

July 2021

## Alcoholic Drinks Consumption Habits - Brazil

“Despite health concerns and the desire of reducing alcohol consumption, some Brazilians have actually increased the consumption of alcoholic drinks since the beginning of the COVID-19 pandemic, probably as a way of dealing with emotional issues during this challenging period. Therefore, there is a growing interest in low-alcohol and ready-to-drink ...

## Bodycare and Deodorant - US

“The bodycare and APDO market has shown slow yet steady growth since 2016, which can partially be attributed to the essential nature of the category and stable market penetration. Shelter-in-place orders enacted during the pandemic caused some consumers to take a relaxed approach to APDO, leading to less frequent usage ...

## Coffee and Tea Tracker - US

"Coffee and tea consumption has gone up year over year driven, in particular, by away-from-home specialty coffee and tea drinks as restaurant restrictions were lifted. While the Delta variant may bring more restrictions, operators and brands should offer consumers, especially younger generations, specialty beverages now to inspire consumer loyalty through ...

## Color Cosmetics - US

“After a steep hit in 2020, the category is beginning to pick back up as interactions outside the home increase and usage of protective face coverings subside. Pent-up demand and a desire for fun is helping to speed recovery.

As we reemerge from the pandemic, expect a larger focus on ...

## Commercial Property - UK

“The commercial property market had already begun to enter a phase of structural change well before the onset of the pandemic. The impact of COVID-19 has accelerated many existing trends including the demise of the traditional high street, the rapid rise of ecommerce and urban logistics, and a shift towards ...

## Blockchain - UK

“Blockchain is now more than a decade old and the commercialisation of the technology beyond cryptocurrencies is extending beyond the banking and finance sectors. Its potential remains enormous and the market is beginning to grow rapidly. While it remains early days for application in the banking and finance sector, cryptocurrencies ...

## CBD and Pets - US

“CBD for pets products are one of the newest additions to the cannabis market and are not dissimilar from CBD for people. Issues like regulations complicate the consumer experience, particularly in regard to what vets can – and cannot – say or do when it comes to CBD for pets ...

## Color Cosmetics - Brazil

“The makeup segment has suffered the most the impacts generated by the COVID-19 pandemic, especially due to social restrictions and the worsening of the economic recession in Brazil. On the other hand, the nail products segment has been more resilient, with many brands exploring digital interactions to stay connected with ...

## Colour Cosmetics - UK

“Colour cosmetics has seen significant disengagement largely due to the pandemic, with return to ‘normal life’ boding well for the category as the return of social occasions will impact usage behaviours. Long-term growth will come from aligning with key consumer trends; the increased focus on skincare presents opportunities not just ...

## Commuting - Canada

“COVID-19 has been particularly disruptive for transport, but offers a chance to reset the dial and build a more sustainable, integrated 21st century network. The car has become a cocoon for many people during the pandemic with the challenge of encouraging a shift towards public transit becoming more difficult. The ...

## Consumer Snacking - UK

“The COVID-19 pandemic has seen an increase in snacking at home, both in the day and in the evening, including more comfort eating. The widely held view that less healthy snacks have a place as part of a balanced diet ensures continued opportunities for indulgent snacks. However, consumers’ heightened focus ...

## COVID-19 Impact on Food and Drink: One Year Later - US

“The COVID-19 pandemic afforded food and drink brands across the board an unparalleled opportunity to prove their worth. While the strong dollar gains will be short-lived, the relevance can resonate. 2021 will be marked with continued uncertainty for consumers eager to reclaim power as they navigate the opportunities and limitations ...

## Department Stores - UK

“Department stores have been rocked by COVID-19 and face increased competition from pureplays and fashion retailers expanding into new categories. They will need to respond by widening and elevating the in-store services they offer to encourage customers to visit stores, as well as making shopping easier by blending the in-store ...

## Discounters - Ireland

“Discounters have continued to grow in popularity across IoI, especially with the impact of COVID-19. Many consumers in the IoI market have suffered financially due to lockdown which has made them think carefully about where to spend their money. Discounters have provided consumers an option to buy their products at ...

## Exercise Trends - US

“The extended length of the COVID-19 pandemic has forced consumers to adapt to at-home exercise, permanently altering how consumers view the fitness landscape. With exercisers confined to their homes, fitness brands rapidly updated their digital offerings to respond to consumers’ changing expectations. Because consumers now have a vastly expanded array ...

## Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

## Dentistry - UK

“As part of the ongoing response to the pandemic, the interruption to dental service provision has had, and will continue to have, an impact on the income and sustainability of practices, dental laboratories, the dental supply sector, self-employed dental care professionals and support staff. Whilst the risk of widespread insolvency ...

## Digital Trends Quarterly - UK

“The growing number of QR code uses that are adding practical value in people’s everyday lives, along with increased usage by necessity throughout COVID, means that for many people seeing a QR code and opening their camera app to scan it is becoming second nature. This provides a platform to ...

## Esports - China

“Mintel is confident about the long-term prospect of the esports industry despite the growth slowdown in the number of pan-esports participants in 2021. The esports industry will further diverge in participants’ needs as the industry develops and matures. Professional services are increasingly important in order to serve hardcore fans’ needs ...

## Fast Casual Restaurants - UK

“The pandemic has caused a blurring of lines within the foodservice market as fast casual restaurants encroach into the space occupied by full-service restaurants by offering enhanced service features such as table service. Likewise, the use of better ingredients makes it more worthwhile for consumers to visit a fast casual ...

## Foodservice Brand Ethics - US

“Restaurant customers overwhelmingly embrace foodservice brand ethics, desiring to see employee welfare, animal welfare and sustainability improvements at restaurants, and this is especially true for quickly growing demographics such as younger, multicultural consumers. Consumers expect restaurant chains to be able to pay for these improvements themselves, rather than passing on ...

## Fruit - US

“The fruit category is poised to maintain much of the sales momentum it gained over the course of the pandemic, particularly the fresh segment. Fresh fruit is unique in that it is perceived as inherently healthy and is the original in grab-and-go convenience, and it dominates category sales, controlling 90 ...

## Gut Health Management - China

“Gut health will evolve to be more than simply preventing physical health issues from happening in consumers’ current life stage. For mass market consumers, especially the early middle-aged, they will have a long-term goal to achieve healthy ageing. For gut issue sufferers, this will include leading a better lifestyle but ...

## Holiday Rental Property - UK

“UK holiday rentals were hit hard in 2020, like all forms of tourism, but when restrictions have allowed, they have proved more resilient than other travel sectors. Holidaymakers have sought out self-catering bubbles away from the crowds, on the coast or in the country. The home has become a place ...

## Home Office and Classroom Technology: Hardware & Services - US

“The COVID-19 pandemic changed the way millions of consumers worked and how children learned. For the workforce, the changes will be lasting and have a dramatic impact on future behavior as employees demand more flexibility and the option to work remotely – at least some of the time. For education ...

## Foodservice Coffee and Tea - US

“The foodservice coffee and tea market suffered acute losses during the pandemic as morning commute traffic dissipated. While traffic will rebound as the country reopens, the rise of remote work will create new challenges. However, the pandemic accelerated consumers’ shift away from basic coffee/tea beverages toward cold and specialty ...

## Furniture Retailing - UK

“Furniture spending dropped sharply in mid-2020, driven by store closures, a sharp decline in the housing market and a reduced appetite for big-ticket purchases. This has quickly recovered, however, as the home gained from extended periods inside and redirected spending. Nonetheless, this disruption has sent shockwaves across the retailing landscape ...

## Hábitos de Consumo de Bebidas Alcoólicas - Brazil

“Apesar de manifestarem preocupação com a saúde e buscarem reduzir o consumo de bebidas alcoólicas, parte dos brasileiros aumentou o consumo de álcool desde o início da pandemia, como uma forma de lidar com as questões emocionais nesse período. Assim, é possível observar um crescente interesse por bebidas com teor ...

## Holidays and Traditions - US

“The threat of COVID-19 dampened or canceled holiday celebrations last year. Thanks to the widespread availability of vaccines in the US this year, adults are ready to celebrate Thanksgiving and Christmas with extended family and friends. Brands should bear in mind, however, that a sizable share of families will be ...

## Household Surface Cleaners - Canada

“Surface cleaners were launched into the spotlight early last year as Canadians tried to protect themselves from the threat of the virus. Engagement with the category, both in terms of the importance it has been given and the frequency of use, has grown significantly as a result of COVID-19. The ...

## July European Retail Briefing - Europe

"With the exponential growth of online retailing, retailers are looking at opportunities to grow the market by experimenting with new formats. Amazon is expanding into physical retail, blending the online and offline experience to create unique experiential bricks-and-mortar shopping destinations. The company launched its first physical store in the UK ...

