

June 2022

Attitudes towards Emerging Culture - China

“Emerging cultures have the potential to strongly influence consumers’ lifestyles and purchase decisions. The strength of this influence is related to the development level of the culture. To further cultivate the culture, brands will need to make a continuous effort in infrastructure building and service offerings to strengthen engagement (eg ...

Attitudes towards Lunch Out-of-home - UK

“Lunchtime foodservice operators’ margins have been squeezed more than ever before having felt the brunt of the pandemic, Brexit, VAT returning to 20% from 1 April 2022 and now unprecedented increases in fuel/energy and ingredients costs. They must also contend with Britons’ preference towards eating lunch at home, resulting ...

B2B Economic Outlook - UK

“One of the biggest challenges facing the economy is a surge in inflation. Rising inflation was widely expected to be transitory when global economies reopened in 2021. However, the conflict in Ukraine sent energy prices spiralling, which has raised long-term inflation expectations and increased uncertainty about the post-COVID-19 economic recovery ...

Black Consumers and Media Consumption - US

“Black consumers are consuming media from multiple sources. While video and audio media are in higher demand, print and digital media is still relevant to the total population and more relevant to specific groups like young Millennial Black women and fathers. Like many consumers, the world around them has transformed ...

Brand Overview: Drink - UK

“As inflationary issues and economic uncertainty impact on household budgets and discretionary spend, it will become even more critical for brands to communicate their value proposition to resonate with consumers.

Attitudes towards Lunch at Home - UK

“A permanent shift to more remote working will continue to support the at-home lunch occasion going forward. Pressures on household incomes in 2022 will boost the appeal of home-made lunches as an affordable option, benefiting ingredients and meal components. Products which tick a number of boxes on nutrition will tap ...

Attitudes towards Uncertainties - China

“An environment full of uncertainty has made people pay more attention to mental health and home environment, which are the hotspots for brands to follow up. In addition, brands also need to provide more reassurances to alleviate the stress caused by uncertainty. For example, providing monitoring functions to give back ...

Beer - Brazil

“Brazilians have been more careful when it comes to alcohol consumption, which has boosted the interest in beers with healthier attributes. Money-saving is another key factor that has made more than half of beer consumers change their drinking habits.”

– **Laura Menegon – Food and Drink Analyst**

Bottled Water - UK

“The income squeeze and the accelerated sustainability movement will further ingrain the use of refillable bottles and severely test the resilience of the bottled water market. Added value innovation that taps into the leading usage drivers – taste, health, hydration and energy/focus – is set to be pivotal in ...

Car Finance - UK

“Despite experiencing a strong recovery from the pandemic in value terms in 2021, the car finance market faces a challenging 2022. Supply chain issues and inflationary pressures continue to disrupt the

Brands that align their offerings to wellness trends, position their launches as more than just beverages and encourage consumers to ...

CBD in Health and Wellness - US

“While health is a strong opportunity for CBD brands, market players shouldn’t assume consumers know the benefits of the compound and the products that contain it. Education efforts are still in order to communicate what CBD is, what it does, how to use it and, most importantly, that it works ...

Changing Face of the High Street - UK

“The cost of living crisis is likely to place a significant damper on what should have been a welcome return of stronger footfall to the UK’s high streets. In-store sales are expected to regain more ground in 2022 but the positive price and convenience perception of online is likely to ...

Chocolate Confectionery - US

“Chocolate confectionery’s best assets have shone in recent years, further solidifying an already strong role as a versatile, indulgent, satisfying and convenient treat and snack. Yet a new generation of consumers with contemporary ideas about indulgence, snacking and wellbeing will challenge brands to meet new needs, tastes and occasions to ...

Consumers and Investing - US

“The retail investment industry continued to experience strong growth in 2021, as an influx of first-time investors made their way into the market. While some may lose interest in investing because of current economic factors, such as rising inflation, there are still opportunities for brands to attract new-to-market investors. Fractional ...

