

December 2021

Accommodation - Ireland

“The number of consumers using accommodation has suffered at the hands of COVID-19. Consumer confidence is low when booking accommodation as a third of Irish consumers fear that they will contract the virus, whilst others fear their travel plans may be disrupted due to restrictions. However, staycations have grown in ...

Attitudes towards Cooking in the Home - UK

“COVID-19 has resulted in more meals being eaten at home, and driven an increase in scratch cooking, a trend that was already being seen before the pandemic. Home cooks still place a high value on convenience and shortcuts to cooking though, offering good news for brands in prepared ingredients. Home ...

Attracting New to Market Investors - UK

“COVID-19 has had a largely positive impact on the retail investment industry, with many providers experiencing strong growth in new account openings in 2020 and into 2021. Although interest in investing may wane as the pandemic comes to an end, the strong rise in household deposits during the pandemic indicates ...

Beauty Influencers - China

“Today’s consumers pay attention to a wide range of information sources to help them make purchase decisions; not only detailed introductions of ingredients and formulas, but also beauty tips and product usage experiences. Building a professional image remains the key to winning consumer trust in the era of information overload ...

Beer - China

“Rejuvenation and premiumisation have been the growth engines and development directions of beer brands. To differentiate products from the competition, brands need to target the increasingly segmented demands of different consumer groups, with more purist

Alternate Transportation - US

“Most consumers look to alternate transportation as a compliment to vehicle ownership, rather than a replacement. However, this evolving part of the auto industry continues to introduce consumers to new and innovative services. As alternate transportation becomes increasingly available, affordable and convenient consumers will continue to look to these services ...

Attitudes towards Sugar & Sweeteners - UK

“Having exacerbated the obesity crisis and spurred the government to double down on HFSS products, the COVID-19 pandemic has accelerated the need for the food/drink industry to cut sugar. A focus on less sweet flavour profiles remains a missed opportunity. Meanwhile, demystifying sweeteners and exploring those with other nutritional ...

B2B Economic Outlook - UK

“2021 has demonstrated a rapid recovery from the record fall in GDP in 2020 – in sharp contrast to the elongated flat recovery following the last recession. However, the huge uncertainties surrounding the outbreak of Omicron now dominate expectations for the economy. While the government clearly remains resistant to another ...

Beauty Retailing - US

“Beauty retailing is evolving and becoming more flexible to meet consumers’ needs and shopping preferences. The global health crisis has shifted consumer behavior in many forms. There is an increased interest in wellness-related beauty products, and value offerings. Digital channels now have a more critical role in the shopping journey ...

Black Consumers' Vacation Plans - US

“Despite being hard hit by conditions surrounding the pandemic, Black consumers are eager to zip up their suitcases to escape their everyday routines. To build these connections, brands need to first take measurable steps toward diversity and inclusion to accurately

beer launches for males and more imaginative flavour innovation for females. Building a distinctive brand ...

Changing Consumer Needs in Retail Banking - UK

“Retail banking providers have faced steep challenges during the pandemic, and have prioritised customers most at risk of difficulty. In general, though, consumers are not fully convinced of their commitment to serving vulnerable customers. This is more to do with a lack of awareness of specialist support, though, suggesting a ...

Cheese - UK

“COVID-19 has provided a considerable boost to cheese thanks to its affordability, versatility and the increased cooking from scratch trend. Whilst an increased consumer focus on health and the environment poses a threat to the market, openness to vegan/plant-based alternatives offers a way to keep people engaged. The use ...

Cinemas - UK

“Cinemas have experienced both highs and lows during 2021, with the phenomenal success of blockbusters masking more muted performance across the year, as audiences remain tentative about returning regularly. Omicron’s impact is likely to further temper audiences’ enthusiasm for returning, meaning safety measures will continue to be important. Similarly, cinemas ...

Cleaning for the Family - UK

“Engagement with the category and spend on cleaning products are both higher among parents of under-18s. While this indicates room for growth, household care brands should also take into account that parents choose cleaning products more carefully and pay greater attention to on-pack information. As parents are also more likely ...

Commercial Borrowing - UK

“The number of new lenders in the market grows every year and businesses can now choose between finance offers from banks, as well as manufacturers, digital

represent Black consumers as active participants in the travel space ...

Cheese - China

“Consumers’ perception of cheese has improved since 2014, thanks to the popularity of kids’ cheese. For kids, cheese is still regarded more as a functional food, especially for calcium and protein supplementation, thus differentiating products by fortified nutrition will help to differentiate. For young adult consumers, snack-ish formats, innovations among ...

