

**May 2020**

## **Age Management Products (Responding to COVID-19) - China**

“The large population of mature women means there are opportunities to better serve women over 30. This means brands can differentiate not only by extraordinary product performance but also by supporting mature women’s lifestyles and taking care of their emotional needs. While young consumers, especially the 18-24s, whose financial confidence ...

## **Baby Boomers and Health: Incl Impact of COVID-19 - US**

“Baby Boomers are straightforward about their health management efforts and hold an understanding that wellbeing is an ongoing process of improvement. Feeling confident and in control of health management contributes to Boomers’ satisfaction with their health status even as underlying conditions become more prevalent. The COVID-19 pandemic has put an ...

## **Bakery Houses (Responding to COVID-19) - China**

“In the period prior to COVID-19, the focus of many bakery house operators was to encourage trade up by premiumising their ranges, largely through flavour innovation. A key trend was in blurring sweet and savoury ingredients, with a focus on adding a range of herbs. However, as with all foodservice ...

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

“The COVID-19 pandemic has accelerated two trends that could be observed in the Brazilian beer market before the crisis: the migration from on-premise to at-home consumption and the preference for better quality beers consumed in smaller quantities.”

– **Laura Menegon, Food and Drinks Junior Specialist**

## **Auto Service, Maintenance and Repair: Incl Impact of COVID-19 - Canada**

“Many consumers are concerned about being taken advantage of by mechanics who over-charge for their services. Transparency is critical in this regard, as shop employees should make customers feel well informed on exactly what is needed and what the affected parts/service look like. Modern conveniences such as booking an ...

## **Bakeries and Dessert Shops: Inc Impact of COVID-19 - UK**

“As hunkering down at home becomes a new way of life, more bakeries and dessert shops should expand into home delivery or partner with takeaway brands that do not have a dessert menu to cater to those wanting to enjoy special treats at home.

Meanwhile, as more people turn to ...

## **Beauty Influencers and Educators: Inc Impact of COVID-19 - UK**

“In search of impartial advice without pressure to purchase, BPC consumers are turning to the online channel for beauty and grooming advice and expertise. The COVID-19 outbreak will accelerate this shift as retailers placed their online services front and centre during the lockdown. Going forward, stores will continue to play ...

## **Black Consumers and Media Consumption: Incl Impact of COVID-19 - US**

“As the Black population is disproportionately impacted by the coronavirus pandemic, Black consumers turn to culturally relevant, trusted media sources for information as well as those that offer an escape from the chaos.”

– **Toya Mitchell, Senior Multicultural Analyst**

## **Bottled Water: Inc Impact of COVID-19 - UK**

"The loss of high-value impulse occasions during the COVID-19 outbreak in 2020 has severely disrupted the bottled water market. The market faced scrutiny prior to the outbreak as the nation has looked to combat plastic packaging waste. The economic downturn adds to its woes, further boosting the appeal of tap ...

## **Cannabeauty: Cannabis in BPC: Incl Impact of COVID-19 - US**

"Consumers are stressed, overwhelmed and anxious about their physical and financial health, and many are also bored at home. Dramatic shifts in shopping behavior complicate things further, and consumers are inexperienced with these products. Getting into consumer hands at a time when trial is limited will be a challenge; yet ...

## **Carbonated Soft Drinks: Inc Impact of COVID-19 - US**

"The top-heavy carbonated soft drink category has a unique advantage in this equally unique time: deeply rooted connections with not only their most engaged fans, but also with less frequent users. Decades of legacy brand building centered not only on refreshment and enjoyment, but also community and family, are likely ...

## **Cerveja: Incluindo Impacto da COVID-19 - Brazil**

"A pandemia de COVID-19 acelerou duas tendências que já eram observadas no mercado brasileiro de cervejas antes da crise: A migração do consumo fora de casa para dentro dos lares e a preferência por cervejas de melhor qualidade consumidas em menor volume."

– **Laura Menegon, Especialista Junior em Alimentos ...**

## **Chocolate Confectionery: Incl Impact of COVID-19 - US**

"Chocolate confectionery is a mature category that's seeing some of its strong grip on the hearts of consumers loosen. As other snack categories make a play for indulgence, and offer BFY positioning,

## **Brand Overview: Food: Inc Impact of COVID-19 - UK**

"COVID-19 has opened up a number of opportunities for brands to tap into the 'next normal'. In the short term, people may be seeking familiarity and comfort from the food they eat and the brands they recognise, but it is crucial that brands use this time to create longer-term opportunities ...

