo tempo, o interesse ...

"The direct-to-consumer market disrupted many CPG categories and left big brands scrambling to change their tone. DTC companies did and continue to do a phenomenal job of giving their brands personalities and purpose. As they look to expand, though, these brands will find themselves leveraging more traditional marketing and retail ...

## Festive Foods - China

"Symbolic meaning helps maintain traditional festive foods' mainstream position in gifting. To strengthen their presence, traditional festive food brands are actively capitalizing on the revival of Chinese heritage and also are taking tentative steps in terms of their flavour, ingredients and packaging innovation. Cross-category cooperation helps increase brands visibility in ...

## Fraud and Security in Financial Services - UK

"Despite improvements across the industry in tackling fraud, the number of incidents continues to rise. Fraudsters are continually finding new ways to target customers, particularly as more people choose to complete financial activities online or on their mobiles. However, providers have an opportunity to use fraud and security issues to ...

## Full Service Restaurants - US

"The FSR (full service restaurant) sector continues to be outpaced by more affordable and innovative limited service concepts, especially fast casuals. The casual dining segment remains stagnant, although some operators are showing signs of success by curating fun and engaging on-premise experiences, and investing in quality food as well as ...

## Healthy Eating - Salt, Sugar and Fat - Ireland

"For the most part, Irish consumers consider themselves to adhere to healthy eating habits with a good understanding of what constitutes a healthy diet. However, some consumers are finding it more difficult when it comes to nutrition – offering an opportunity for food producers to simplify on-pack claims and ingredient ...

## Hispanics and Shopping at Mass Merchandisers - US

"Hispanics almost universally shop at mass merchandisers; Walmart and Target are far ahead of the rest. Hispanics associate Walmart with good value and a vast product selection, while a pleasant store environment is more top-of-mind for Target. Mass merchandisers continue to adapt to modern consumers' needs in order to ensure ...

## Home Baking - UK

"Home baking remains popular in the UK, linked to the main reasons for home baking being enduring, but growth in sales is being held back by most people not baking very frequently. Products offering easy shortcuts continue to be an opportunity for brands, given that lack of time and skills ...

## Household Paper Products - US

"Consumers have hastened their trading down to private label. Store brands have closed the quality gap and a growing percentage of consumers no longer see a functional need for premium-priced name brands and private label has captured record market share.

## Innovations in Banking - Canada

"As innovation advances, concerns around security persist. Although these concerns will not hinder the pace of innovation, this might slow adoption levels of new features among older consumers."

## Kids' Impact on Household Decisions - US

"About 30% of households in the US include children, but as families typically spend more than other groups on food, clothing and many other types of goods, their significance far outweighs their numbers. Beyond increased spend, these younger households also drive consumer trends across categories. This Report analyzes the vital ...

## Hobbies and Interests - UK

"The power of hobbies to improve mental wellbeing is set to drive growth throughout 2020. Meanwhile, creative hobbies are enjoying a renewed interest from younger crowds as urbanites look to switch off in the digital age and spend quality time with friends."

## Household Cleaning Equipment - UK

"The environmental issue has yet to take hold of the cleaning equipment market with the same vigour as in other household care categories. However, as consumers begin to consider their behaviours in a more holistic sense, their focus on the environment will become more prominent in cleaning equipment too. Brands ...

## In-store Bakeries - US

"Sales at in-store bakeries have increased steadily each year for the past half-decade, growing 15% since 2014 to reach \$13.5 billion, and the category still seems to have a significant amount of potential. Younger consumers have yet to significantly engage in the category but should do so as they ...

## IT Services - UK

"The IT services market is growing irrespective of economic uncertainties, driven by the continued digitisation of business and public services; the migration of data and computer functions to the cloud; the Internet of Things; and mobile data volumes and speed - all underpinned by security and compliance issues."

- Terry Leggett ...

## Luxury for Gen Z - China

"With the help of social media, especially WeChat and Weibo, the vast majority of Gen Zers now have a general idea about what luxury is, and even quite a few have such knowledge in and before high-school age. Although Gen Z is relatively new to the luxury world and has ...

## Marketing to Men - UK

“Marketers are often tempted to use aspirational themes in advertising to grab attention and create excitement about brands, however, because this approach can often be so out of sync with men’s actual lives, its impact may not always be very long lasting. A more nuanced approach, which considers how men ...

## Medicare - US

"Medicare was signed into law by President Lyndon Johnson, with the enactment of the Social Security Amendments of 1965, which also provided for the creation of Medicaid. In the half-century since its inception, Medicare has helped bring the share of seniors with health insurance coverage from around 60% to close ...

## Mobile Network Providers - UK

“The market for mobile network providers has reached a mature point as a static subscriber base continues to gravitate to flexible options offered by competitive SIM-only deals. 5G could help usher in a new dynamic helping operators to move from being a provider of communication to a platform of ...