Chinese Spirits - China

“The Chinese spirits market is moving towards centralisation, with leading brands gaining ever greater value share. However, consumers’ exposure to a plethora of alcoholic beverage options and stereotypes about baijiu will impact future market growth. Chinese spirits brands should not only capture rising health consciousness by providing healthy alternatives, but ...

Clean Beauty - US

“In spite of its recent backlash, consumer perception toward clean beauty is largely positive. The majority of consumers view clean products as safer than mainstream, and some even demonstrate a willingness to pay more for clean products. However, as competition in the space increases, claiming to be “clean” will not ...

Coffee Shops and Coffee Culture - Ireland

“COVID-19 has taken a huge toll on the overall foodservice sector, limiting the ability of coffee shops and cafés to operate in 2021. Despite this, Irish appetite for coffee and other hot drinks remains high, while issues surrounding single use takeaway cups remain an important issue.”

– Brian O’Connor ...

Consumer Approach to Nutrition - US

“Consumers approach nutrition with the best of intentions towards being healthier and feeling better.

banking platforms, alternative lenders and others. For businesses whose plans for the upcoming years are aimed at growth rather than simply to survive, alternative ...

Consumer Spending Sentiment - H2 - China

“The trend of a stable recovery of China’s economy remains unchanged. Although the financial situation and confidence of consumers has declined slightly in the second half of the year, the impact of the coronavirus outbreak is expected to be alleviating. As consumers pursue a higher quality of life, self-enjoyment and ...

Cooking and Baking Habits - China

“The rising priority of healthy eating since the COVID-19 outbreak drives increased adoption of healthier cooking methods and lighter diets. Opportunities exist in developing low/no/reduced sodium solutions, which still receive less attention than sugar-free products, to support consumers’ evolving taste preference. At the same time, brands should proactively ...

Cooking Sauces, Pasta Sauces and Marinades - US

“After a 2020 with unprecedented growth of 23%, sales of sauces and marinades essentially stagnated in 2021, though still 20+% ahead of their 2019 levels. Sales will correct in 2022, as consumers more fully return to dining out and pandemic restrictions abate. Category brands have work to do to engage ...

Cruises - US

“The cruise industry has a message for the early-pandemic naysayers: we’re back and here to stay. Cruise passengers are excited about cruise lines resuming operations, making a quick recovery a real possibility. To continue to build affinity, cruise lines need to not only continue to provide safety but also bring ...

Cycling and Walking Holidays - UK

But external factors like household income complicate their ability to prioritize nutrition and even the ability to put mental effort into looking at labels or counting calories. Clearly labelling products as low sugar, high protein or ...

Consumers and Health Insurance - UK

“The UK public and private healthcare sectors continue to face challenges and disruption associated with the coronavirus pandemic. However, the health insurance market stands in a strong position with opportunities for growth in the short and medium term. The pandemic has encouraged consumers to think more about their health and ...

Cooking Habits - Brazil

“High prices and tight budgets are the main motivators for consumers to cook at home. This has also led them to adapt their cooking and eating habits in search of cheaper options. Solutions that do not make everyday meals more expensive and that offer greater convenience and added health benefits ...

Credit Cards - UK

“The COVID-19 pandemic has impacted the credit card market, as reduced spending opportunities and increased savings have limited credit card use and the need for borrowing. Consumers will continue to remain wary about debt and limit credit card borrowing as the cost of living rises and household budgets are squeezed ...

Current Accounts - UK

“Despite generally high satisfaction levels with current accounts, switching activity has grown in the second half of the year as providers bring back incentives. With more branch closures throughout the year, digital customer service and video appointments will grow in importance, with particular need to raise awareness of these services ...

Dark Spirits and Liqueurs - UK

“COVID-19 has triggered a rise in cycling and walking, and a desire to avoid crowded places and find solace in nature. It has accelerated consumer interest in wellness experiences which enhance both physical fitness and mental wellbeing. Cycling and walking holidays should also benefit from longer-term trends towards more active ...

December European Retail Briefing - Europe

"The fact that well over three quarters of grocery shoppers across Europe (93% in both Italy and Spain, 85% in France, 82% in the UK and 79% in Germany) agree that supermarkets should promote the benefits of buying produce that is in season more indicates a high degree of awareness ...

