

February 2021

Accounting and Financial Management - UK

“Accountants have emerged as valuable and trusted advisors to their clients during the COVID-19 crisis, with many companies relying on their accountants for advice on navigating the complexities of government support schemes and cash flow advice to help them stay afloat. While accountants have inevitably been giving their clients free ...

Athleisure Brands - China

“Athleisure market in China keep growing along with the rising awareness of health and exercising after the outbreak. Consumers’ demands for athleisure products are increasing from materials to designs and technology for correlating the needs in healthy lifestyle, identity and professionalism. Meanwhile, leading international athleisure brands are facing more challenges ...

Attitudes towards Culture Marketing - China

“Beyond the practical functions of products and services, consumers are increasingly paying more attention to the cultural values and novelty experiences conveyed by brands in their pursuit of self-expression. Incorporating Chinese elements is the most recent and remarkable trend, associated with the rise of consumers’ national pride and culture confidence ...

Attitudes towards Home Delivery and Takeaway - UK

“The takeaway industry was gathering momentum prior to COVID-19 and the closure of restaurants has accelerated this further. Third-party aggregators, such as Just Eat and Deliveroo, have effectively helped operators to roll out and manage home delivery services. Whilst many operators will shift their focus back to dine-in trade once ...

Beverage Blurring - China

“Facing with consumers’ spoiled taste as a result of continuous innovation from tea and coffee houses,

American Values - US

“2020 took a toll on Americans’ outlook on their country, its leaders, and their fellow Americans. Trust and optimism are lacking, with three in 10 Americans still doubting the validity of the presidential election results, and more than four in 10 skeptical that the country will be able to restore ...

Attitudes towards Advertising in Financial Services - UK

“COVID-19 has rapidly changed when, where and how consumers are exposed to advertising. Financial services have been less impacted by COVID-19 than other sectors, allowing advertisers to take a larger share of voice and use their adverts to reassure and guide customers through challenging times. This has helped build trust ...

Attitudes towards Healthy Eating - UK

“Whilst the majority of people state that they try to eat healthily all or most of the time, this is in stark contrast to the true poor state of the nation’s health, which COVID-19 has shone a light on. This widespread mistaken belief of healthy habits will prove a challenge ...

Attitudes towards Home Design - China

“Along with improving housing conditions, Chinese consumers’ desire to achieve and express their ‘lifestyle’ through home design has never been higher. Beyond basic functionalities, holistic wellbeing at home has become a priority, especially in the wake of COVID-19. From health-related smart devices and sustainable materials, to home entertainment systems, consumers ...

Black Consumers: Snacking Trends - US

enhancing overall consumption experience beyond flavour with the assistance of blurring will be important in driving the growth in non-alcoholic drinks sector. Rising priorities of healthy eating not only contribute to the demand of ...

Bread & Baked Goods - Ireland

“Bread is a staple item with usage almost universal in Ireland. COVID-19 has benefited the category due to more time spent at home including breakfasts and lunches. Pre-packaged bread sales increased significantly in 2020 due to lockdown and it also resulted in greater experimentation with specialty breads. However, the rise ...

Car Review - UK

“The UK car market is currently passing through a difficult period. Falling sales since 2016 have been impacted further since 2020 by the COVID-19 pandemic. The result has been difficulties for both new and used sectors. Yet the car market continues to offer opportunities. Demand for hybrid and battery vehicles ...

Children's Clothing - US

“The pandemic created some challenges and changes in the children’s clothing industry. Parents are reconsidering how many clothes kids need, indicating the importance for alternate options, such as trade-in programs. And when they do shop, more parents are doing so online, not just for convenience but for safety. At the ...

Christmas Gift Buying - UK

“Christmas 2020 was unlike any other, with the COVID-19 pandemic causing dramatic online growth and store closures and concern around visiting stores meaning significant declines of in-store footfall. These two trends conspired to see online, for the first time, take a majority of non-food spending in Q4, a dramatic statistic ...

College Football & Basketball - US

“Some Black consumers choose snacks to satisfy their hunger, while others see snacks as a guilty pleasure to soothe negative emotions while they reach for indulgent and tasty finger food. Most Black consumers want healthier snacks that also taste good, and brands whose products include fresh ingredients may entice this ...

