October 2019

Alcoholic Beverages Online - US

"Alcohol delivery is on the rise. Companies are vying for their slice of the market through instant delivery (two hours or less), partnerships with non-CPG brands and category-specific offerings. Consumers want to explore new alcohol choices but need a hand finding where to start – creating an opportunity for online ...

Alcoholic Drinks Consumption Habits - Brazil

“As consumers drink alcoholic beverages less often due to their financial instability and health concerns, the category needs to offer more competitive products, either by focusing on price and promotions or delivering products with higher added value that bring innovations in terms of flavor, appearance and consumption experience, or in ...

Attitudes toward Digital Trends and Fintech - US

"Consumers may seem to have wholly embraced a digital future, but they are not yet ready to cede full control of their financial lives to technology. While more people than ever are using biometric login credentials and mobile wallets, far more believe in-person interactions will always be critical. Perhaps ironically ...

Attitudes towards KOLs - China

“With the rapid growth of social media influencers and development of MCN agencies, the KOL industry is going through a professionalization process and the KOL industry and market will be more competitive. The diversification of KOLs and social media followers will push the fragmentation of the KOL market but it ...

Attitudes towards Video and TV - UK

“While live TV remains important, the decline in live viewing time in recent years shows little sign of change. Younger demographics are prioritising short-form video on social networks and are spending their money on streaming services rather than traditional pay-TV contracts. While Netflix continues to lead the streaming market, competition ...

Baby Personal Care - China

“After fewer new births in 2019, the market has become driven more by the high-end of the sector. Given consumers’ higher demand for products and greater willingness to spend on high-quality products, brands need to seize the opportunity to go premium and highlight ingredient claims and certifications to prove safety ...

Bacon and Lunchmeat - US

"The bacon and lunch meat category continues to experience slow and modest 0.5% annual growth, reaching $19.8 billion in 2019. Bacon and lunch meat remain a household staple, although consumption is lower among small households, especially among women without children, seniors, and consumers aged 18-24. Amid protein-centric nutritionally ...

Beauty Devices - China

“Consumers no longer only adopt beauty devices as at-home versions of specific skin treatments or cosmetic surgeries. Nowadays, they are seeking beauty devices to cooperate with their skincare products and form an all-around solution to their skin problems. They place great trust in authentication and professionalism, and endeavouring in trying ...

Beauty Devices - US

"Beauty devices find acceptance among most women, with broad use of hair appliances and strong interest in skincare devices. Hair appliances continue to struggle in the face of long replenishment cycles and preference for more natural-looking, healthy hair. Skincare devices

Beauty Retailing - US

"Interest in beauty and personal care hasn’t faltered, but what consumers are buying is evolving as are where and how they do so. In-store shopping is still the most preferred method for most types of purchases, but the

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continue to grow as technology fuels innovation and creates opportunity ...

Beer - US

"Dollar sales of beer, craft beer and cider are estimated to reach $117 billion in 2019, and are projected to post on-going moderate growth through 2024. Challenges to the market however include shrinking volume sales, as more consumers report reduction of beer consumption rather than an increase. Flavor innovation and ...

Car Aftermarket - China

“The automobile aftermarket is enjoying stable growth. But competition is also becoming fiercer as car owners start to acknowledge the advantages of channels other than 4S stores. These include franchise auto repair shops, independent shops and even online platforms. Current car owners have a diverse range of information channels available ...

Cheese - US

"The mature cheese market continues to manage modest sales growth. Cheese benefits from a generally healthy reputation, and for the category’s most ardent users, it manages to merge those healthy notes with a degree of indulgence. Reflecting that notion, the growth that is most pronounced is found in the natural ...

Clothing Retailing - France

“The French clothing market is undergoing significant structural shifts; online is capturing more spending and technology is increasingly influential in the buying journey. Stores are finding it increasingly hard to find reasons to entice customers through the door. As a result many of the previously safe middle market retailers are ...

Clothing Retailing - Italy

“Although they still account for around two-thirds of all spending on clothing and footwear, specialist clothing retailers in Italy are facing a sustained onslaught from a range of sources: rivals discounting excess stock, sports goods retailers capitalising on the trend towards digital experience is increasingly important, especially for pre-purchase research. Consumers also have ...

Brand Overview: Retail - UK

“Big name retailers including eBay and Paperchase have sought to raise the profile of small local businesses, while at the same time creating a more community-focused image for themselves. This raises the question of whether there are significant opportunities to investigate the potential benefits of incubating start-ups, in much the ...