## Nutrition Drinks - US

"Just under half of consumers live in households where nutrition, meal replacement or weight loss drinks are consumed, and sales are projected to steadily increase in years ahead. While products positioned as weight loss drinks garner the lowest sales and usage in the category, adults are turning to drinks across ...

## Personal Hygiene Habits - Brazil

Despite the economic turbulence that has pushed Brazilians’ purchasing power down, the personal hygiene category is considered essential, which means consumers haven’t stopped buying it but have been favoring cheaper brands and retailers. In addition, the continued interest in eco-friendly products has encouraged brands and companies to offer products with ...

## Marketing to Young Families - China

“Changes in parents’ attitudes towards teaching and parenting have directly influenced their preferences when choosing child-related products and services. Free-range parenting, which differs from traditional thinking, is increasingly accepted. Young parents are more likely to encourage their children to participate in various activities, including sports and other skills training, and ...

## Menu Insights - Regional Cuisines - China

“Most types of regional instant noodles have not reached the national market yet. Businesses could consider targeting travel occasions, collaborating with KOLs, and pushing their products on live streaming events to draw more attention and promote more sales. In regional cuisine restaurants, localisation needs to be about more than just ...

## Nursery and Baby Equipment Retailing - UK

“The nursery and baby equipment market has suffered from increased competition from discounters and online retailers such as Amazon. Since the closure of Mothercare and Babies R Us the market has become even more fragmented, making it more important than ever for retailers and brands to stand out and try ...

## Optical Goods Retailing - UK

“This is a highly concentrated sector, dominated by three major retail brands. Specsavers has been mopping up independent retailers and has now reached 900 UK outlets, raising the question of how much more growth is realistic for this highly successful business. Vision Express took a leap forward with the acquisition ...

## Pop-up Stores - China

“With consumers' high expectations of pop-up stores in mind, pop-up stores will become more pervasive in the retail world by compelling other retail formats to have more pop-up elements. Consumers' pursuit of novelty and connecting with brands emotionally has pushed the retail market to become storytellers than mere capitalists. The ...



## Queijo - Brazil

"A categoria de queijos, concentrada no consumo de poucos tipos e formatos, tem grande potencial para crescer e ampliar sua frequência de consumo pelo brasileiro. Para tanto é preciso investir em opções que facilitem a introdução desse alimento em mais ocasiões de consumo, além de acompanhamento no café da manhã ...

## Retirement Planning - UK

"More people are saving for retirement than ever before, but that doesn't mean they're saving enough. A transformation in how we live and work demands a fundamental rethink of how longer-term savings are designed, to ensure they remain relevant and realistic in preparing people for the future, whatever it may ...

## Schools, Universities and Hospitals - UK

"A near-decade long squeeze on public spending has significantly affected the condition of the education- and health-related estates, placing them under increasing public scrutiny. With the new government committed to increasing public expenditure to address this, activity in the sector is bound to increase the number of

sustainable profit opportunities ...

## Snack, Nutrition and Performance Bars - US

"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19. However, the pace of growth has slowed as snack ...

## Sports Media Consumers - Canada

"There are few categories in the media industry that can elicit as much passion as professional sports. A cursory glance at a cheering crowd or excited sports bar illustrates how important sports are to consumers. And its role in the media is very important since it is one of the ...

## Retail Payment Options - UK

"The way we pay is changing, with fewer cash transactions and new payment methods emerging. These new payment methods better reflect changes in shopping habits by allowing people to delay payment for online purchases until after they've received the item or split the cost to ease the pressure on household ...

## Sales & Promotional Events - US

"Most consumers shop during sales and promotional events throughout the year, driven by the need to find value in their purchases. The definition of value is subjective and can stem from saving money, saving time and energy, or even receiving a superior product or experiences. These nuances ultimately shape how ...

## Security Equipment, Access Control and CCTV - UK

"Despite intense international competition and persistent headwinds in the form of Brexit and slowing global growth, the UK security equipment sector grew for a second consecutive year. The sector has benefited from a focus on reimagining existing products in line with a society that values connectivity.

In combination with software ...

## Soap, Bath and Shower Products - US

"Due to the functional nature of the category, the soap, bath, and shower products market continues to experience slow, yet steady growth. Growth is being tempered by struggling bar soap sales but gains in liquid and bath products are driving the category forward."

- Olivia Guinaugh, Home & Personal Care Analyst

## Still and Sparkling Waters - US

"The bottled water market is characterized by the push and pull of two consumer desires; a pull from consumers interested in sustainability and a push from interest in health and wellness. Bottled water brands must make strides toward sustainability or risk being replaced by refillable water bottles and focus marketing ...