Customer Service Preferences in Financial Services - UK

automotive sector and the rising cost of living is placing household finances under pressure. In this climate, providers will ...

Cerveja - Brazil

“Os brasileiros têm refletido mais sobre o consumo de álcool, o que impulsiona o interesse por cervejas com características mais saudáveis. A economia de dinheiro é outro fator fundamental que tem feito mais da metade dos consumidores de cervejas mudarem de alguma forma seus hábitos de consumo.”

– Laura ...

Cheese - Canada

“Cheese is a staple of the Canadian diet to the extent that nearly everyone eats it. As such, the path to growth for the category is in driving frequency. The good news is cheese is one of the most versatile categories around as it’s sold in a wide variety of ...

Consumer Snacking Habits - Ireland

“In a post-COVID-19 era, consumer demand for snacks has remained high. However, the market is currently facing challenges which include the cost-of-living crisis, the Ukraine war and the obesity crisis that have impacted affordability, production of food ingredients and packaging materials and snacking perceptions. To ensure consumers continue to snack ...

Convenience Stores - US

“Convenience stores are an essential part of many consumers’ shopping journeys and will see an increase in traffic as some consumers with pent-up demand take to the roads in Summer 2022. Convenience stores will be a functional purchase for shoppers, but there is opportunity to infuse fun into the purchase ...

Digital Trends Summer - UK

“The metaverse has become a well-worn buzzword since Mark Zuckerberg rebranded Facebook to Meta in

“Although customer service satisfaction levels are fairly high, there is vulnerability as branch closures continue and the cost-of-living crisis drives the need for support. Many consumers still prefer human interaction, especially for more complex issues and advice. This will require the shift to digital communication to retain face-to-face communications, with ...

Disposable Baby Products - US

“After seven consecutive years of declining birthrates, 45,000 more babies were born in the US in 2021 vs 2020. Parents who delayed having a baby in the early days of the pandemic finally moved ahead with their plans. In response, category sales grew by 6.2% in 2021 based ...

DIY Retailing - France

“The French DIY market has seen two exceptional years of growth as a result of the COVID-19 pandemic and is well placed to capitalise on the ongoing focus amongst consumers on their home environment. Although we expect the cost of living crisis to hold back growth in 2022, there are ...

DIY Retailing - Spain

“Spain is facing a growing cost of living crisis and consumer enthusiasm for DIY and home improvements has cooled since the lifting of COVID-19 restrictions. Sector specialists’ sales growth is expected to slow in 2022. Price will be uppermost in the minds of those shoppers feeling the financial squeeze and ...

Early Adopters & Emerging Consumer Technology - US

“Technology is a major driver of the economy, making Early Adopters an important audience to win. This group is motivated by curiosity and the sheer fun of discovering something new, but innovations must also serve a helpful purpose. Even during turbulent times, Early Adopters remain excited about new technology; providing ...

Fashion Online - UK

“In 2022, while growth in the online fashion market has slowed, the channel continues to capture a significantly greater share (44%) of overall spending on clothing and

October 2021. But even as new metaverses continually come into existence and businesses fall over themselves to be ‘seen’ in the metaverse, consumers remain largely unaware, with just a third claiming to know much about ...

DIY Retailing - Europe

“The DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels. DIY has been one of the more resilient retail sectors during the pandemic. In 2021, specialists’ sales continued to increase, recording 3.9% growth across the five leading economies ...

DIY Retailing - Italy

“With a gradual trend of decline in the proportion of Italians shopping at DIY retailers, store operators are increasingly having to look for new sources of revenue, which is resulting in a high level of innovation and experimentation in the market. While in the short-term the cost of living crisis ...

DIY Retailing - UK

“DIY was again one of the best-performing non-essential retail markets amid continued disruption in the past year. However, the coming year will be much less certain, as demand slows with less time indoors and a near-perfect storm of inflation and supply chain issues. The growth of specialists, then, will depend ...