## **Car Insurance: Inc Impact of COVID-19 - Ireland**

"Despite the impact of the COVID-19 virus, the legal necessity of car insurance is set to see the total value of gross written premiums for private motor insurance remain stable, with the value expected to reach €2.2 billion – however a dramatic reduction in new car purchasing (and in ...

## **Cars and Commercial Vehicles: Inc Impact of COVID-19 - UK**

"COVID-19 has resulted in the largest decline in the production of cars and commercial vehicles since 1946. The speed of recovery will depend on the duration and extent of the recession that will inevitably follow, as consumers will hold off on big ticket purchases and businesses will postpone or decide ...

## **Changing Landscape of Car Retailing after COVID-19 - China**

"The shut-down of offline car dealers and trade markets put a temporary pause on the car retailing industry during the lockdown period of COVID-19, since car retailing is an industry that heavily relies on the trade dealership model. The impact of COVID-19 has made both car brands and consumers more ...

## **Condiments and Dressings: Inc Impact of COVID-19 - UK**

"COVID-19 has had a positive short-term impact on sales of condiments and dressings, as demand for food to eat at home increased, and is likely to boost sales for some time to come, with only some of the sales gains expected to be lost in 2021. Encouraging more use of ...

consumers are playing the field. While the COVID-19 pandemic will be a good reminder that little hits the ...

## **Conservative and Liberal Beliefs: Incl Impact of COVID-19 - US**

“America’s two-party system has been a longstanding and defining feature of the country’s political environment. Ideological debates and disputes between the Republican and Democratic Party are nothing new; yet, in recent decades the two political parties have become even more polarized and fundamentally divided, and this schism has come to ...

## **Consumers and Financial Understanding: Incl Impact of COVID-19 - US**

“The COVID-19 crisis will serve to expose and exacerbate the widening gulf of financial understanding between those with ample economic means and acumen, and those who lack the resources and financial wherewithal.”

## **Dairy and Non-dairy Drinks, Milk and Cream: Incl Impact of COVID-19 - UK**

“The impact of COVID-19 on the dairy and non-dairy drinks, milk and cream market will be limited. A surge of in-home milk consumption in hot drinks, cooking and baking will boost retail sales during the lockdown. In the medium to long term, sustainability will continue to pique consumer interest and ...

## **Deposit and Savings Accounts: Incl Impact of COVID-19 - UK**

“The COVID-19 outbreak has rapidly transformed household saving and spending, at least in the short term. While those directly affected by the lockdown may dip into savings to stay afloat, many will find their lack of savings means they are more likely to rely on credit. By contrast, those continuing ...

## **DIY Retailing: Incl Impact of COVID-19 - Europe**

## **Consumer Attitudes Towards Cut Flowers and Houseplants: Incl Impact of COVID-19 - UK**

“The COVID-19 pandemic has caused disruptions to all stages of the floriculture supply chain which operates at a global level and works inter-dependently to bring flowers and houseplants to key markets such as the UK, all-year round. The ‘domino effect’ that has ensued has placed all businesses and segments of the ...

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

“COVID-19 has had a profound impact on British consumers and businesses, shutting down major sections of the economy and having a serious effect on job security. As a result, consumer confidence has taken a dive, while concerns about the impact of Brexit have spiked as people consider the implications of ...

## **Data Centres: Incl Impact of COVID-19 - UK**

“COVID-19 has had major short-term, and will have significant medium- and long-term, impacts on society and the way everyone works. However, the impact on the creation and analysis of data is more one of location rather than volume and so demand for data centres is only positively affected. The scalable ...

## **Digital Trends (Brands): Incl Impact of COVID-19 - Canada**

“Digital brands are suddenly at the forefront as the world grapples with COVID-19. Apple and Google have partnered to create contact tracing app software, Amazon is experiencing shipping delays as a result of a surge in demand for online shopping, while Nintendo is selling out of consoles and Netflix is ...