Designer Fashion - UK

“The impact of the pandemic and lack of access to offline channels have made shoppers dependent on online channels at every phase of the buying journey- from learning what is on-trend to keeping in touch with brands, from selecting and purchasing products to sharing their shopping experience. Luxury retailers will ...

Digital Trends Quarterly - UK

“Privacy has become a key battleground for messaging apps, browsers, app stores and operating systems. All must balance the need to personalise the digital experience and make money, while ensuring consumers don't feel exploited. Consumers are not averse to their data being used to enhance their experience, but they need ...

Eating Out Review - UK

“Four in five Britons ordered takeaways in 2021 as COVID-19 has well and truly accelerated the shift towards home delivery services, giving consumers more choices than ever before.

Still, many people are tempted out by an increasingly diverse and high quality dining scene, with on-premise participation driven by consumers making ...

Equity Release Schemes - UK

“After a sharp drop in the dark spirit and liqueur market in 2020, the reopening of hospitality over spring and summer 2021 saw sales rapidly regain momentum. However, with the expected pressures on household finances in 2022 caused by rising inflation, the market will see another year of gradual recovery ...

December UK Retail Briefing - UK

"2021 was one where the pandemic continued to loom large, although in certain areas the landscape of post-pandemic retail became a little clearer. Online purchasing remained heightened and it is clear that COVID-19 will indeed mark a step-change in engagement in the channel. Mintel's COVID-19 Tracker has on average recorded ...

Digital Trends - Q4 - China

"Chinese consumers have become highly dependent on social media apps in their daily lives, driven by the wide-ranging content and various digital services integrated in those apps. Experience matters a lot to consumers when they use social media. Therefore, brands should consider leveraging technologies such as VR/AR and virtual ...

E-Learning - China

“Adult e-learning market experiences accelerated development when the “Double Reduction Policy” puts an end to K-12 tutoring, forcing most of the education service providers shift business focus to adult education. Consumers' demand of online education mainly focuses on career and self-improvement. Courses and content to improve competence in workplace are ...

Electric and Hybrid Cars - UK

“Set against the backdrop of an automotive sector that has been struggling from falling demand, the performance of the electric and hybrid sector has been spectacular. Growing awareness of the benefits these vehicles offer is now being matched by improvements in model range. With impending bans on petrol and diesel ...

Estate Agents - UK

“The pandemic has brought a series of challenges, but it has also proved beneficial for the equity release market. The prospects for further growth are strong as a series of factors, such as the ageing population and rising house prices, are likely to play in favour of the equity release ...

Evolutions in eCommerce - US

“The pandemic has permanently changed how consumers interact with technology, with the lines between physical and virtual spaces becoming increasingly blurred. The continued reliance on technology and the escalation in online shopping activity has driven innovation and the advancement of newer forms such as augmented and virtual reality and digital-only ...

Frozen Breakfast - US

“Frozen breakfast players have many paths moving forward: leaning into occasional indulgence will bring satisfying variety to at-home routines; a play for portability can lessen the blow of the return to on-the-go occasions that might otherwise be lost to foodservice; improving natural positioning and nutritional value can strengthen health cred ...

Hispanics' Vacation Plans - US

“Despite COVID-19, most Hispanics took vacations in the past two years, and most plan to do it again in the next two years. While the extent to which they can travel depends on the evolution of the pandemic and new variants, Hispanics have positive attitudes toward vacationing if they think ...

Leisure Review - UK

“A successful COVID-19 vaccination programme has enabled the release of pent-up demand for social leisure in the second half of 2021, despite some consumers remaining cautious about infection risks.

Loyalty in Financial Services - US

“As new competition emerges in the financial services space, loyalty continues to be a concept that is strongly

“The estate agents market was supported by the stamp duty holiday, which drove a boom in market activity in 2020 and into 2021. This helped offset losses seen in 2020 due to the closure of the housing market, and later cautiousness due to uncertainty over the pandemic. Future growth may ...

Financial Needs of Mass Affluent Consumers - US

“The mass affluent hold a unique set of attitudes that straddle the line between the mass market and the affluent, creating a consumer group that can be of particular value to financial services brands. Their motivations in selecting new products often align with those of the mass market, demonstrating that ...

Hábitos Culinários - Brazil

“A alta dos preços e o orçamento apertado se mostram como as principais motivações para que os consumidores cozinhem em casa e, também, os têm obrigado a adaptar seus hábitos culinários e alimentares em busca de opções mais baratas. Nesse cenário, toda solução que não encareça as refeições do dia ...