Facial Skincare - US

“The facial skincare market has seen steady growth since 2017, which can partially be attributed to the essential nature of the category and stable market penetration. Thanks to an increased focus on hygiene and an intensified need for self-care, the overall category did not suffer major losses in 2020 as ...

Female Car Consumers - US

“In the eyes of female consumers, auto brands and retailers leave much to be desired when it comes to female friendliness, inclusivity, social responsibility and

footwear than pre-pandemic. As consumers cut back on discretionary spending amid the worsening cost-of-living crisis, online fashion sales at value-focused retailers and pureplays ...

Financial Wellness - Canada

“As the financial marketplace grows increasingly complex and new products are constantly on the horizon, it is crucial that Canadians have the judgement to make informed decisions about the financial products and services that best meet their needs. While institutions such as banks, employers and government agencies can facilitate literacy ...

Footwear Retailing - UK

“The footwear market has faced pent-up demand, as consumer routines become normalised and the high street reopens. Value for money will be a key focus for consumers as the cost-of-living squeeze begins to take hold; big-name brands will need to further prove durability and quality as many consumers look to ...

Fragrance Trends in BPC - China

“With the fragrance trend continuously penetrating the personal care and household care market, more scented products have entered consumers’ life. Having more players joining and adding layered scents worked as a trigger for premiumisation in the past, but it will be more mainstream in the future. To further drive premiumisation ...

Garden Product Retailing - UK

“The year ahead will be a lean one for the garden product sector as a financial squeeze follows two years of remarkable pandemic-driven growth. Retailers and brands must focus on maintaining engagement with the new shoppers they picked up in the last couple of years. With consumers already concerned with ...

Gut Health Management - China

transparency. This should raise alarm bells, as more than half of women are looking to buy a car within the next three years – further ...

Food and Drink Gifting - UK

“Food and drink gifting occasions will remain resilient during the income squeeze in 2022-23, but there is a strong likelihood of trading down within categories. Recommendations of more affordable substitutes for favourite products should chime in this climate. ‘Build your own gift package’ initiatives can also help retailers to attract ...

Format and Texture Trends in BPC - China

“Consumers’ pioneering spirit for trying new formats/ textures is high and the passion is shared across the majority of consumers, offering room for manufacturers to explore the innovation opportunity. Brands could leverage the power and mildness of natural ingredients while focusing on good absorption features to boost perceptions of efficient ...

Gambling Trends - UK

“The market is making a strong recovery from the COVID-19 pandemic but is likely to have its wings clipped by new remote sector restrictions driven by player safety concerns. Operators will respond by targeting more recreational customers with an entertainment-led approach.”

– David Walmsley, Senior Leisure Analyst – June ...

Gender Identity and Expression - US

“Traditional gender roles continue to influence social expectations and norms. Younger generations and LGBTQ+ people are more likely to recognize and feel limited by these outdated but enduring stereotypes. As gender expansive identities and expressions grow in prominence, consumers will increasingly look to brands to eliminate traditional gender roles and ...

Hábitos de Cuidados da Casa - Brazil

“The increasing awareness of gut health management, coupled with the improvement of industry regulations on probiotics, is expected to drive ‘gut health’ and ‘probiotics’ to be the key words to capture spending interest in gut health products. It’s important to know that gut health management is currently not a widespread ...

Home ISPs & Bundled Services - Canada

“Home internet is now a necessity for Canadian households. Its importance has created a very stable industry, and most customers are happy with their service. However, that stability comes with low consumer engagement and a static market. Stakeholders will need to focus on targeted opportunities for growth, like rural Canada ...

Household Care Packaging Trends - UK

“The economic and global scenario alongside environmental sentiments will influence the way people approach household care packaging. Adding to the demand for convenient packaging, consumers will have a greater focus on the value that packaging can provide, while interest in sustainable packaging options will further strengthen. Because of these factors ...