## **DIY Retailing: Incl Impact of COVID-19 - France**

“The DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels and the development of housing prices. The recent generally good performance of the DIY sector is being interrupted by the current threat of the ongoing COVID-19 pandemic. However, while ...

### DIY Retailing: Inc Impact of COVID-19 - Italy

“With DIY and hardware stores being permitted to stay open as they are classed as essential stores and most of the leading brands having online stores too, the DIY stores segment is likely to be less badly impacted by the COVID-19 outbreak than other non-food stores. However, with limits on ...

### DIY Retailing: Inc Impact of COVID-19 - UK

“COVID-19 will have a mixed impact on the DIY market. Extended periods inside will open opportunities amid a renewed focus on the home and garden, while enforced self-reliance could return the appetite for DIY in the longer term. However, ultimately these opportunities will be unable to offset the sales lost ...

### Eco and Ethical Tourism: Inc Impact of COVID-19 - Ireland

“COVID-19 has resulted in a massive slowdown of the tourism sector, meaning it is one of the most affected industries across the globe. As social distancing measures are prolonged, companies and providers within the tourism industry are having to be more strategic in complying with social distancing. While the outbreak ...

### Equity Release Schemes: Inc Impact of COVID-19 - UK

“Despite a positive first quarter, the equity release market is forecast to be heavily impacted by the COVID-19 crisis in 2020. Brexit uncertainty disrupted growth in the first half of 2019, and COVID-19 will have the same effect, but to a more significant degree for the duration of the year ...

“The French DIY market has been buoyant, with the boom in e-commerce and the arrival of pureplayers strengthening competition and driving prices down. Big-box retailers still dominate though, with the top two retail groups, ADEO and Kingfisher, generating over half of sector sales. The largest chain is the very successful ...

### DIY Retailing: Inc Impact of COVID-19 - Spain

“Leroy Merlin is the largest and most successful DIY retailer in Spain, more than three times the size of its nearest rival. It dominates both in-store and online. All DIY stores were forced to close during the COVID-19 lockdown and the requirements to reopen are strict. Many retailers will struggle ...

### Drinks Packaging Trends: Inc Impact of COVID-19 - UK

“With the COVID-19 crisis monopolising the nation’s attention and media coverage, the plastic waste issue has fallen off the radar to a certain extent. However, while immediate concerns around packaging waste will have taken a back seat for many, a quarter of people reported that the environment had become a ...

### Energy Drinks: Inc Impact of COVID-19 - US

“The energy drink market has enjoyed consistent year-over-year growth even through the previous recession, because the beverages offer a simple, easy-to-understand value proposition: they are a tasty, convenient source of energy. The market is not immune to the impact of COVID-19; shelter-in-place orders are highly detrimental for products like energy ...

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

“The COVID-19 pandemic continues to impact consumer behaviour, creating many challenges for retailers in a variety of sectors. As non-essential stores gradually reopen in most European countries while having to enforce social distancing in-store, there are a number of opportunities for retailers to partly offset the decrease in sales they ...

## **Evolving eCommerce: Furniture Retailing: Incl Impact of COVID-19 - US**

“The online furniture market will continue to see positive sales, albeit at a slower pace than expected due to COVID-19. Sales of home office furniture will spike as many consumers shift to working from home. As unemployment rises and the housing market slows down, many larger furniture purchases will be ...

## **Facial Skincare and Anti-aging: Incl Impact of COVID-19 - US**

“As the majority of Americans limit their interactions outside the home due to the COVID-19 pandemic, facial skincare routines become less of a priority, as consumers shift focus to their physical and mental health. In addition, economic instability leads to more conservative category spending. As a result, the market is ...

## **Hispanics and Media Consumption: Incl Impact of COVID-19 - US**

“Media consumption is one of the top activities Hispanics do in their leisure time. Shelter-at-home and social distancing orders due to COVID-19 have made it an even more integral part of Hispanics’ daily lives. As services aim to promote trial, with hopes of consumers signing up for longer-term paid subscriptions ...

## **Immunity Management After COVID-19 - China**

“While concerns over COVID-19 have increased consumer interest in immune health focused products and services, the credibility of many products is low. To improve credible appeal, brands could use interactive marketing via multiple channels and partner with experts such as nutritionists, doctors or fitness coaches to endorse and validate any ...