Cheese - UK

“Reminding consumers of the nutritional benefits of cheese such as its protein and calcium content remains pertinent to boost the category’s healthy image and promote more frequent usage. This should also help the market to capitalise on the flexitarian trend, which presents an opportunity for cheese to play a more ...

Clothing Retailing - Europe

"Clothing and footwear represent the largest and most important non-food sector in retailing, and ranks second after food in retailing overall. One could argue that this is why the sector remains the focus for development for a number of different non-specialists, from supermarkets to sports good retailers. Clothing specialists are ...

Clothing Retailing - Germany

“Spending on clothing in Germany stagnated in 2018, declining 0.5% compared to the previous year. Some of the leading specialists have achieved strong growth and increased their revenues at double-digit rates, mostly by effectively combining offline and online channels and taking measures to remain relevant to their target audiences ...

Clothing Retailing - Spain

“The Spanish clothing sector faces a major shake-out before it reaches a state of equilibrium again.” Online is raising the stakes in fashion retailing and there is nowhere to hide. This is no place for risk-averse strategies. More demanding consumers are going to shop from the retailers that serve ...

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casualisation and the popularity of athleisurewear, online retailers (both ...

Clothing Retailing - UK

“As the clothing market in the UK faces more challenging times with slowing consumer spending, retailers have had to up their game to stand out amid stiffer competition. The best performing retailers are those that don’t stand still – providing consumers with ever greater choice of product, a better shopping ...

Coffee - UK

“Britain today is a nation of coffee drinkers as much as tea lovers, usage of each standing at four out of five adults. The industry stalwarts, however, face a challenge in that the younger age groups are noticeably less brand-loyal than older coffee lovers. Compelling storytelling can win them over ...

Consumer Payment Methods - Canada

“The looming entry of digital currencies introduced by technology companies and Central Banks will change the payments landscape in ways that are difficult to foresee.”

Contraceptives and Sexual Health - US

"The sexual health market has sustained year-over-year success, thanks to the continued growth of contraceptives and personal lubricants. While the incidence of sexual activity remained consistent, condom use declined significantly over the past two years. Adults are embracing sexual wellness, opening the door for products and services catered to self-love ...

Cooking in America - US

"There are over 80 million Americans who enjoy cooking, cook often, and cook because they want to, not just because they have to. An additional 43 million share their enthusiasm, even if they don’t cook as often. This receptive audience bodes well for brands in the cooking space. However, this ...

Digital Trends (Hardware) - US

"Consumers today are more reliant on various digital devices than ever before, both at home and on the go. Brands continue to innovate and bring new exciting products to market, and while the robust economy faces headwinds via trade wars, economic cycles and negative global indicators, there is healthy consumer ...

Digital Trends - China

“The tech market has started to pay attention to better communication with consumers and listening to their needs. Using plain language to communicate with consumers is the first step. And adapting to consumers’ more popular daily activities like online gaming, health management and skincare could help brands to expand the ...

Domestic Tourism - UK

“The domestic holiday market is expected to perform well in 2019 as the low value of the Pound encourages more consumers to substitute an overseas holiday for a staycation. City breaks, cultural holidays, culinary holidays and spa holidays are more likely to be taken throughout the year. More itineraries around ...

Domiciliary Care - UK

“Those operating in the industry are continually looking for new solutions with the main objective of being able to care for patients effectively in their own home. Domiciliary care providers who manage to offer personalised, affordable and clinically-led care solutions will be best positioned to gain opportunities from the ever-ageing ...

European Retail Briefing - Europe

This month's European Retail Briefing includes:

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Evening Meal Preferences - Ireland

“Cooking from scratch remains a weekly, if not daily task, among Irish consumers despite the increasing investment into new product development of prepared foods. While it is becoming more commonplace to skip breakfast and reduce the time spent during lunchtime, the evening meal is sacred with the majority of consumers ...

Facilities Management - UK

“Several recent high profile casualties in the facilities management sector reflect the scale of some contracts and the need to selectively tender in a highly competitive sector where capital investment can be significant. The industry includes labour intensive activities, with margins continually challenged by legislation changes and technology increasingly adopted ...

Hábitos do Consumidor de Produtos de Beleza - Brazil

“Os brasileiros parecem não gastar tanto tempo com a sua rotina de beleza diária. Mais de um terço dos homens diz passar menos de cinco minutos por dia cuidando da aparência, enquanto um terço das mulheres passa de cinco a 14 minutos por dia nessa função. Há alguns desafios que ...