Intergenerational Family Finances - UK

“Amid a challenging economic climate and a demographic shift, intergenerational support and financial planning between family members from different generations will become more important. While there is an extensive desire for intergenerational financial support, planning and actually having these discussions is much less evident. This culture of avoidance means that ...

June UK Retail Briefing - UK

“A combination of inflationary pressures has seen households warned to expect the worst hit to real incomes since comparable records began 30 years ago, with further price hikes expected when the energy cap is next revised in October 2022. Significantly, these pressures will not affect all households equally, with lower-income ...

“Em um novo momento da pandemia de COVID-19, além da preocupação em relação a higiene e desinfecção, os brasileiros têm novas prioridades, mostrando interesse por inovações pautadas por conveniência, sustentabilidade e segurança à saúde. As marcas de cuidados domésticos ainda têm o desafio de abordar temas relacionados à divisão de ...

Household Care Habits - Brazil

“As the COVID-19 pandemic enters a new phase, in addition to hygiene and disinfection, Brazilian consumers seem to have new priorities, demonstrating interest in innovations based on convenience, sustainability and health safety. Household care brands also have the challenge of addressing issues related to the division of household chores and ...

Ice Cream - China

“Growing time spent at home as a result of the recent resurgence of COVID-19 in China may benefit in-home consumption of packaged ice cream due to its comforting role. Brands can step further by transporting consumers to their favourite destinations with ice cream recipes inspired from regional cuisines. Meanwhile, it’s ...

June European Retail Briefing - Europe

“Mintel’s consumer research confirms that thanks to the pandemic there is now significant confidence among many European consumers to embark on DIY and home improvement tasks, whether that is upcycling items, doing home improvements or repairs. This has led to some attitude shifts when purchasing DIY goods. As such, some ...

Laundry and Fabric Care - China

“Trading up and refining laundry routines with more products are the growth engines of the laundry and fabric care category. Capsules have great potential among laundry detergents, with an advantage in convenience. In-wash scent boosters, when combined with functional benefits (eg softening fabrics, sterilising), can open up a new prospect ...

Marketing to Gen Z - Canada

"Gen Z now represents the young adult market in Canada and will continue to grow in size and purchasing power in the years ahead. In many ways, they are similar to past generations – but their differences have important implications for the consumer market.

Specifically, their media habits, usage of ...

Meal Replacements - China

"With the target audience mainly being females, meal replacement brands need to provide age-specific solutions among females to sustain growth. In addition, the line between meal replacements and snack foods is increasingly blurred. Without compromising the taste, brands need to promote 'plus' nutrients while downplaying 'minus' claims to satisfy consumers' ...

Mobile Phones - Ireland

"2022 has brought new challenges to the mobile phone sector, with increased costs of living negatively impacting consumer confidence and finance – potentially seeing consumers reigning in their spending on phone services and upgrading handsets less frequently."

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

Music Concerts and Festivals - UK

"The live music industry is well-positioned to navigate the cost of living crisis. Having been deprived of attending events as a result of the pandemic, there is significant pent-up consumer demand for live music and this will lead many people to prioritise spending money on tickets. Meanwhile the livestreaming of ...

Oral Care - UK

"The oral care market has risen in value for the first time since 2016 and consumers are taking a renewed interest in their oral health, seeing it as part of their general wellbeing. Although the cost of living crisis will encourage savvy shopping behaviours among some consumers, the infrequency of ...

Outdoor Cooking - Canada

Marketing to Gen Z - US

"Whether they are teenagers or young adults, Gen Z are in a transitory phase in their lives, as even the adult members of this generation are not yet fully financially independent of their parents. While also having to deal with the struggles traditionally associated with coming of age, Gen Z ...

Medicare - US

"As Medicare has adapted to a global health crisis and hurtles toward an uncertain future with trust fund depletion approaching, beneficiary attitudes have responded in kind, with mixed attitudes toward the present and future of the system characterizing a state of flux. Medicare Advantage plans continue to gain popularity while ...