## Sustainability in Food - Canada

"A week seemingly doesn't pass when there isn't a dire warning about the precarious situation the planet is in and if standard practices aren't changed how the environment will worsen. Though this is not in debate, how consumers are responding and will respond, is. With respect to food and drink ...

## The Arts and Crafts Consumer - US

"Factors that are motivating purchase in other categories, like sustainability, wellness and nostalgia, are also relevant to the craft category, which helps keep the market engaging for younger consumers. Adults aged 18-34 are some of the most engaged crafters, with more than eight in 10 adults in this age range ...

## The Ethical Consumer - Canada

"The bulk of Canadians consider themselves to be conscious shoppers, meaning that brands today must find ways to integrate corporate social responsibility policies as part of their identity. While price and quality continue to be the top factors considered when making purchases, consumer optimism that actions taken now can have ...

## The Green BPC Consumer - UK

"Demand for green BPC is strong, and brands are responding with increased NPD, but there is still room for growth, as consumers still show a preference for regular beauty and grooming products. More education is needed, and proof that products are more sustainable than others on the market may be ...

## Travel Insurance - UK

"Mintel's research shows that, when it comes to choosing a travel policy, a much greater proportion of people are swayed by price than important product features such as cover limits and excess levels. Moreover, many consumers assume that their policy will cover all eventualities, including an airline going bust and ...

## Technology Habits of Gen Z - China

"Having grown up with constant digital exposure, Gen Z owns a wide range of digital devices and favours switching between screens to enjoy various online activities. Watching TV series/movies and online gaming remains popular across all screens. As Gen Z's attention has been distributed across diverse platforms and screens ...

## The Circular Economy - US

"Circular retail options (eg rentals and reselling) aren't just a trend; they're a new way of shopping consumers will consider more often and for a wider variety of purchases. Although it's difficult to determine the size of the circular market, one thing is certain; interest is high across many categories ...

## The Ethical Traveller - UK

"More travellers are likely to adopt the 'flexitarian' approach to flying that we are seeing in dietary habits – choosing to take lower carbon forms of transport or stay in the UK for some, but not all, of their holidays. Travellers want to feel their holidays are helping local people ...

## Travel Booking - US

"With travel continuing to be popular, the travel arrangement and reservations industry hit nearly \$56 billion in revenue in 2019. Travel is an important component of leisure spending and is forecast for further growth; however, aggregators that facilitate search and booking are seeing a lot of competition from direct providers ...

## Trending Flavors and Ingredients in Snacks - US

"This Report examines flavor and ingredient trends in the salty snack category, taking a "now, near, next" approach to identify current and future product trends – all based on consumer data. Taking a deep dive into flavor innovation, brands leading innovation layered with consumer behavior and interests in flavor exploration ...



## UK Car Review - UK

“The UK car market is passing through a difficult period with combined new and used sales down for a third successive year in 2019. Conditions are not expected to improve in the short-term placing the focus of attention on how best to understand and work with the demands of buyers ...

## Wearable Technology - US

"Wearable tech has gone from tech-savvy early adopters to the mainstream. Bluetooth headsets were once lambasted and stereotyped for high-powered businessmen, but today, about one quarter of all consumers own a set of wireless earbuds. Smartwatches also gained significant market share in 2019, matching ownership rates for activity trackers at ...

## Wine - Ireland

“The growing popularity of smaller packaging formats in recent years provides brands with opportunities to position ‘single-serve’ bottles of wine as an indulgent and permissible treat that consumers can enjoy with a meal or relaxing at home while moderating the amount of alcohol they drink.”

– James Wilson, Research ...

## Z世代奢侈品消费 - China

“在社交媒体，尤其是微信和微博的帮助下，如今绝大多数的Z世代对奢侈品有一个大致的概念，甚至相当一部分人在高中时期或更早就获得了这些认知。尽管相对来说，Z世代是奢侈品世界中的“新手”，并且他们的可支配收入较少，但是他们对于随着收入的增加趋向购买奢侈品的意愿很强烈，并且他们也愿意使用信用卡购买奢侈品。奢侈美容产品和配饰是很好的起点。为了在Z世代中抓住机会并培养长久的关系，品牌应该以更直接且更吸引人和更互动的方式，更好地向Z世代宣传其独特的故事、传承和工艺。”

– 夏月，研究分析师

## 冬季度假 - China

“过去5年，当地生活方式、文化民俗和冬季运动将寒冷的气候转变为受欢迎的旅游资源。为了保持冰雪度假目的地的吸引力，旅游景区在开发度假目的地时，不应失去原汁原味的体验。”

## UK Retail Briefing - UK

**This month's UK Retail briefing includes:**

## Weight Management Trends - US

"Obesity rates continue to rise in the US, impacting the health and wellness of Americans. The majority of adults are currently managing their weight, with most relying on self-guided methods over branded nutrition programs. Brands addressing weight management must adopt a personalized, lifestyle-centric approach to garner consideration and use from ...