## Laundry and Fabric Care - China

"In China's laundry and fabric care market, consumers focus more on laundry detergents compared to fabric care products. When doing the laundry, the majority of Chinese consumers have cultivated the habit to separate different fabrics and expect laundry products to provide better protection and prolong the life of their clothes ...

## Marketing to Black Millennials - US

"Black Millennials have been impacted by the pandemic more negatively than their peers. Some have suffered financial setbacks and many have lost loved ones due to COVID-19. As a result, it will take these consumers a bit longer to reach a post-pandemic 'next normal.' Brands can support these consumers ...

## Marketing to Hispanic Millennials - US

"Hispanic Millennials feel that their best days are yet to come. While the pandemic impacted their lifestyles and finances, Hispanic Millennials are optimistic about their financial future. As they move forward, they have positive attitudes toward marketing and are open to listening to what brands have to say. As Hispanic ...

## Meal Replacements - China

"An increasing overweight population and the growing prevalence of health issues create opportunities for functional meal replacements which can help consumers manage weight as well as health issues in light of increasing health awareness. With a high priority on healthy eating after the COVID-19 outbreak, meal replacements also have the ...

## July UK Retail Briefing - UK

"Department stores have been rocked significantly by COVID-19, which has exacerbated many of the

issues already facing the sector, such as increased online shopping and declining footfall. The closure

of essential stores during the national lockdowns has hit the category hard, with many not having

sufficiently invested in online prior ...

## Maquiagem e Esmalte para Unhas - Brazil

"A categoria de maquiagem foi a que mais sofreu com os impactos gerados pela pandemia, em especial devido às restrições sociais e ao agravamento da crise econômica no Brasil. Por outro lado, a categoria de esmaltes para as unhas mostrou-se mais resiliente, com muitas marcas explorando interações digitais para se ...

## Marketing to Empty Nesters - US

"Parents look forward to becoming empty nesters, but their identity as a parent still remains intact. They desire to maintain their strong connection with their children and are still there to provide any kind of support their children need. Beyond their children, they look for community and connection with their ...

## Marketing to Millennials - Canada

"There is a real sense that the Millennial generation is one that strives for stability. Younger Millennials are at a phase in life where they are newer to living as independent adults and are therefore working hard to establish solid financial footing. The economic impact of the pandemic has been ...

## Mobile Gaming - US

"This is the time for mobile gaming brands to take calculated, creative risks. New and established gaming brands alike are entering the mobile space, and they're bringing their resources and creativity with them. Today's mobile games embrace the full range, from simple puzzles to fully developed media experiences that rival ...

## Multicultural Young Adults' Attitudes toward Advertising - US

“Multicultural young adults are avid consumers of media who believe that ads matter – even though they rarely see themselves or their communities accurately depicted in them. This dichotomy creates a real opportunity for marketers to invest in truly understanding this audience in all its racial, cultural and economic diversity ...

## Older Generations: Online Shopping Behaviors - US

“Older consumers are increasingly adopting online shopping practices across categories. They are savvier than some might credit them, desiring to use ecommerce not only for health and safety but for convenience and an enjoyable experience as well. As a result, many will continue shopping online even as COVID-19 becomes less ...

## Online Retailing - France

“The COVID-19 health crisis has accelerated the digitalisation of society, galvanising retailers into upping their game online. People have been shopping for more goods online, and doing so more frequently. Store-based players have benefitted most, and with 77% of online shoppers saying they intend to continue buying from the retailers ...

## Online Retailing - Spain

“Undoubtedly, online retailing has been one of the biggest beneficiaries of the ongoing COVID-19 pandemic in Spain. The crisis has accelerated growth and fast-forwarded the shift to online by several years. However, during the strict lockdowns, demand intensified beyond what some of the retailers could cope with and the service ...

## OTC Pain Management - US

“The pain management market suffered from 2020-21 due to shifts in typical routines during the pandemic that reduced the need for OTC pain remedies. While the pervasiveness of pain will help maintain category stability, brands will need to meet changing consumer needs by offering preventative products or multifunctional formulas to ...

## Non-winter Holiday Shopping - US

“Consumers are reverting to old routines with a renewed excitement for and appreciation around non-winter holidays. These occasions will continue to be important for consumers across generations and backgrounds, with an increased focus on shared moments and values. Moving forward, brands and retailers can look to connect with consumers through ...