Multicultural Young Adults & Sustainability - US

"While sustainability is viewed as important by the majority of multicultural young adults, it is not top priority, playing second fiddle (or sixth fiddle) to more pressing concerns, such as personal health and finance. Entities looking to boost sustainability efforts must lean into the personal benefit to be had from ...

Online Shopping for the Home - US

"The demand for home goods is starting to soften after pandemic highs, as consumers start to shift spending out of the home, while dealing with challenges from increasing inflation. Brands and retailers must focus on delivering value in various forms to best appeal to shoppers. The online channel will remain ...

Oral Health - US

"The pandemic provided the impetus for Americans to establish new healthy at-home rituals in personal care, which fuelled a positive change in oral care routines and products used. Advancing the idea of good oral care as a component of self-care will continue to resonate with a large constituency of consumers ...

Pasta and Noodles - US

“Although brands may have a difficult time sustaining the pace of sales experienced during the pandemic, Canadian consumers are enthusiastic about the category, with four in 10 expressing intentions to make an outdoor cooking equipment purchase within the next year. Price sensitivity will impact purchase decisions, particularly in light of ...

Plant-based Proteins - US

“PBMA sales are slowing following the market’s pandemic-driven growth in 2020, as initial trial of PBMA products has not translated to sustained category engagement. The PBMA market faces a positive long-term outlook; the development of better tasting, less-expensive products along with increased interest in climate-friendly diets will propel future sales ...

Regional and International Flavors and Ingredients - US

“Global cuisines remain a conduit of both creativity and comfort despite the volatility of the past two years. Slight shifts are emerging pointing to signs that while mainstream cuisines remain popular consumers are exploring beyond the classics. While interest in exploration signifies innovation opportunities, brands will need to offer balanced ...

Saving and Investing for Children - UK

“The children’s savings and investment market is set to be impacted heavily by the rising cost of living. Lower-income households, with less disposable income, will struggle to contribute to children’s savings on top of paying out for essentials. Providers should focus on accessibility for all, by removing fees for opening ...

Software - UK

“Software has developed into a major market with digital processes penetrating virtually every role in business and across every industry. The revenue development has been disrupted as costing models have been moved to usage and as lower-cost packaged software has been developed with increased capability and flexibility. The inclusion of ...

Sustainability and Travel - US

“While the last two plus years have provided a windfall for the category, there is still work for brands to do. The issues that once stifled growth persist. Still, consumers are well engaged drawn undoubtedly for the versatility, convenience and affordability of most products. To sustain some of the momentum ...

Private Healthcare - UK

“With the government admitting that NHS waiting lists will only start to decline in 2024, private healthcare activity will be boosted by those unwilling to wait to receive treatment or care. The result is that independent hospitals should be braced for higher volumes with opportunities to further expand capacity at ...

Residential Windows & Doors - UK

"2020 was a year of contrasting fortunes emanating from the pandemic. Pent-up demand, particularly in the repair, maintenance and improvement (RMI) sector, propelled demand in 2021, and while 2022 started briskly, the mounting issues of rampant inflation, consumer confidence and at the same time cost price increases are repeating the ...

Skin Beauty Services - China

“To occupy the post-cosmetic surgery skincare market, brands can position themselves as a supplement after cosmetic surgery which can prolong the effects from cosmetic surgery, provide high efficacy skincare products focusing on basic hydrating and repairing, cater to consumers’ simplified but delicate skincare philosophy.”

– Jane Chai, Research Analyst

Sugar and Gum Confectionery - UK

“Value sales of sweets and gum have shown a strong recovery in 2021/22, but volume growth remains hard to achieve. While consumers show strong interest in sugar reduction NPD, such products continue to play a limited role in the market, the technical hurdles in delivering a compelling experience a ...

Sustainability in Technology - UK

“The climate emergency is not lost on travelers, even as they intend to travel in greater numbers. They want travel providers to be more sustainable so that they can travel with a clear conscience and not create undue harm to the planet. This undertaking involves more than sustainable practices; it ...