Broadband and Bundled Communications Services - UK

“Broadband connections have provided a vital service to consumers throughout the pandemic, underpinning both work and entertainment activities. As a result, COVID-19 is likely to be a catalyst driving engagement with their broadband service and some will look to future-proof their connections by upgrading to contracts with faster speeds. Despite ...

Children and Health - US

“The children’s health market has strong reach, with nearly three quarters of parents giving their kids OTC pediatric remedies and VMS products, respectively. To that end, market sales have reached more than \$2.5 billion in 2020 and forecasted for steady growth over the next five years. COVID-19 impacted segment ...

Childrenswear - UK

“While COVID-19 has led to a big fall in appetite for fashion, childrenswear has been more resilient due to its shorter lifespan and as parents have prioritised spend on their kids over themselves. Looking forwards, there are opportunities for more sub-brands targeting the growing tween and teen markets, as there ...

Cider - UK

“Cider sales through the on-trade have been hit by the enforced closures of pubs, bars and restaurants due to COVID-19, and the restrictions on these venues when they’ve been able to operate. While some of this spend has shifted to retail, many occasions have been lost. However, there are positives ...

Commercial Banking and Finance - UK

“COVID-19 completely upended the college sports world. Days before it was set to begin, the biggest event in all of college sports – the NCAA Basketball Tournament – was cancelled. Even when college sports returned in the fall, it was anything but normal. While brands still flocked to two of ...

Computer Security - UK

“While the critical feature of many markets in 2020 and 2021 is the impact of COVID-19, the more significant influences for the computer security sector include phishing, unauthorised access and ransomware. Social distancing measures have introduced new challenges of remote working and video conferencing, but they have also accelerated digital ...

Consumer Finances and Priorities - Canada

“Consumer confidence remains fragile as new variants of COVID-19 confound scientists and policymakers, causing continued economic grief to the hardest hit sectors and the more vulnerable sections of the population. But more financially secure households are sitting on a record pile of cash which can be the spur for an ...

Consumers and Saving - UK

“Much of the extra saving during the pandemic has been accidental, forced by the conditions rather than choice. It is therefore understandable that many will be keen to enjoy spending this money when the situation allows. Cancelled plans, missed family occasions and significant pent-up demand for more normal activities will ...

Convenience Store Foodservice - US

“Convenience stores’ foodservice sales are suffering during the pandemic due to far fewer drivers on the roads and an increase in online and bulk grocery shopping. Temporary halts of self-service foodservice options also hurt sales in 2020. C-stores must recover foodservice sales by stealing a page from restaurants’ playbooks and ...

“Whilst current lending trends are being driven by the government-backed support schemes, once these end, banks will turn to focus on their loan books and are likely to become more restrictive in their lending to certain areas, which will provide an opportunity for alternative lenders to further increase their presence ...

Consumer Attitudes towards Private Label Food and Drink - Canada

“Store brands have been deeply integrated into Canadians’ grocery baskets for a long time. COVID-19 has only served to deepen their importance. Beyond the pandemic, private label will continue to play an important role in Canada’s grocery landscape, serving as a way to deliver value to customers, a means to ...

Consumer Snacking Trends - China

“Snack sales have benefited from increased in-home food consumption in 2020 and future growth will be driven by more diversified consumption occasions as the boundaries of snacks and meals continue to blur. Healthier ingredients have become the most wanted premium feature, suggesting ingredient stories are still the most intuitive ...

Consumers and the Economic Outlook - UK

“GDP grew by 1.0% in the final quarter of the year as the economy bounced back more strongly than in expected in December, following the dip in November caused by the second lockdown of England and other lockdowns and restrictions in various parts of the country. Despite this slight ...

Crisps, Savoury Snacks and Nuts - UK

“More people being at home all day during COVID-19 lockdown periods has supported growth in sales of crisps, savoury snacks and nuts, the biggest usage occasions being snacking during the day or the evening, and with lunch. Flavour innovation continues to be a major theme in NPDP, including tapping interest ...

Critical Illness Cover - UK

“Disruption caused by the COVID-19 outbreak led to a sharp decline in critical illness sales during 2020. However, the pandemic has led more people to actively consider their financial resilience, leading to heightened interest in the product. Providers have worked hard to simplify policies and break out of the ‘conditions ...