Ingredient Trends in Beauty and Personal Care - Brazil

“The pandemic has made health and safety a priority, leading Brazilian consumers to seek greater transparency and scientific evidence from beauty and personal care products. Classic ingredients are known by most consumers and can represent a strategic differential. However, the lack of knowledge on functional ingredients, which constitute a large ...

Lifestyles of the Over-55s - UK

“The over-55s are all too aware of the rising cost of living and the implications this has for their pension pots. This is arguably fostering a fiscal bunker mentality across the over-55s, illustrated by a focus on saving and a hesitance to spend more than is necessary. And yet the ...

Loyalty Programs - Canada

“Canadians are very familiar with loyalty programs; perhaps too familiar. The wide availability of programs

challenged for traditional FIs. Consumers have more choice than ever when it comes to their banking endeavors, and while legacy FIs have the competitive advantage of trust, non-traditional providers are encroaching on ...

Luxury Travel - UK

“Although relaxation remains a key motivator for luxury travellers, many are looking to get more out of their most expensive upcoming holiday, with adventure, celebrating something special or personal growth/development being strong motivations to travel. As such, brands play an important role in connecting travellers with enriching or transformative ...

Marketing to Modern Women - China

“Modern women are no longer bound to the ideal image of being a ‘Superwoman’, with regard to the right age to get married, achieving the delicate balance between work and home life, and always looking perfect. Instead, defining a career path and creating more ‘me moments’ to achieve personal pursuits ...

Menu Insights - Tea Houses 2H - China

“The tea house industry has been blooming in the past decades, and continuing to flourish with company-operated or franchise business models. Consumers’ increased preference in the lighter mouthfeel and health-conscious product selections have put pure tea and lean products at front with a focus on high-quality raw materials. Together, an ...

Online Experiential Retailing - US

“To attract consumers, encourage engagement and drive sales; multichannel and pure play retailers must reimagine their customer experience offering in an online setting. Critical underpinnings of a successful online experience are choice and flexibility. Let consumers try products before they buy them, choose when and how they collect and/or ...

Over-50s Guaranteed Acceptance Life Insurance - UK

and the ubiquity of basic models – points for purchases that eventually lead to a reward – has made them an expected tool for consumers, but not one that actually elicits loyalty.

The opportunity is ...

Marketing to Adults Without Kids - US

“The number of childless adults in the US will continue to grow, and brands must develop strategies for addressing this market. The first step will be understanding that not all adults without kids have the same goals, interests or financial circumstances – particularly as adults without kids tend to fall ...

Marketing to Young Parents in Lower Tier Cities - China

“With the development of information flow and omnichannel retailing, young parents in lower tier cities are increasingly approaching those in big cities when purchasing and selecting products for their kids, and are more sensitive to products ranked as bestsellers, word-of-mouth recommendations, and popularity of the brands. Meanwhile, from rewards for ...

Omnichannel Retailing - China

“Consumers have established ways of shopping and searching for information across different channels. Online channels’ penetration is slowing down, while offline channels are gaining footfall. At this moment, brands and retailers should shift the focus to enhancing shopping experiences for consumers and cultivating customer loyalty by maintaining consistency across key ...

Online Literature - China

“The online literature market has become a mature mass entertainment and sees slower user growth and high penetration. Looking ahead, maintaining users and motivating active usage will be more important than recruiting new users. Players need to clarify how different advertising efforts can play a role in user recruitment, retention ...

Profiles of the Cannabis User - US

“Sales of over-50s life insurance rely on heavy and consistent advertising to generate awareness and drive demand. Effective marketing strategies are even more of a necessity now, in order to motivate consumers to purchase and turnaround the recent decline in sales.”

Profiles of US Gamers - US

“Gamers play for more reasons than just to have fun and relax. Different groups each get something unique from the experience; accomplishment, narrative exploration, socialization or competition. Working with these gaming motivators can help brands and businesses apply themselves and their products in ways that effectively target an incredibly diverse ...

Sauces, Seasonings and Spreads - China

“Growth in the sauces and seasonings retail market has slowed in 2021 due to the recovering foodservice sector. The compound seasoning segment retains its robust performance and is expected to pose a threat to ready meals with continued innovations around flavours and convenience. Besides competing with adjacent categories, brands can ...