“Concern over quality is the primary reason consumers have not bought refurbished technology before. Therefore, it is key that retailers give clear visual examples of what a refurbished or second-hand device looks like in ‘fair’ condition or ‘good’ condition, particularly for the more expensive products.”

– Zach Emmanuel, Consumer ...

Teen & Tween Sports - US

“With more sports to play and more ways to follow, youth sports are coming out of the pandemic with a strong growth potential. Teens are connected to their teams, athletes and brands in deeper ways than ever before. They are eager to return to play, but the field-of-play has evolved ...

Televisions - UK

“After a couple of strong years on the back of COVID-19, the TV market faces a challenging 2022, as the cost of production rises and household budgets are squeezed. The emergence of hardware and software bundled together in TV sets, is one area that can see TVs evolve and drive ...

The Chinese Consumer: Adjusting to Uncertainties - China

“Brands which build on authentic experiences featuring both convenience and transparency are likely to stand out from the competition, as these factors may trigger the sense of reassurance and comfort which is highly desired when people have to deal with financial struggles and uncertainties during and after the pandemic. Besides ...

Winter Holiday Shopping - US

“Value-seeking behaviors will predominate in the 2022 winter holiday season, as inflation leads consumers to prioritize lower prices and other forms of value. The season will continue to stretch earlier and longer as consumers embrace new habits and a planned approach to their shopping. In spite of challenges, consumers are ...

Women's Facial Skincare - UK

“Value growth in women’s facial skincare will be largely driven by inflation in 2022, and the comparison capabilities of the online channel will facilitate savvy shopping habits, exacerbating challenges around value growth in the category. To offset this, brands can look to prove product claims in order to instil purchase ...

Yogurt - China

“Ambient yogurt is facing declining consumption frequency and low willingness to trade-up. Chilled yogurt, despite its large decline in market value, saw increases in overall consumption frequency. Innovations focused on sugar-free products, patented strains, and improved indulgence brought by mix-ins will help win back the market momentum.”

Yogurt and Yogurt Drinks - US

“2022 is expected to mark the strongest growth of the yogurt category’s three-year pandemic upswing. The health and convenience of yogurt align with consumers’ new-normal lifestyles and priorities, and perceived affordability gives the category an edge against rising grocery prices. As inflation stabilizes, brands will be challenged to avoid falling ...

中国消费者：适应不确定性的未来 - China

“建立在真实体验的基础上并兼具便利性和透明度的品牌很可能从竞争中脱颖而出，因为这些因素可以带来安全感和慰藉感，这正是在疫情期间和疫情后应对财务困境的人们所殷切渴望的。除了实用性因素，中国消费者也在寻求文化连接，并与那些关心弱势群体（如老年人、少数群体、宠物）和环境的道德品牌产生共鸣。”

– 顾菁，品类总监

代餐 - China

冰淇淋 - China

“由于代餐产品的目标受众主要是女性，代餐品牌需要提供针对不同年龄段女性的解决方案以维持增长。此外，代餐和零食类食品日益融合；在不妥协口味的基础上，品牌需要宣传“添加”类营养，同时弱化“减少”类宣称，从而满足提升免疫力和肠道健康管理等消费者最希望获得的健康功效。”

— 殷如君，高级研究分析师

对不确定性的态度 - China

“充满不确定性的大环境促使人们更加关注心理健康和家居环境，这也是品牌需要跟进的热点。此外，品牌还需要提供更多的保证，以缓解不确定性导致的压力。例如，提供监测功能，帮助消费者重获掌控感；承担更多的企业社会责任，打造可靠的品牌形象等。”

——张鹏俊，研究分析师

护肤美容服务 - China

“品牌若想在医美术后护肤市场占据一席之地，可将自己定位为医美手术后的补充角色，帮助延长医美手术的效果，并提供主打基础保湿和修复作用的高效护肤品，迎合消费者简约但精致的护肤理念。”