## **International Cuisine Tracker - US**

This report will help you to uncover opportunities and understand the key issues affecting your market. How? By giving you instant access to analysis and critical

## **Experiential Traveler: Incl Impact of COVID-19 - US**

“Experience’ has long been a buzzword in travel; but for many providers, the concept has been hard to pin down concretely. Shedding some light on the subject, the idea of experience appears to involve exploration and access, though these characteristics vary for different types of travelers. While the COVID-19 pandemic ...

## **Fragrances (Responding to COVID-19) - China**

“The dominance of big foreign brands in the Chinese fragrance market will be challenged in the coming years. With a growing appetite for rare and unusual scents, today’s consumers are looking beyond big brands’ classic fragrances. In their perceptions, fragrances from international well-known luxury brands are hardly associated with positive ...

## **Household Cleaners: Incl Impact of COVID-19 - Brazil**

“Household cleaning is an essential activity that has been significantly impacted by the COVID-19 pandemic. Brazilians are interested in products that offer high efficiency and practicality when it comes to disinfecting environments. In addition, refillable formats and concentrated versions have the potential to attract consumers willing to save money.” ...

## **Impact of COVID-19 on Consumer Spending - Q1 - China**

“COVID-19 has disrupted China’s economic growth but the fundamentals of the economy remain solid. After all, China has a consumer market of 1.4 billion people and is among the first few markets to emerge from the outbreak after decisive lockdown measures to contain the outbreak. Nevertheless consumer confidence has ...

## **Investment Trends: Incl Impact of COVID-19 - Canada**

“Current markets trends are seeing increasing interest in ESG investing, while the current COVID-19 world will witness a rise in thematic investing related to those

recommendations. It will also challenge routine thinking by providing fresh, new perspectives that energizes your thought processes.

## Kids' Snacking: Inc Impact of COVID-19 - UK

"The COVID-19 outbreak has disrupted children's snacking patterns, driving frequency of at-home snacking while curbing impulse buying and eliminating school lunchbox occasions. Concerns have been raised that increased at-home snacking plus decreased activity will have a slew of negative effects on children's health, including obesity and poorer dental and eye ...

## Lifestyles of Luxury Car Owners - China

"Compared with the overall car market, the luxury car market is more resilient and will become more competitive after COVID-19 as the financial status of those who plan to purchase luxury cars is less impacted and upgrading demand persists."

– Gloria Gan, Research Analyst, 30 June 2020

## Marketing Auto to Gen Z and Millennials: Inc Impact of COVID-19 - US

"Young consumers are a mysterious, fickle group; or at least that's how they've been portrayed. Depending on the industry and who you ask, they're either a boon to the market or one Instagram post away from "killing" something beloved by previous generations. In reality, they aren't that complicated or unreasonable ...

## Marketing to Over-50s (Incl Impact of COVID-19) - China

"The outbreak of COVID-19 has shifted many daily activities online for senior consumers. Mintel predicts that online habits will continuously change the life of senior adults, bringing them more convenience and pleasure. Brands can explore more opportunities in meeting their needs for information, social interaction and entertainment.

sectors that will reshape the post-pandemic world."

– Sanjay Sharma, Senior Financial Services Analyst

## Legal Services: Inc Impact of COVID-19 - UK

"The COVID-19 pandemic is expected to result in a 12% decline in the UK legal services market in 2020, reflecting the anticipated contraction in GDP and reduced demand in a number of sectors, including mergers and acquisitions and other transactional work, conveyancing work and personal injury claims. However a number ...

## Managing Skin Conditions (Responding to COVID-19) - China

"Wearing a face mask outdoors has become a daily habit for consumers after the outbreak. Mintel's research has shown that this has led to more skin issues such as dry/itchy skin, on top of common skin conditions such as acne and enlarged pores. This means an opportunity for brands ...

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

"Life was already stressful for Gen Z, but the impact of the COVID-19 pandemic will only amplify the stress and uncertainty that teens and young adults face. As they learn to define themselves as individuals and embark on new lives as independent adults, disruptions to high school and postsecondary education ...