Small Kitchen Appliances - US

“The COVID-19 pandemic afforded small kitchen appliance brands across the board an unparalleled opportunity to prove their worth as consumers’ time at home led to increased cooking and willingness to invest in their spaces. Yet these levels of elevated engagement are not permanent, especially amid cooking fatigue and as consumers ...

Suncare - UK

“The easing of international travel restrictions and surge in staycations have supported the recovery of suncare in 2021. However, the pandemic has highlighted the category’s dependence on overseas holidays and domestic weather conditions. As consumers simplify their BPC routines, the category also faces threats from adjacent categories where NPD in ...

Supermarkets - France

“Cannabis consumers are not a monolithic group. Motivations for use, preferences for when to use and unmet needs for future occasions vary across five distinct segments of cannabis users. Brands will need to consider the characteristics of each group, along with their unique needs and wants, but should also pay ...

RTD Alcoholic Beverages - US

“The strong attention placed on the RTD alcoholic beverages category leading into 2020, driven by seltzer excitement and prepared cocktail quality improvements, was further intensified amid the pandemic. Home drinkers looking for convenient variety gave the category a shot and explored within it, moving RTDs from occasional party drinks to ...

Self Diagnostics - US

“Following nearly two years of heightened attention on personal health, industry players must capitalize on consumers’ top-of-mind and forward-looking health ambitions going into 2022. In order to sustain the category’s pandemic-fueled growth, continued emphasis on self-diagnostic tools that can help monitor traditional illness and become an integral part of virtual ...

Still, Sparkling and Fortified Wine - UK

“Consumers’ increased environmental consciousness as a result of the pandemic makes it imperative for companies to be proactive on sustainability. Wine made with surplus ingredients such as ‘wonky’ grapes is a promising area for brands to explore. Bag-in-box wines also have a chance to shine in the current climate, being ...

Supermarkets - Europe

“Having experienced a strong demand for food and essentials, European supermarkets and discounters continue to benefit from the ongoing COVID-19 pandemic. Food retailers’ sales increased across the continent and the sector still presents good prospects for retailers which is underpinned by shifting consumer priorities. This is an exciting journey shaped ...

Supermarkets - Italy

“Grocery has been one of the more resilient retail sectors during the pandemic. Online sales, c-stores and local shops were particularly successful as many people shopped more frequently and with smaller baskets. Hypermarkets conversely were negatively impacted by changes in behaviour as well as the drop in fuel sales, the ...

Supermarkets - Spain

“An unprecedented uptick in consumer spending on in-home food and drink as a result of the forced closure of foodservice outlets during the COVID-19 pandemic has been a boon for grocery retailers. National mid-size to large format supermarket chain and market leader Mercadona had the best year in its history ...

Tendências em Ingredientes de Beleza e Cuidados Pessoais - Brazil

“A pandemia elevou a priorização da saúde e segurança, levando os consumidores brasileiros a buscarem por maior transparência e comprovação científica para a eficácia de produtos de beleza e cuidados pessoais. Alguns ingredientes clássicos são conhecidos por boa parte dos consumidores e podem representar diferencial estratégico. No entanto, o elevado ...

The Evolution of Technology in Consumers' Lives - US

“COVID-19 will have a lasting impact on consumers’ digital behaviors. The push to more remote and flexible functions has opened the door for new avenues of communication and virtual activities. Consumers are experimenting and adopting new channels to connect with each other and brands. Major categories like healthcare, retail and ...

Trending Asian Cuisine Flavors - US

“The long history of Chinese food in the US and its resulting ubiquity ensures its role as the most consumed Asian cuisine. Trends have come and gone, but there continues to be room for additional uptake of lesser-known types of Asian food including regional and emerging cuisines. Much of Asian ...

Virtual Reality - UK

“With the finances of many Italian households under pressure and food price inflation on the rise, shoppers’ focus will increasingly be on price and value making the discounters a growing threat to the mainstream grocery retailers. However, with their buying power, extensive and growing own-label ranges and established loyalty schemes ...

Supermarkets - UK

“Both 2020 and 2021 will have been record years for grocery retail in the UK. 2021 may not fully match the demand seen in 2020, but fundamental changes in working life for many and persistent hesitancy for some around visiting out-of-home venues means demand remains heightened. Online has been the ...

The American Workforce - US

“The COVID-19 pandemic continues to transform the country’s job market and workforce. In addition to impacting where and how people work, the pandemic has also incited other workforce trends including the Great Resignation, surging labor unrest and the heightened focus on DEI initiatives in the workplace. Brands and companies need ...