## Online Retailing - Europe

“Online remains one of the fastest-growing areas in retailing, with most markets seeing sales increase in double-digits each year. In Europe, markets such as Germany and the UK are at the most developed end of the spectrum, while Spain and Italy remain relatively underdeveloped. Although shopping habits vary considerably around ...

## Online Retailing - Italy

“The COVID-19 pandemic brought forwards the development of the online retailing market in Italy by one or two years. Although most Italians were shopping online pre-pandemic, the biggest change we've seen has come about through people shopping online more often and across a wider range of product categories. As we ...

## Online Retailing - UK

“The online channel has been one of the main benefactors of the pandemic, as consumers have naturally lent more on online retail for a broader variety of needs than ever before. While the market will naturally see some rebalancing over the next two years, we expect the extended period of ...

## Outdoor Cooking - US

“2020 was a good year for the outdoor cooking market. COVID-19 drove consumers back to their homes, which led them to prioritize their surroundings and invest in their outdoor spaces. What's more, outdoor cooking became a source of escape and relaxation, as well as provided consumers an opportunity to shake ...

## Outdoor Leisure Activities - US

“Outdoor leisure activities received a boost in participation from the pandemic, as many out-of-home leisure venues such as museums, theaters and restaurants were closed. As the country reopens and out-of-home leisure has more points of competition, outdoor leisure activities have an opportunity to be a mechanism for both strengthening social ...

## Personal Care Products during Pregnancy - China

“When choosing personal care products for pregnant women, safety is the top consideration, far outweighing other factors including efficacy and price. From checking the ingredients to researching product reviews, savvy consumers tend to judge by themselves to be more assured. Natural ingredients are fundamentally essential for mild and gentle effects ...

## Radio and Listening Habits - Ireland

“COVID-19 has changed how consumers engage with radio and audio content, shifting more listening to in the home, while also helping to drive usage of streaming services. Moving forward, as more consumers adopt faster broadband and smart speakers, it will help to further boost overall usage of radio and digital ...

## Ready Meals and Ready-to-cook Foods - UK

“The market was hit in 2020, but the easing of COVID-19 restrictions in 2021 will see busier lifestyles return, making the convenience of these meal solutions more attractive once again. Consumer interest in freshly-made ready meals, and the view of these foods as combatting food waste, hold potential for the ...

## Retirement Planning - UK

“Only 34% of people aged over-45-65 have sought expert advice on a pension or retirement-related matter. Yet many more are interested in doing so. This shows there is good scope to expand the market for retirement planning and advice. The challenge for advisers is to convert this interest into positive ...

## Packaged Bakery Foods - China

“Consumers have a great interest in the healthy attributes of packaged bakery products, especially in their freshness, nutrition, and ingredients. Packaged bakery products will be increasingly segmented according to different wellbeing needs for specific consumer groups. The demand for children’s health and weight management significantly impacts consumers’ preferences and selection ...

## Podcasts - UK

“Podcasts are poised to become more interactive, with features such as polls and responsive advertising. The increased time people are spending at home due to the pandemic has also further opened the door for this interaction to take place through voice commands, potentially making listening to some podcasts a more ...

## Ready Meals - China

“Better control over the COVID-19 epidemic has seen growth stabilise in the frozen sector and a recovery in the chilled segment. The conventional ready meals market will benefit from fortified nutrition and clear consumption occasions. As society ages, there will be demand for products with specialised nutrition designed for seniors ...

## Retail Payment Options - UK

“It has been a transformative year for the payments sector with the pandemic acting as a catalyst to regulatory, technological and behavioural change. Cash use has plummeted, contactless payments have surged, and consumers have made use of ‘buy now, pay later’ (BNPL) as shopping moved online. While cards now dominate ...

## Shopping for Household Care Products - US

“Pandemic-driven shopping behaviors caused havoc for retailers, brands and society at large. This led to shortages of household essentials that lasted for months. As household products gained importance amid the need to protect against the virus, the need to

compensate for these shortages forced consumers to cast a wider net ...

## Small Kitchen Appliances - China

“Small kitchen appliances build links with consumers through the ideas of quality of life and health. This trend will continue, although people still face challenges from COVID-19. The market is constantly subdivided, and new products are constantly emerging. The fierce brand competition provides benefits for consumers and drives the product ...