## Men's & Women's Footwear: Incl Impact of COVID-19 - US

"All retail sectors will be negatively impacted by the COVID-19 pandemic, and the footwear category is no exception. The positive growth pattern of the last five years will change, and sales are expected to decline as consumers limit non-essential spending. The footwear market will be challenged to encourage purchases among ...



## **Mother and Baby Products Retailing (Incl Impact of COVID-19) - China**

“Given the expected drop in the number of new-born children in the next few years, the overall future growth of the mother and baby products retailing market will mostly come from increasing spending per baby. Online comprehensive shopping websites have become more important for mother and baby products sales and ...

## **Occupational Health: Inc Impact of COVID-19 - UK**

“As the economy slows in the midst of the closure of industry operations due to the COVID-19 pandemic, occupational health initiatives that boost long-term productivity will start to become more common over the medium-term. Major opportunities are still available, with the focus likely to be increasingly placed on ensuring workplaces ...

## **OTC Analgesics and Cough, Cold and Flu Remedies: Inc Impact of COVID-19 - UK**

“The category was already seeing value growth before the COVID-19 outbreak and is expected to now see a bigger increase in 2020 as consumers panic-bought products ahead of and during the lockdown period. Growth will normalise in the long term, as stocks are used up during the cold/flu season ...

## **Packaged Bakery Foods (Growing after COVID-19) - China**

“The category of packaged bakery foods has kept steady growth in recent years and will continue on an upward trajectory in the coming years. Continuous flavour innovation and texture experimentation are shaping market dynamics, which are the major driving force of category growth. The market landscape is competitive, and brands ...

## **Prepared Meals: Incl Impact of COVID-19 - US**

“Prepared meals, particularly frozen options, are essential “pantry” items that help consumers feel, well, prepared and even a sense of security, a notion that is

## **National Newspapers: Inc Impact of COVID-19 - UK**

“Interest in news has surged as a result of the COVID-19 outbreak, but newspaper publishers are struggling to reap the benefits. The already declining print national newspaper market has been hit hard as lockdown restrictions have kept people indoors. While readership of online national newspapers has increased significantly, and digital ...

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

“During the COVID-19 pandemic, job and income loss have caused consumers to limit discretionary spending. Certain aspects of personal care are less important during shelter-in-place and therefore deprioritized. Maintaining oral care is considered an essential of daily health and hygiene, supporting consistent product usage throughout the outbreak and beyond. Tapping ...

## **Package vs Independent Holidays: Inc Impact of COVID-19 - UK**

“When travel restrictions are lifted many consumers will be eager to get away. However, social distancing measures and consumers’ concerns about their economic situation and their own/family’s physical wellbeing will significantly restrict the speed of the recovery. Rural areas and self-drive holidays will be in high demand when recovery ...

## **Plant-based Proteins: Incl Impact of COVID-19 - US**

“Plant-based proteins have seen a rise in popularity despite the fact that most adults continue to eat real meat. Plant-based foods enjoy a health halo, and adults who use plant-based protein sources state they do so to be healthier more than any other reason. But taste and variety are also ...

## **Produtos de Limpeza para a Casa: Incluindo Impacto da COVID-19 - Brazil**

“A limpeza da casa é uma atividade essencial na rotina dos brasileiros, e com o surto da COVID-19, a rotina de

even more important during a crisis. And they will play a vital role in the undoubtedly challenging days ahead. Consumers are seeking familiar and comforting ...

## Residential Flooring: Inc Impact of COVID-19 - US

“The residential flooring market’s historically strong growth is expected to falter as a result of the COVID-19 outbreak and its subsequent recession. Bottlenecks in the supply chain and weakening demand in the face of financial uncertainty will likely cause sales to plummet over the next two to three years ...

## Snacking Eating Habits - Motivations and Attitudes: Incl Impact of COVID-19 - Canada

“Snacking remains a central part of Canadians’ eating habits and as they stay home because of COVID-19, snacking’s role has intensified. More time at home means more occasions to ‘nosh’. Snacking brands that are able to address consumers’ needs in this moment may see their relevance increase now and in ...

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

“COVID-19 has hugely encouraged remote working and while for some workers this will be temporary, it is likely to have a profound effect on working practices in the longer term. This is creating major areas of software sales growth to support remote workers, and accelerating a previously established trend towards ...