## Winter Holidays - China

“Local lifestyle, culture and winter sports have turned the icy weather into popular tourism resources over the past five years. To maintain the attractiveness of ice and snow destinations, tourism sites shouldn't lose their authenticity when commercialising holiday destinations.”

– Saskia Zhao, Research Analyst

## Z世代科技产品使用习惯 - China

Z世代伴随着不断地数字化探索长大，他们拥有各种各样的科技产品，并喜欢在屏幕之间切换以享受各种网上活动。看电视剧/电影和玩网络游戏在所有屏幕上仍很受欢迎。由于Z世代的注意力分散在不同的平台和屏幕上，广告商应更关注如何立即抓住他们眼球，而不是简单地覆盖尽可能多的数字媒体渠道。随着社交媒体主导科技产品的使用，Z世代高度依赖这些平台与世界保持联系，但由于他们感到社交障碍的同时又对网络上瘾，品牌在促进健康的网上行为方面应承担更多责任。”

– 王瑾瑜，初级研究分析师

## 快闪店 - China

“快闪店心系消费者对其的高度预期，致使其他零售业态采纳更多快闪元素，这种现在将在零售业更加普遍。消费者追求新鲜感以及与品牌的情感联系，这推动零售市场成为故事讲述者，而不仅仅是零售商。SKP-S的诞生充满

— 赵凌波，研究分析师

## 汽车意见领袖 - China

“从联络点和互动形式上，汽车意见领袖和消费者之间的沟通皆比我们预期的更活跃。汽车意见领袖对消费者的汽车购买决策影响深远，尤其是对配置偏好的影响。另一方面，消费者在阅读不同类型的意见领袖发布的内容时，有着清晰的认识和偏好。90后和更年轻的群体对个人博主发布的汽车性能评测更感兴趣，并对博主之间与博主和其他用户的公开讨论兴趣更浓。品牌需针对不同阶段定位不同目标群体，了解和发展汽车意见领袖营销策略，这对品牌而言至关重要。”

## 节庆食品 - China

“象征意义维持了传统节庆食品在礼品市场中的主导地位。传统节庆食品品牌为增强在市場中的地位，正积极利用国潮复兴之势，并在产品口味、成分和包装创新上不断进行尝试。跨品类合作助力品牌在同质化的市場中提升品牌知名度。此外，除了定位传统节日，品牌还可进一步涉足西方节日。”

— 吴珍妮，研究分析师

## 针对年轻家庭的营销 - China

“父母对教育和育儿方面的态度有所转变，这在他们选择与孩子相关的产品和服务时，会直接影响他们的偏好。与传统思维迥异的放养式育儿逐渐获得接受。年轻父母更可能鼓励孩子参与各种活动，包括运动和其他技能培训，更加明白数字化育儿的效果和便利。因此，年轻父母在育儿方面更能接受线上学习工具、益智玩具和可穿戴设备。此外，社交媒体在沟通和营销方面的作用都更加重要。对品牌而言，重要的是开发新产品和新的营销策略，在高度分散的儿童相关市場保持成功。”

— 谢栋，初级研究分析师

酷炫、多元化的信息呈现。相对售卖商品来说，它追求与消费者进行深层联系。这种吸引眼球、动人心弦的风格注定会吸引志趣相投的消费者，打造独一无二的品牌形象。

— 施洋，研究分析师

## 美容零售 - China

“实体店不再仅仅是售卖产品的场所，而且是为消费者创造体验的地方，其重点不仅仅在于以具有竞争力的价格出售产品，与线上渠道竞争，而且应转向打造具有记忆点的体验，提供专业建议，最重要的是为消费者设计接触新品的氛围，打造舒适的产品试用环境。”

## 菜单洞察——区域美食 - China

“大多数地方速食粉/面尚未进入全国市场。商家可考虑定位旅游场合，与网红或名人合作，在直播活动中推广其产品，以博得更多关注并促进销售。在区域美食餐厅，本土化不仅需提供当地美食，还应向消费者介绍其菜肴的特色。商家可着重在烹饪方式和当地食材方面下功夫。”

— 王皓，研究分析师

## 餐具洗涤用品 - China

“消费者购买环保产品的首要原因是这些产品对人有益，而非因为这些产品能造福地球。消费者愿意为成分天然、可生物降解配方和不含防腐剂的餐具洗涤用品支付溢价，因为消费者认为这类产品使用起来更安全。如果品牌想要用环保优势说服消费者，首要任务是证明产品安全、天然、对人体有益，其次才是对环境的益处。”

— 李玉梅，高级研究分析师