Diversity in Beauty - UK

“The events of summer 2020, which saw the BLM movement gain momentum, have had reverberations across all industries and not just politics. In BPC, brands and retailers can no longer stay silent on topical issues related to diversity and equality, as many consumers seek to buy from those that align ...

Electrical Goods Retailing - UK

“Spending on electricals fell by 7% as it was hit by COVID-19 in 2020. This was underpinned by a sharp decline during the initial lockdown, a polarisation of demand and sales losses beyond household and personal care appliances. Accordingly, sales dropped despite the surge of new opportunities amid extended periods ...

European Retail Briefing - Europe

Financial Needs of Emerging Affluent and Affluent: Incl Impact of COVID-19 - US

“Having already achieved many financial goals often missed or delayed among lower-income demographics, emerging affluent and affluent adults are a target that needs to be approached with more finesse than the standard finance consumer. They frequently look to professional financial advisors when seeking out finance information, but well over half ...

Desserts & Sweets Consumption Habits - Brazil

“Due to the COVID-19 pandemic, a little more than a third of Brazilians have started eating sweets and desserts less frequently, driven by health concerns, household income reduction and the impossibility of visiting foodservice outlets. On the other hand, eating sweets and desserts has become a way of dealing with ...

Drug Stores - US

“It’s a challenging time for drug stores. However, with a global pandemic shaping consumer perceptions and behaviors, including influencing more proactivity when it comes to managing their holistic wellbeing, drug stores have never been in a more prime position to shine. The future of the drug store channel involves offering ...

Emerging Gaming Technology - US

“The future of gaming is here, as innovative hardware (VR, accessories) and services (cloud gaming) are on the cusp of the mainstream. Still, it’s going to take more than a slick campaign to convince gamers to invest in new gaming technology. Compelling games and use cases should be presented as ...

Festive Foods - China

“Due to the epidemic, e-commerce has expanded faster in lower tier cities and along with the revival of traditional culture, regional brands will benefit a lot from mature e-commerce and regional culture. In the long term, how to make festive foods fun and novel will be an important, ongoing task ...

Fish and Shellfish - US

“At-home consumption of fish and shellfish spiked in 2020, as pandemic-era restrictions on dining out pushed much seafood consumption into the home. As restaurants reopen and consumers return to dining out, at-home options will see sales return to their pre-COVID levels. The category’s generally healthy reputation, particularly among fish, should ...

Food & Beverage Retailing - Brazil

"Despite being one of the few categories that have had significant growth during the COVID-19 pandemic, food and beverage retailers have faced several challenges during this period to adapt to new consumer demands for safety, hygiene, convenience and affordable prices. In the coming years, the tendency is for these demands ...

Full-service Restaurants - US

"Full-service restaurants are certainly feeling the effects of COVID-19 more intensely than their limited-service counterparts, but that does not mean they're down for the count. Current full-service patrons are highly engaged meaning operators have a prime opportunity to reach them with exciting on- and off-premise experiences. Restaurants will need to ...

Greetings Cards and Personal Stationery Retailing - UK

"The pandemic has heightened consumers' sense of belonging and as such, sending greetings cards have become an important part of keeping in touch with family and friends during lockdown. Despite the rise of digital communications, the pandemic has put a renewed focus on the traditional pastime as it gives people ...

Hábitos do Consumidor de Produtos de Beleza - Brazil

"A pandemia elevou a demanda por saúde, tanto física quanto mental, levando à ritualização das rotinas de beleza e cuidados pessoais, e conectando-as aos benefícios gerados pelo autocuidado. Por outro lado, os brasileiros adotaram rotinas mais minimalistas, adotando os fios ao natural e cuidados mais simples com a pele do ...

Healthy Lifestyles - Canada

"Regardless if it's exercising or eating an indulgent snack, choosing a healthy or unhealthy behaviour because we want to feel better is something we can all relate to. Health management is about balancing needs

Free-from Foods - UK

"There is a pressing need for free-from products to justify their prices and improve their value for money image amid more cautious spending habits. In the longer term, the pandemic's acceleration of sustainability and health trends will support the market's continued growth. However, brands will have to go the extra ...