## Sporting Trends for Kids and Teens: Incl Impact of COVID-19 - US

“Participation in youth sports is a critical component to the overall development of children. Unfortunately, the industry has seen participation rates decreasing in recent years – a trend that is surely to increase as a result of COVID-19. Moving forward, Mintel expects to see more initiatives and creative offerings from ...

higiene e cuidados da casa foi alterada de forma significativa. Os brasileiros demonstram interesse por produtos que ofereçam alta eficácia aliada à praticidade quando se trata da desinfecção de ...

## Shampoo, Conditioner and Hairstyling Products: Incl Impact of COVID-19 - Canada

“As Canadians stay at home to flatten the curve, consumers are taking a more relaxed approach to their haircare. Hair washing and styling routines have moved down the list of priorities and, as a result, haircare product usage is expected to decline in the short term.”

## Social Networking: Inc Impact of COVID-19 - Ireland

“Initiatives taken by social networks to improve mental health during the COVID-19 lockdown will be well received by Irish consumers feeling the effects of isolation. However, mental health problems are increasingly being associated with social networks due to instances of trolling, cyberbullying and the impact of constantly seeing curated lifestyles ...

## Special Interest Holidays: Inc Impact of COVID-19 - UK

“While the travel sector faces an unprecedented threat due to the COVID-19 outbreak, the long-term picture is relatively positive. When travel restrictions are relaxed and the economy recovers, special interest holidays will gain momentum thanks to the growing number of Brits taking up new hobbies during lockdown. Domestic and rural ...

## Touring and Adventure Holidays: Inc Impact of COVID-19 - UK

“When travel restrictions begin to ease consumers will be more cautious about group-based touring formats than other holiday types. The market will have to adapt, at least in the interim, and possibly in the longer term. Adaptations should include smaller group sizes incorporating the ‘new normal’ of social distancing, private ...



## Traditional Toys and Games: Incl Impact of COVID-19 - US

"The toys and games industry saw unexpected growth at the beginning of 2020 due to the COVID-19 pandemic. Consumers of all ages are looking for new and entertaining ways to spend their abundant at-home leisure time, and they are turning to toys and games to fill this need. While toys ...

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

"Retailers across a variety of sectors continue to face different challenges resulting from the COVID-19 pandemic. While the UK is one of the later countries to allow non-essential stores to reopen, stores have already had to adapt to social distancing and other safety measures but the coronavirus crisis is creating ...

## Wearable Devices (Incl Impact of COVID-19) - China

"Despite a bumpy start to 2020, China's wearables market has remained resilient and in good fighting spirit. Consumers' willingness to engage with their health data is spiking due to the COVID-19 outbreak. This will likely result in higher sales volumes of wearable devices. On the one hand, the health and ...

## 包装烘焙食品 (新冠疫情后的增长) - China

"近年来，包装烘焙食品品类稳定增长，未来几年将继续保持增势。层出不穷的风味和口感创新迎合了市场动态，是该品类增长的主要动力。市场竞争环境激烈，驱使品牌致力于彰显产品多样性，并且进军更多消费场合。新冠疫情期间，包装烘焙食品的市场需求增加，因为消费者希望能从此类食品中寻求慰藉，提振心情。长远来看，由于消费者更注重健康饮食和身心健康，他们未来会热衷于更健康的产品选择。"

— 吴珍妮，研究分析师

## 抗衰老产品 (应对新冠疫情之后) - China

## Trending Flavors and Ingredients in Desserts and Confections: Inc Impact of COVID-19 - US

"Consumers are making room for small treats on a routine basis and familiar, comforting flavors are easing consumers through stressful times. As health and wellness trends continue to focus on collective wellbeing, there is room for regular indulgence and healthy innovation as long as brands uphold flavor as a top ...

## Voice Control: Inc Impact of COVID-19 - UK

"Voice is becoming an increasingly important way for brands to create interactions with consumers across key parts of their lives, from information gathering to smart home control and, increasingly, for purchasing. Although COVID-19 will see people put new technology purchases on hold, people will be spending more time at home ...