## Smart Security - UK

“Despite Ring having clear dominance in the market, many of its customers are open to using other brands. Outdoor security cameras that can offer a higher resolution than Ring’s Stick Up Cam at a cheaper price are likely to appeal to current Ring doorbell owners. An example is the Reolink ...

## Social Commerce - China

“The social commerce market’s growth is stagnant, with no significant expansion in consumers’ participation this year. Marketing methods dependant on social relationships seem to have reached a ceiling. Community group buying, a format of social commerce, earned attention during the outbreak and attracted internet giants who rushed into the market ...

## Social Media Usage in Lower Tier Cities - China

“With the rise of short video platforms and the booming of various platforms such as Bilibili and Xiaohongshu, lower tier city consumers are no longer using social media only to socialise, but to see the outside world and look for rich life inspiration. Furthermore, they also have higher expectations concerning ...

## Software - UK

“Digital transformation programmes across business and public sectors were rapidly advanced during 2020 with the COVID-19 pandemic. However, the twinned forces of the continued trend towards software as a service and the increased capability and ease of personalisation of packaged software conspired to restrict growth in the value of software ...

## Soup - US

“The \$8.7 billion soup market is expected to decline modestly in 2021 as consumers increasingly adopt pre-pandemic routines, reducing the demand for shelf stable foods such as canned soup. But some areas of the category continue to thrive due to their role in scratch cooking or their connections to ...

## Sports Viewing Experience - Canada

“The cultural significance of sports was highlighted by its role as a barometer of the COVID-19 pandemic. League cancellations underscored the initial shock of March 2020, return-to-play bubbles illustrated ways to live amid the pandemic and the gradual return of fans to buildings has been a symbolic step towards the ...

## The Ethical BPC Consumer - UK

“The pandemic has heightened ethical buying behaviours in BPC, with consumers prioritising ethical credentials more since the outbreak. While environmental considerations remain the most important indicator of a brand’s ethical standpoint, consumers are also looking at a brand’s internal practices such as how it treats its employees and suppliers, as ...

## The Green Household Care Consumer - UK

“Although the coronavirus pandemic put eco-friendly claims temporarily on the backseat, the COVID-19 crisis has also strengthened focus on health and commitment

## Winter Holiday Shopping - US

“The 2021 winter holiday shopping season will be marked by a robust return to in-store shopping and in-store experiential retailing as consumers’ concerns about the pandemic ease and they cautiously branch out more. Still, even as consumers resume old shopping

towards the environment. This presents a new range of growth opportunities for eco-friendly household care brands. However, savvy shopping behaviours and increased consumers' understanding of environmental discussions mean ...

## Women's Facial Skincare - UK

"Women have embraced multistep skincare routines during the COVID-19 outbreak, with product usage seeing a significant increase and growth in spend robust despite cautious spending habits. Women have prioritised facial skincare over other BPC categories, seeking to improve the health and appearance of the skin in parallel with reduced makeup ...

## 代餐 - China

"不断扩大的超重人口和日益增加的健康问题为功能性代餐创造了商机。随着健康意识不断提高，该类产品有机会帮助消费者管理体重和健康问题。新冠疫情爆发之后，消费者更重视健康饮食。代餐也有机会通过更灵活和多样的产品形态，关注功能性以外的需求，以现代解决方案的形式融入到日常饮食。"

— 鲁睿勋，高级研究分析师

## 包装烘焙食品 - China

"消费者对包装烘焙产品的营养特点抱有浓厚的兴趣，尤其是它们的新鲜度、营养价值及成分。包装烘焙产品将来越细分化，以满足特定消费群体的不同健康需求。对儿童健康及体重管理的需求大大影响消费者对包装烘焙产品的偏好及选择。进一步专业化以满足消费者日益具体和独特的需求可填补市场机遇。"

— 黄梦菲，研究分析师

## 孕期个人护理产品 - China

"孕期女性挑选个人护理产品时，安全是首要考虑因素，重要性远超功效、价格等其他因素。从查看成分到研究产品评价，精明的消费者更倾向于相信自己的判断，让自己更加安心。天然成分是实现温和效果的基本要素，此外品牌还可通过展示自身专业性、利用权威机构颁发的证书和认证突显高端特质，从而在激烈的竞争中脱颖而出。"

habits, they won't abandon newly formed behaviors, ensuring that online ...