Functional Ingredients in Food and Drink - US

"Functionality in food and drink has found its place within consumer routines, and curiosity in how diets can further support both physical and mental health is high, particularly among younger consumers. Increased emphasis on improving lifestyle habits and the definition of wellness on a personal level has left plenty of ...

Hábitos de Consumo de Doces e Sobremesas - Brazil

"Devido à pandemia de COVID-19, pouco mais de um terço dos brasileiros passaram a consumir doces e sobremesas com menor frequência, impulsionados por questões de saúde, pela redução do orçamento familiar e pela impossibilidade de frequentar estabelecimentos de foodservice. Por outro lado, o consumo de doces tem sido uma forma ...

Health Tech - China

"Health technology is gaining traction as consumers encounter new health concerns, aging problems, and heightened emotional stressors. Middle-aged people are focusing on managing health risks while young people are looking for gamified features in health technology. Health technology's future opportunities lie in delivering tools with consumer-centric practical functions, meeting the ...

Hispanics: Snacking Trends - US

"The pandemic created an environment conducive to snacking. Hispanics embrace variety in snacking; however, they aren't necessarily following general market trends. Cultural differences drive their interest in Latin American brands and flavor selection.

on a continuum. While most strive towards making choices that align with health goals, sometimes a ...

Hobbies and Interests - UK

"Brits have embraced hobbies, interests and pastimes in their millions during the pandemic, seeking solace, escape, and relief from anxiety or boredom. Many have found creative freedom in the midst of lockdown restrictions, and some have even begun to nurture dreams of making a living from their passion. Hobbies have ...

Home Retailing - China

"Home has attained greater meaning after the COVID-19 outbreak and become a multi-functional space for people. With emerging lifestyle needs, consumers are paying more attention to home products that deliver health, identity and experience. Home retailing brands have a great opportunity to help consumers navigate the ever-changing category environment, leveraging ...

How America Eats - US

"The pandemic has not only boosted retail grocery sales, it has also at least temporarily changed the way Americans shop for and prepare food and how and when they eat. Snacking is growing more prevalent throughout the day and is also fulfilling a wider variety of needs, creating opportunities for ...

Incontinence - US

"Incontinence is in part an age-related disorder and so an older population means a bigger market. But younger consumers report both increased instances and severity of incontinence. This, along with a consumer shift from menstrual products to proper incontinence products for light bladder leakage, is growing the category. As this ...

Intimate Hygiene and Sanitary Protection Products - UK

"Value growth in the category came to a halt in 2020. Whilst the incontinence segment has fuelled growth in

Hispanics are showing more positive attitudes toward snacking and they are looking for justification for snacking in ...

Home Laundry - Canada

"Laundry remains an ever-present chore in the lives of Canadians who are looking for effective products that simplify their well-established routines. COVID-19 has heightened hygiene awareness, motivating some Canadian families to increase their laundry frequency. This has caused a short-term bump in sales but the market is expected to return ...

Household Paper Products - UK

"While COVID-19 led to proliferated sales of household paper products, sales will stabilise once the anxiety around the virus diminishes. However, more frequent home working and new cleaning habits will keep the market buoyant and brands can use functionality-based innovation, such as kitchen roll specifically designed for use alongside cooking ...

In-store Bakery - US

"In-store bakery sales declined for the first time in more than a decade in 2020, as some retailers shut down bakeries during the initial phase of pandemic response and consumers turned to affordable aisle offerings and online shopping channels during a time of uncertainty and disruption. But the dip doesn't ...

International Cuisine Tracker - US

"Consumers are seeking out comfort food both in foodservice and in CPG. International cuisines that are familiar to the consumers, especially as comfort food, will draw them in to try more innovative ingredients. Adventurous eaters in particular are looking to spice up their classic comfort foods with new flavors."

- Emma ...

IT Services - UK

"COVID-19 has forced an even more rapid migration to digital processes. The IT services market has continued to grow despite facing major challenges. One impact is that the pandemic has permanently changed the way

recent years, this growth was dampened in 2020, impacted by reduced product usage amongst rare incontinence sufferers. Usage frequency of intimate hygiene declined too, as it became a lower priority with ...