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

"Fashion retailers are facing unprecedented times and will be one of the hardest hit retail sectors as consumer shopping behaviour has altered drastically to reflect changes in lifestyles during the COVID-19 lockdown. Even when fashion stores reopen, people's lives are unlikely to return to full normality with social distancing ...

## 可穿戴产品 (含新冠疫情分析) - China

"尽管2020年开始得跌跌撞撞，中国可穿戴设备市场仍坚韧不拔，保持着顽强的斗志。由于新冠疫情的爆发，消费者使用健康数据的意愿陡增。可穿戴设备的销售量或将因此而提升。一方面，健康和医疗使用场景是可穿戴设备市场开发时的重要突破点。另一方面，产品定位正在发展出更多具体细分，迎合不同年龄段群体。这将帮助品牌在激烈竞争中脱颖而出。"

许昕远，初级研究分析师

## 新冠疫情后的免疫力管理 - China

“成熟女性消费者基数庞大，更好地满足30岁以上女性消费者的需求是市场机遇所在。品牌要想在市场竞争中凭借差异化脱颖而出，不仅可凭借显著的产品功效，也可通过支持成熟女性的生活方式，并关爱其情感需求。年轻消费者（尤其是18-24岁的消费者）使用抗衰老产品主要是为了预防而非解决衰老问题。该群体的财务信心受新冠疫情的冲击最大，因此有可能会推迟消费抗衰老产品的步伐。”

— 蒋亚利，高级研究分析师，2020年5月29日

## 新冠疫情后的汽车零售市场 - China

“由于汽车零售行业严重依赖线下经销商模式，新冠疫情导致线下汽车经销商和贸易市场被迫关门，造成销量中断。新冠疫情的影响使汽车品牌和消费者更加意识到线上零售的必要性和潜力。”

消费者对将部分购车流程转移到线上表现出强烈兴趣，尤其是因为线上的车价和售后服务价格往往更加透明。消费者在线上还可享有具有安心交车服务的个性化购买过程，这也可能成为另一个动因。

值得注意的是，线下汽车经销商仍将是消费者咨询价格或试驾的主要初始渠道，并且许多消费者对传统面对面的关系建立了信任。因此，销售人员的专业性是线下经销商应加强的核心竞争力，以提供准确的信息并使购买过程个性化。”

— 周同，高级研究分析师，2020年5月31日

## 母婴产品零售 (含新冠疫情分析) - China

“未来几年，据预测新生儿数量将会减少，母婴产品零售市场整体增长将主要依赖人均支出增长。线上综合性购物网站对母婴产品零售更重要，消费者更加依赖于此。线上母婴论坛是可信的育儿信息来源，尽管它们仍面临将内容商业化的挑战。品牌和零售商可利用母婴相关服务瞄准年轻的消费者，强化品牌资产和购物体验。”

— 施洋，研究分析师，2020年5月30日

## 皮肤管理 (应对新冠疫情之后) - China

“新冠肺炎让消费者更关注免疫力相关产品和服务，但是很多产品的可信度较低。品牌可采用多渠道互动营销，携手行业专家（如营养师、医生和健身教练），通过其代言提升产品宣称的可信度。由于免疫力管理市场拥挤，品牌还可瞄准消费者对产品更高端的需求（如对新场合和新配方的兴趣），推进产品创新，谋求脱颖而出的机遇。此外，消费者对很多‘速效’宣称心存疑虑，说明融合产品和服务的解决方案能更好地满足消费者对全面进行免疫力管理的渴求。”

— 刘文诗，研究分析师，2020年6月18日

## 新冠疫情对消费的影响——一季度更新 - China

“新冠疫情冲击了中国经济增长，但经济基本面依然稳固。毕竟，中国拥有14亿人口的消费市场，而且是在采取果断的封锁措施遏制疫情后，最先走出危机的几个国家之一。尽管如此，消费者信心仍遭受动摇，而且新冠疫情后全球经济气候的不确定性日益增加。中国经济复苏的速度很大程度上取决于国内消费支出。到2019年，国内消费支出已占GDP增长的60%。因此，就业和CPI（居民消费价格指数）是未来几个月需监测的关键宏观指标。”