## Yogurt & Yogurt Drinks - Canada

"Yogurt is well-positioned to meet the needs of consumers during the pandemic as it's regarded as a healthy snack. That said, the category continues to evolve, particularly as the prominence of non-dairy alternatives grow. Yogurt companies that are open to new ideas will be best positioned in the post-COVID world ...

## 低线城市：社交媒体使用习惯 - China

"随着短视频平台的崛起以及B站、小红书等各类平台遍地开花，低线城市消费者使用社交媒体的目的不再只是社交，而是希望获取丰富的生活灵感，通过社媒了解外界世界。另外，他们对APP的使用体验也有着高要求，与时俱进且有专业性的平台才能脱颖而出。对于品牌来说，充分利用社交媒体的影响力来触及更多低线城市受众至关重要。品牌不管是在社媒上打造多维度内容、优化推送质量来提升消费者共鸣，还是通过一系列有娱乐感的品牌'破圈'活动来增加话题度，如'软植入'综艺节目、与手游跨界合作，力求在贴近低线城市消费者日常生活的同时，满足他们对于'新意'和'美感'的追求。"

— 邵愉茜，研究分析师

## 厨房小家电 - China

"厨房小家电通过生活品质和健康理念与消费者建立联系。尽管人们仍面临新冠疫情带来的挑战，但这一趋势将延续下去。市场不断细分，新产品也持续涌现。激烈的品牌竞争令消费者受益，并推动产品渗透率逐步增长。不论是在电商还是实体零售店，消费者都更注重购物之旅中的产品体验。这将推动品牌进行零售和营销的差异化竞争，以求获得消费者忠诚度的优势。"

— 益振嵘，品类总监

## 电子竞技 - China

"尽管2021年泛电竞参与者数量增长放缓，但英敏特对电竞行业长远前景充满信心。随着电竞行业发展和成熟，参与者需求会进一步分化。要满足铁杆粉需求并刺激其消费，专业服务的重要性日益突显，而非铁杆粉往往将电竞当成时髦的休闲娱乐活动。鉴于泛电竞参与者注意力转瞬即逝，品牌与电竞IP（知识产权）合作可以帮助自身树立年轻、富有活力的形象，但此举不太可能成为销售驱动

— 靳尧婷，研究分析师

## 社交电商 - China

“社交电商市场增长陷入停滞，今年消费者参与率没有明显扩大。依赖于社交关系的营销手段似乎也触达瓶颈。社区团购作为社交电商的形式之一，在疫情期间获得关注并吸引了互联网巨头纷纷涌入。政府的监管措施将有助于该行业健康发展，并促使头部品牌更注重提升消费体验，从而带动增长。”

— 张鹏俊，研究分析师

## 衣物洗护用品 - China

“在中国的衣物洗护用品市场，比起衣物护理产品，消费者更注重衣物洗涤产品。大多数中国消费者在清洗衣物时已养成了将不同面料分开洗涤的习惯，并期待洗涤产品可为衣物提供更好的保护并延长衣物的使用寿命。因此，针对不同面料的产品细分和保护性衣物洗涤产品可满足消费者需求。此外，从各种维度探索环境友好型衣物洗护用品，比如研发更多创新环保产品及举办活动宣传环保理念也非常重要。”

— 柴静彦，研究分析师

力。”

— 益振嵘，品类总监

## 肠道健康管理 - China

“肠道健康将不再仅仅事关预防消费者现阶段的身体健康问题。对大众消费者而言，尤其是刚步入中年的消费者，这将是健康变老的长期目标。对有肠道健康问题的人群而言，这不仅包括改善生活方式，还包括修复负责身体信号传递的部位。该市场未来的机遇在于多方面：通过肠道健康点引衰老管理的市场教育；强调益生菌对生活方式引起的肠道问题的整体益处；进行‘减法游戏’，剔除可能会损伤肠粘膜的成分。”

— 刘文诗，高级研究分析师

## 预加工食品 - China

“新冠疫情防控得当，使得速冻食品品类增长趋于平稳，冷藏食品品类逐渐复苏。传统预加工食品市场将受益于食品的营养强化以及明确的消费场景。随着社会老龄化，针对老年人设计的特殊营养食品需求量将会增加。消费者追求更便利有趣的烹饪体验以及更好的用餐过程，这将促使预制菜品类加码产品创新。”

—— 彭袁君，研究分析师