The Future of Foodservice: 2022 - US

“The foodservice industry has been one of the hardest hit by the pandemic, but also saw operators rapidly evolve to serve changed consumer needs related to value, safety, and convenience. Even amid continued labor, supply, and inflation challenges, the foodservice industry is beginning to recover. After accelerating technological advancements that ...

Utility Capital Expenditure - UK

“Infrastructure investment will continue to be a key focus across the utility sectors, driven by the need to replace old assets, boost resilience, deliver an environmentally sustainable network and supporting the transition to Net Zero. In response to COVID-19, the government and regulators have also encouraged companies to accelerate investment ...

White Spirits - US

“Cross-platform gaming will be key in making VR a more social experience by removing the need for friends and family to own headsets in order to play together. Meta is trying to improve the social aspect with mixed reality features while Google Stadia is potentially adding VR to its platform ...

“Although the pandemic dampened on-premise spirit consumption and the total market in 2020, it accelerated the growth of trends in the spirits market that will ultimately benefit white spirits brands who follow them: a love of premium spirits, creative at-home cocktails and RTD options that casualize and extend white spirits ...

低线城市：针对年轻父母的营销 - China

“随着信息流通和全渠道零售的发展，低线城市年轻父母在孩子产品的购买和选择上，越来越趋同于大城市家长的选择，对品牌销量榜、口碑推荐，以及品牌知名度的敏感度也越来越高。同时，从奖励孩子到亲子旅行，新一代父母的带娃方式中融入了更多年轻人追求新鲜独特体验的生活理念。文化及公益主题等能够帮助引导和培养孩子正确消费观的元素，可以作为差异化特色有效地吸引父母和孩子们的注意力，帮助品牌创造具有教育意义的跨界场景，从而与低线城市年轻父母建立起更长期的信赖关系和更深层次的情感连接。”

全渠道零售 - China

“消费者在通过不同渠道了解信息和购物方面已经形成了相对稳定的模式。线上渠道的渗透率增速正在放缓，而线下渠道的客流量迎来增长。当前，品牌和零售商应将重心转向提升消费者的购物体验和培养用户忠诚度，如保持线上和线下渠道在关键维度上的一致性，以及通过实质性福利推动会员注册和续费。”

— 姚滨妍，研究分析师

啤酒 - China

“年轻化和高端化已成为啤酒品牌的增长动力和发展方向。为使产品从竞争中脱颖而出，品牌需要瞄准不同消费群体日益细分的需求，为男性消费者推出更多纯粹的啤酒新品，为女性消费者带来更多富有想象力的口味创新。打造独树一帜的品牌形象也很重要，以使高端化和营销更具说服力和吸引力。”

— 黄梦菲，研究分析师

在线学习 - China

“‘双减政策’为K-12教育培训打上休止符，迫使大部分教育服务提供商纷纷将业务重心转向成人教育，带动成人在线学习市场加速发展。消费者的在线教育需求主要围绕职业发展和个人发展。有助于提升职场竞争力的课程和内容备受欢迎，其次是发展个人兴趣爱好。在线教育提供商应专注于更实用的内容，帮助消费者更好地应对工作与生活。尽管高质量的内容是首要考虑因素，但能提供互动性学习体验的平台/工具（如短视频、音频和直播）更容易赢得消费者青睐。”

— 董文慧，研究分析师

本报告涵盖的关键议题

奶酪 - China

“得益于儿童奶酪的流行，消费者对奶酪的认知自2014年以来有所改观。奶酪对于儿童来说仍是一种功能性食品，在补钙与补充蛋白质方面尤其如此，因此利用强化营养将有助于实现产品差异化。对于年轻消费者来说，零食化的产品形态以及风味和口感方面的创新将是未来决胜的关键。”

— 彭袁君，研究分析师

数码趋势 —— 四季度 - China

“中国消费者在日常生活中高度依赖社交媒体App，因为这些App整合了丰富广泛的内容和各类数字服务。“体验感”在消费者使用社交媒体时显得尤为重要。因此，品牌应考虑借助VR（虚拟现实）/AR（增强现实）以及虚拟人等科技来提升用户体验。此外，疫情引发的不确定性和不稳定感促使消费者寻求掌控感，例如他们会主动在社交媒体平台上搜索自己所需的信息。品牌应该把握这个机会，了解消费者的需求、学习消费者的语言，从而实现有意义和有效的品牌沟通。”