尽管自3月份以来，主要经济指标和消费者信心已显现出复苏的迹象，但这一快速复苏在很大程度上是由商业活动的恢复所推动的，而在2月新冠疫情最严重的时候，商业活动几乎处于停滞状态。重振消费信心以推动经济复苏才是长久之计。英敏特于4月展开的最新研究表明，重振消费信心将是缓慢而谨慎的。

由于消费者减少在外时间，少数行业，尤其是居家食品等必需品成为新冠疫情的受益行业，而许多其他行业则时运不佳，面临着不同的复苏道路。虽然新冠疫情带来了冲击，但它也是变革的催化剂，将推动企业在困境中创新、随机应变并调整其商业模式。”

— 王瑾瑜，研究分析师，2020年4月30日

## 烘焙店 (应对新冠疫情之后) - China

“新冠疫情之前，许多烘焙店运营商着重通过产品高端化，大多是风味创新，来鼓励消费升级。其中一个重点趋势是混合甜味和咸味食材，着重添加草药。但是，跟餐饮业一样，新冠疫情突然爆发，该品类停业，发展计划被打乱。目前该市场正缓慢恢复，想要走在竞争前列的运营商有可能从一开始就需针对更多主食产品。我们有望见到更着重于推出早餐、午餐、晚餐套餐，而对零食化趋势的兴趣说明小口产品和便携外卖产品有创新机会。”

— 俞文，研究分析师，2020年4月30日

## 豪华车车主生活方式 - China

“新冠疫情爆发后，出门戴口罩已成为消费者的日常习惯。英敏特研究显示，除了常见的粉刺和毛孔粗大等皮肤状况之外，戴口罩的习惯诱发了更多皮肤问题，例如皮肤干燥发痒。这意味着品牌有机会更专注于天然成分和被证实的功效，以满足消费者在疫情后的需求。”

## 针对50岁以上人群的营销(含新冠疫情分析) - China

“新冠疫情让中老年消费者的很多日常活动都转移到了线上。英敏特预测，使用线上服务的习惯将不断改变中老年人的生活，为其带来更多便利与乐趣。品牌可以在满足他们的信息、社交和娱乐需求方面探索更多商机。

较之年轻一代，中老年人失业的风险较小，经济上受影响较小。他们赋予了旅行很强的消费优先权，并且十分愿意培养新爱好、结交新朋友。品牌可通过支持中老年消费者对后半段人生的规划和实现梦想的需求，从而触及更多中老年消费者，帮助他们与时俱进，更好地应对未来的不稳定因素。中老年人在总人口中的占比日渐提升，中老年人市场充满了潜能，不容忽视。”

— 邵愉茜，初级研究分析师，2020年5月31日

“新冠疫情后，与整个汽车市场相比，豪华车市场将更具韧性和竞争力，因为计划购买豪华车消费者的财务状况受到的冲击较小，并且升级需求仍然存在。

基于购车因素不同的优先次序，豪华车车主表现出不同的特点。与美国等发达市场不同，美国消费者普遍认为豪华车是“自我放纵消费”，而更多中国消费者则认可豪华车的质量价值。了解不同豪华车车主对汽车功能、品牌服务和活动的期望之间的差异和一致性，将有助于品牌制定以消费者为导向的策略，并更有效地满足消费者的不同需求。

此外，豪华车品牌正在不同领域持续创新为消费者提供解决方案，例如，将汽车的概念从单纯的交通工具转变为“车内梦想空间”、提供运动体验以及建立线上社群。”

— 甘倩，研究分析师，2020年6月30日

## 香水(应对新冠疫情之后) - China

“未来几年，国外大品牌在中国香水市场的主导地位将受到挑战。随着消费者日渐偏爱独特、不常见的香味，如今他们正将目光投向大品牌的经典香水之外。在消费者看来，国际知名奢侈品牌的香水除了高级以外，几乎不太具备其他正面特质，而小众香水品牌则有趣、有创意且独特有个性。

此外，新冠疫情的爆发促进了中国本土化日渐发展，消费者越来越支持本土品牌以及中式生活方式和价值观。如今，本土品牌拥有得天独厚的优势，利用中国传统引起消费者共鸣；而国外品牌将更难单纯凭借自己的国际化“出身”来打造令人向往的形象。”

— 李玉梅，高级研究分析师，2020年5月31日