Key Elements of eCommerce - US

“As consumers continue to do more shopping online, each of the key elements of ecommerce will play increasingly larger roles. These elements construct an elevated and enjoyable experience for consumers, helping them find products fit for their needs and feel connected to brands as they shop online. Brands can leverage ...

Menu Insights - Regional Cuisines - China

“Sichuan, Cantonese and Hunan cuisines dominate the domestic regional cuisine market while Japanese and Korean are the leading popular foreign cuisines for mainstream consumers in China. Despite the slow change in preferences, authenticity is a common theme consumers are looking for in their dining experiences, suggesting it's time for restaurants ...

Mobile Network Providers - US

“Mobile connectivity is considered an essential service and, while the COVID-19 pandemic has reduced the amount of time people travel for leisure or commute to work, reliance on mobile connections has not diminished. In fact, for some it is their only digital connection; for others, it is an indispensable supplement ...

Optical Goods Retailing - UK

“In the immediate aftermath of the COVID-19 outbreak in the UK, the optical goods and services market suffered large declines as stores were forced to close. This has led some chains to rethink their store positions as city centres and shopping centres remain quiet even with stores re-opened. Meanwhile, with ...

Pasta, Rice and Noodles - UK

“The pasta, rice and noodles market has enjoyed a sharp uplift thanks to COVID-19. While the move to the next normal will see sales ebb, the lasting rise in working

companies operate but the growth in cloud computing and digitisation has accelerated with new issues arising ...

Live Streaming Commerce - China

“Live streaming commerce leverages mass consumers' enthusiasm for promotions and discounts as well as brands' focus on it as a key marketing channel. Along with the popularity, live streaming commerce can expect more regulation to ensure healthy growth. In the long run, live streaming commerce will further penetrate consumers' daily ...

Mobile Network Providers - UK

“COVID-19 has caused numerous changes to the mobile network providers market, likely accelerating the movement to SIM-only plans but also causing a temporary slowdown in growth in mobile data usage. It is possible that some consumers will not upgrade their mobile data allowances long term if they work from home ...

Nail Color and Care - US

“The nail color and care market is ripe for innovation. While the pandemic has lifted sales, category frustrations and shifting product usage preferences among younger adults challenge continued strong growth. To sustain market momentum, brands must develop products that meet the next generation's needs and expectations. Easy to use formats ...

Outdoor Vacation Activities - US

“Even as it limited many areas of the overall travel industry, the COVID-19 pandemic hasn't dampened travelers' desire to explore the outdoors on vacation. The market has a challenge in appealing to a spectrum of travelers, from casual summer hikers to serious ski bums, but therein also lies a lot ...

Patio & Backyard Living - US

“2020 was a good year for the outdoor furniture market. The pandemic caused consumers to stay home, and most gained a newfound appreciation for their outdoor

from home, newly gained cooking skills and expected enduring plant-based trend all hold potential for the market. The consumer interest ...

Security Equipment, Access Control and CCTV - UK

"The security equipment market continues to strengthen despite weak economic growth and business investment in recent years. COVID-19 brought major disruption, but the integrated nature of the sector's products, and its relation to facilities management and construction, helped minimise losses.

In some cases, the market has benefited, including from demand ...

Sports and Performance Drinks - US

"As Americans become increasingly engaged with a health and fitness mentality, the market will see a corresponding increase in diversity of users – and in turn, usage occasions. This will necessitate that innovations capture a broader range of health and wellness benefits. Functional wellness is quickly becoming the next barometer ...

Technology Habits of Gen Z - China

"Gen Zers are defining how marketers utilize technology services. Their technology habits are shifting from games to more hands-free entertainment-based activities. Their views on technology services have also been influenced by wider events and circumstances, namely COVID-19 and rising social pressure related to finances and health and wellbeing. Brands offering ...

The Ethical Traveller - UK

"Consumers' desire to avoid crowds provides operators and destinations with an opportunity to promote activities with a low environmental impact such as hikes in wide open spaces and cycle tours with stops at local farms. In the longer term the focus will shift back to the health of the planet ...

The Recreational Cannabis Consumer - US

spaces. The uncertainty of the pandemic means 2021 will be a similar year with Americans relying on their yards, decks, balconies and patios for ...