— 赖江怡，研究分析师

汽车购买过程 - China

“随着中国国内宏观经济的持续回升利好，汽车消费市场的增换购需求进一步得到释放，新车销量同比增长明显。相比过去，消费者在购车初期，对智能化配置、动力性能和颜值等实用性方面的要求变得更加明确。因此，对于品牌而言，洞察消费者对于产品不断变化的需求，通过在产品设计和平台互动上更直接和直观的交流，来提高品牌认知和好感度也变得越发重要。”

— 袁淼，研究分析师

烹饪和烘焙习惯 - China

“自新冠疫情爆发以来，消费者对健康饮食的日益重视驱使他们更常采用更健康的烹饪方式，以及保持饮食清淡。开发低/无/减钠解决方案存在机遇，其关注度目前仍不及无糖产品，以迎合消费者不断演变的口味偏好。与此同时，品牌应积极地利用数字渠道激发消费者在烹饪和烘焙上的探索欲，并强化与他们之间的情感联系。”

— 鲁睿勋，高级研究分析师

报告关键议题

网络文学 - China

“网络文学已经发展为大众娱乐，该市场用户增长放缓，渗透率较高。未来，留存用户和鼓励活跃用户将比招揽新用户更重要。企业应辨别不同的推广方式对吸引、留存并‘激活’用户的作用。如今，该市场主要依赖小说改编来创收。小说IP可以利用虚拟偶像等多种方式实现商业化。”

— 赵凌波，高级研究分析师

菜单洞察 —— 茶饮店（下半年） - China

“过去数十年来，茶饮店行业欣欣向荣，并以直营或加盟的商业模式继续蓬勃发展。消费者越来越偏好清淡的口感和注重健康的产品，青睐纯茶和精简产品，并且看重高品质原料。强调有益健康的特性，同时与植根于中国文化的茶饮创意相结合，将成为高端茶饮的未来趋势。”

— 高屹，研究分析师

针对现代女性的营销 - China

消费意愿 - 下半年 - China

“中国经济稳步复苏的趋势仍未改变。尽管下半年消费者财务状况和信心略有下滑，但新冠疫情的影响预计将有所减弱。消费者追求更优质的生活，悦己型和自我犒劳型消费的优先级提高。未来，情感共鸣将成为重要的消费驱动力，品牌应特别予以关注。”

— 张鹏俊，研究分析师

白酒 - China

“由于中国白酒领先品牌获得越来越多市场份额，该市场正趋向集中化。然而，消费者对白酒的刻板印象，以及市场上琳琅满目的酒精饮料选择将影响白酒的未来市场增长。在消费升级的浪潮下，白酒品牌不仅需要抓住消费者不断提升的健康意识，推出更健康的选择，也要回应他们对附加价值的需求，例如可持续性和平等性。”

— 张辰钰，高级研究分析师

美妆意见领袖 - China

“当今消费者关注广泛的信息来源以帮助他们做出购买决策。这些信息不仅限于成分和配方的详细介绍，也包括美容护理技巧和产品使用体验。在信息爆炸的时代，建立专业的形象仍是赢得消费者信赖的关键。美妆意见领袖需突出他们的专业背景和针对不同品牌的知识，并与消费者分享品牌历史、明星产品、专利技术以及美妆流行趋势。”

— 柴静彦，研究分析师

酱料、调味料和涂抹酱 - China

“由于餐饮业逐渐恢复，2021年酱料和调味料零售市场增长放缓。复合调味料细分品类保持了强劲的表现，并围绕口味和便利性持续创新，预计将对预加工食品市场构成威胁。除了与相邻品类竞争以外，品牌还可以通过菜场等传统购买渠道瞄准年轻消费者，并强调国外酱料和调味品产品的广泛用途，从而获得增长机会。”

— 殷如君，高级研究分析师



“现代女性不再被‘女超人’的理想形象所束缚，不管是关于适婚年龄、工作与生活的平衡，还是周遭对于外表的高要求。相反，确立职业发展规划与创造更多的‘独处时光’来实现个人追求，对单身和已婚的现代女性来说都至关重要。为了回应现代女性对性别平等和性别包容日益增进的认知，品牌有必要加入对话，了解她们在感情关系和工作场合中扮演的新角色，并提供支持性的产品和服务，助力她们为自己独特的个性而奋斗。”

——邵愉茜，研究分析师