— 柴静彦，研究分析师

美容个护产品的香氛趋势 - China

“随着香氛趋势不断渗透个人护理和家居产品市场，更多香氛产品走进了消费者的生活。在过去，越来越多的品牌加入香氛赛道并通过叠加香味实现高端化，但这类举措在未来将会更加大众化。鉴于许多品牌已建立了香味创新的能力，为了进一步驱动高端化，品牌必须提供创新的香型，而不是借鉴香品类类的香型。同时，相比单纯依靠香味来获得增长，开发更多进阶功效更加关键。”

香水市场仍然前景广阔，因为消费者正积极探索，并且他们在不同场合表达个性和展示个人品味的意愿很强烈。然而，鉴于消费者要求通过独特性来彰显与众不同，这也给香味创新带来挑战。为了保持领先地位，香水品牌需要利用不同香型下的小众元素，比如中药成分，以带来更多新的综合创作。此外，品牌也可以利用迷你香水进一步帮助消费者探索，并推广非社交场景的香水使用，以保持未来的强劲增长势头。”

“最近，由于中国新冠疫情复发，人们的居家时间变长，这可能有利于包装冰淇淋的居家消费，因为冰淇淋具有慰藉作用。品牌可以更进一步，通过以地域美食为灵感的冰淇淋配方，令消费者仿佛置身他们钟爱的地方。同时，冰淇淋品牌挖掘健康化趋势的时机已到，目前该趋势已经在其他食品和饮料品类显现，品牌可以利用更加健康天然的成分对产品进行升级。”

— 鲁睿勋，高级研究分析师

对新兴文化的态度 - China

“新兴文化有望强烈影响消费者的生活方式和购买决策。其影响力的大小与特定文化的发展水平有关。为进一步培养新兴文化，品牌需要持续投资基础设施建设和服务项目，以提升参与度（比如提高大众对冰雪运动的参与频率）。为进一步扩大新兴文化对人们生活方式的影响，品牌可利用深耕特定领域的KOL的力量，或通过IP联名，真正与目标消费者产生共鸣（如激发怀旧情感、唤起民族自豪感等）。”

— 侯彦，高级研究分析师

美容个护产品的形态和质地趋势 - China

“大多数消费者对新形态/质地跃跃欲试，热情高涨，为品牌提供了探索创新机遇的空间。品牌可利用天然成分的功效和温和性，同时专注质地的易吸收特质，提高消费者对产品有效性的联想。品牌可借鉴医美概念，推出与功效挂钩的新形态/质地，以吸引年轻的“功效党”消费者。油类形态越来越受欢迎，品牌可通过解决不同肤质在这品类上的痛点，将该形态延伸至更多不同的品类。”

— 古丹阳，高级研究分析师

肠道健康管理 - China

“随着消费者的肠道健康管理意识不断提高，再加上益生菌产业监管有所加强，“肠道健康”和“益生菌”等关键词预计将虏获消费者对肠道健康产品的购买兴趣。品牌和制造商需了解的是，目前肠道健康管理并非消费者普遍追求的生活方式，因此它们有必要精确地满足消费者的短期需求（即改善情绪），或以其业务愿景为导向，打造符合消费者长期需求的未来产品规划（即采用本土研发的益生菌菌株）。”

— 刘文诗，高级研究分析师

— 蒋亚利，高级研究分析师

衣物洗护用品 - China

“消费升级和利用多种产品的精细化洗衣流程是衣物洗护用品市场的增长引擎。在衣物洗涤品类中，使用更方便的洗衣凝珠大有潜力。此外，融入功能性益处（如柔顺衣物和除菌）的衣物留香珠可为衣物护理品类开创新前景。”

— 何雨婷，研究分析师

酸奶 - China

“常温酸奶的消费频率呈下降趋势，且消费升级意愿不高。尽管冷藏酸奶市场销售额大幅缩水，但其整体消费频率呈上升趋势。无糖产品创新、专利菌种以及颗粒带来的更好的纵享体验，都将有助于酸奶市场重获增长势头。”