Soap, Bath and Shower Products - US

"COVID-19 has put hygiene and wellness at the forefront of consumers' minds, fueling the demand for soap, bath and shower products, particularly hand sanitizer and soap. The hand sanitizer segment will see continued growth and innovation as the product becomes a hygiene essential. A renewed focus on self-care will also ...

Staying Informed: How you Get the News - Canada

"The news industry is incredibly unique in Canada. It is centuries old and used by almost every consumer on a daily basis – yet many of its companies are now struggling to remain financially viable. Digital tech has been particularly disruptive to the industry, making it easier for consumers to ...

The Beauty Consumer - Brazil

"The pandemic has increased the demand for health benefits, both physical and mental, leading to the ritualization of beauty and personal care routines, and connecting them to the concept of self-care. On the other hand, Brazilians have also adopted a more minimalistic routine, including natural hair styles and simpler skincare ...

The Night In - Ireland

"COVID-19 has dramatically shifted spending from night-out activities to in-home activities as consumers continue to show concern relating to virus exposure, and lockdowns prevent consumers from engaging in entertainment out of home. Big winners in this regard have been streaming services and online shopping for leisure which have seen brisk ...

Travel Insurance - UK

“The pandemic upended many industries yet largely benefited the relatively nascent recreational cannabis market as stressed out consumers locked down with cannabis products. Brands have the opportunity to create products that solve the needs of various cannabis users, ranging from first-time to experienced users. The growing acceptability of cannabis use ...

UK Retail Briefing - UK

This year's Valentine's Day will be one to remember - as couples find alternatives to the traditional dining at restaurants to celebrate the occasion during lockdown. There's likely to be an increased focus on in-home celebrations, which will have the potential to boost seasonal food and drink, and alcoholic drink ...

Vehicle Financing - US

“Vehicle financing was already stressful prior to the pandemic; the added layers of high unemployment rates and increasing financial concerns have amplified consumers' feelings of confusion and being overwhelmed by the process. However, through the advent of emerging technology and an industry-wide shift to offer more digital customer experiences, financial ...

Z世代科技产品使用习惯 - China

“Z世代决定了使用科技服务进行营销的方式。他们的科技产品使用习惯正在从游戏转变到更多不依靠交互就能进行的娱乐活动。他们对于科技服务的看法也受到大事件和大环境的影响，即新冠疫情以及和财务和身心健康带来的日益沉重的社会压力。能够提供娱乐性和价值驱动的产品或服务的品牌将会受到这群消费者的追捧。”

— 许昕远，研究分析师

家居零售 - China

“疫情后，家对于人们来说承载了更多意义，并成为多功能空间。随着新兴生活方式需求的出现，消费者更关注能提供健康、身份认同和优质体验的家居产品。家居零售品牌可借此契机，利用先进科技帮助消费者应对日新月异的

“COVID-19 has dealt a heavy blow to the travel insurance market, shrinking it by around half in 2020. The previously-unimaginable disruption to the travel sector is expected to extend well into 2021 and, together with the economic slowdown, has dampened hopes of a quick bounce back. The recovery period will ...

Varejo de Alimentos e Bebidas - Brazil

“Mesmo sendo uma das poucas categorias que apresentou crescimento expressivo durante a pandemia, o varejo de alimentos e bebidas enfrentou diversos desafios durante esse período para se adaptar às novas demandas dos consumidores por segurança e higiene, conveniência e preços acessíveis. E para os próximos anos a tendência é que ...

What America Eats - US

“COVID-19 brightened the spotlight on food's role in consumers' lives. 67% of US adults put a lot of thought into what they eat, and 26% have turned to food and drink for comfort more often due to the pandemic. It also disrupted habits and behaviors in a way that leaves ...

健康科技 - China

“随着消费者面临着新的健康问题、老龄化问题，并且心理压力加剧，健康科技正获得越来越多的关注。中年人专注于健康风险管理，年轻人则寻求健康科技中的游戏化内容。健康科技未来的商机在于多方面：提供以消费者为本的实用功能、迎合消费者对数据简化重新燃起的兴趣、并通过更好看的外观设计及功能加强产品的潮流性，从而帮助他们全方位改善健康。”

— 刘文诗，研究分析师

本报告分析以下问题：

对家居环境的态度 - China

“随着整体住房条件的改善，中国消费者更渴望通过家居设计来实现和表达自己对特定‘生活方式’的追求。消费者在基本的居住需求外，更加注重全面的身心健康，尤其是在新冠疫情爆发后。从健康相关的智能设备和环保材料到

品类环境，并成为消费者重要灵感来源，甚至是深受信赖的顾问。若品牌能成功做到这一点，那么未来家居零售市场将迎来进一步增长。”

— 吴梦莹，研究分析师

对文化营销的态度 - China

“除了产品和服务的实用功能，消费者在追求自我表达中越来越关注品牌所传递的文化价值和新奇体验。融入中国元素是最近期且最瞩目的趋势，这与消费者的民族自豪感和文化自信心的提升息息相关。”

节庆食品 - China

“新冠疫情的蔓延加快了电子商务在低线城市的扩张。随着传统文化逐渐复兴，地方品牌将从发展成熟的电子商务和地方文化中受益匪浅。长远来看，如何使节庆食品变得更新奇有趣是品牌将长期面临的重要任务。技术或许是达到这一目标的有效工具。同时，环境友好的包装也会纳入健康节庆食品的宣称范围中，因为消费者日趋拥抱全面的健康理念——健康不再局限于产品的可食用部分。”

— 彭袁君，研究分析师

跨界饮料 - China

“茶饮店和咖啡店层出不穷的创新‘惯坏’了消费者的味蕾。在这样的背景下，通过跨界来提升风味以外的饮用体验对于推动非酒精饮料行业的增长非常重要。消费者对健康饮食的重视，不仅会推动对高营养价值的需求，也让消费者对不健康成分的摄入更加谨慎。重新定义健康的升级产品将有助于实现差异化，并让包装产品的形象焕然一新。”

— 鲁睿勋，研究分析师

零食消费趋势 - China

家庭娱乐系统，消费者愿意支付更多的钱来营造安全、轻松和愉悦的家居环境，这为家居品牌指明了未来的机遇所在。

此外，多数消费者都愿意亲自参与家装设计，并且认为值得为有设计感的和限量版的产品支付溢价。品牌需要抓住机会，借助综合性营销渠道或主题（包括综合性生活方式展览、媒体赞助、文化活动和科技创新等），帮助消费者了解并探索自己的个性需求。”

— 邵愉茜，研究分析师

直播带货 - China

“直播带货利用的是大众消费者对促销和打折的热情，也利用品牌将直播带货作为一大重要营销渠道这一点。直播带货不仅拥有人气，预计还会迎来更多监管，以确保其健康发展。长远来看，直播带货将进一步渗透到消费者的日常生活中，成为购物与娱乐的一个关键渠道，为消费者和品牌双方都带来更大的价值。赋予直播带货以新的方式将给消费者带来非凡的购物体验。”

— 张鹏俊，研究分析师

菜单洞察 —— 区域美食 - China

“川菜、粤菜和湘菜在国内区域美食中占主导地位，日本和韩国料理则是中国主流消费者最受欢迎的外国美食。尽管消费者对不同区域美食的偏好变化甚微，消费者仍普遍追求味道地道的美食体验，这表明餐厅应该打破陈规，通过进一步区域细分来彰显特色。新冠疫情的爆发让居家烹饪成为趋势，为餐厅带创造了更多出售包装产品的零售机遇。”

— 俞文，研究分析师

运动休闲品牌 - China

“疫情爆发后，随着人们的健康和运动意识不断增强，中国运动休闲市场也在持续增长。为了满足健康生活方式、身份和专业性方面的需求，消费者对运动休闲产品的要求不断提升，包括从面料、设计到科技元素。同时，领先的国际运动休闲品牌正面临来自本土运动休闲品牌和快时尚品牌的双重挑战。为了长久延续品牌的成功，运动休闲品牌不妨提供高阶购物体验，帮助消费者在运动和休闲时间实现自我表达。”

— 董文慧，研究分析师



“2020年居家食品消费增长，零食销量从中受益。未来，零食与正餐将会持续融合，食用场合更加多元，推动零食销量增长。在产品高端化的诉求中，原料更加健康最受青睐。由此可见，要在口味至上的品类中提升健康感，原料故事依然最能直接打动消费者。”

— 蒋安妮，食品与饮料研究分析师