Hispanics and Shopping for Household Care Products - US

"Because household care categories have reached maturity, brands have limited opportunities for differentiation and organic growth. In such competitive markets, traditional/mainstream brands are holding their turf. Less known brands wanting to change this dynamic may find fertile ground in the Hispanic market. Hispanics tend to be more open to ...

House Building - UK

“The sector has weathered a progressively adverse economic climate, and is forecast to continue to record value growth in 2019. Brexit presents serious challenges for the sector due to its negative effects on house prices and building costs. However the sector is already future-proofing itself by investing in new building ...

Events Tourism - Ireland

“Event organisers are increasingly banning plastic at concerts and festivals in response to consumers’ environmental concerns. There are also opportunities for promoters to partner with local start-ups to repurpose plastic waste into clothing merchandise for example. Event promoters could also invest a percentage of such products into environmental initiatives to ...

Funeral Planning - UK

“Mainstream providers in both the at-need and pre-paid funerals market have to meet the needs of those seeking more traditional services, along with developing more flexible and personal options for customers. Serving these diverging sets of expectations is challenging and will result the development of new products, services and brands ...

Health Insurance - US

"The vast majority of American consumers have health insurance, but trust in the overall industry is fairly low. Consumers are not given a diverse number of choices, mainly due to the fact that most have health insurance through their employer. A push for transparency is affecting this industry, and insurers ...

Hotels in Southeast Asia - International

“As of August 2019, there were an estimated 414 projects for new hotels in seven South East Asian countries, which represents 19% of the total Asia-Pacific pipeline. Over 80% of the pipeline projects are in three South East Asian countries, namely Indonesia, Thailand and Vietnam.”

– Jessica Kelly, Senior ...

Household Surface Cleaners - US

"The household surface cleaning category needs an infusion of step-changing innovation to overcome its communized status and drive growth. In the short term, changes enabling more convenient and sustainable online shopping, natural ingredients and even probiotic cleaners that achieve bacterial balance in the home will begin nudging the category in ...

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Ingredient Trends in Beauty - US

"The beauty market is highly diverse, and brands often rely on ingredients to stand out. Although women, particularly younger women, expect brands to use natural ingredients, they ultimately choose a product based on efficacy. One of the challenges for category players will be how to navigate the minefield of taboo ...

Large Home Appliances - China

“The large home appliance market should cater to the needs of different consumer groups. We expect to see more household appliances targeting small families. Young, single consumers value the ability to control large household appliances from the palm of their hands, while older consumers are more concerned about practicality and ...

Leisure Time - US

"Consumers are working to make their free time as meaningful as they possibly can. The easiest path to that is through comforting activities, but brands can help encourage people to get out of their comfort zones. Everyone’s trying to find their tribe, and leisure activities that can bring people together ...

Living and Dining Room Furniture - UK

“The living and dining room furniture market maintained growth in 2018, sustained by the return of real wage growth and a surprising resilience among the consumer base in the face of continued Brexit headwinds. Within the market, there is a growing need for flexible furniture in response to evolving demands ...

Luxury Cars - US

"Despite being a segment synonymous with power and style, consumers have seemingly lost interest in luxury vehicles. Generally speaking, consumers struggle to see luxury vehicles as good quality, even if they’re made with superior materials. And when it comes to

Innovation in the Retail Investment Market - UK

“Innovation has a huge role to play in the democratisation of investments. Traditionally an old-fashioned world, consumer and provider perceptions towards automation in investing will be slow to change but a first step is to better communicate the strengths of robo-services when it comes to accessibility and affordability. Beyond technology ...

Laundry Detergents, Fabric Conditioners and Fabric Care - UK

“Greener lifestyles, concerns regarding health impact of laundry formulations and growing presence of skin diseases and allergies are all leading consumers to rethink laundry habits and the products they buy. However, there are still opportunities to prosper, particularly through offering convenient and innovative solutions that allow them do the laundry ...

Lifestyles of Multicultural Young Adults - US

"Multicultural young adults may experience America differently than their White Non-Hispanic counterparts, but they also want many of the same things. Brands and businesses have the chance to win these consumers by helping them achieve their goals: to feel financially secure and independent, to be celebrated for their unique skills ...

Loyalty in Financial Services - UK

“Financial companies need to maintain high standards of customer service, offer convenient and reliable access points and address any problems quickly and fairly. They also need to reward customers for their loyalty, in a way that is meaningful and shows them they are appreciated.”

Marketing to University Students - China

“Today’s students are seeking more diverse experiences than ever, which stimulates their strong desire for consumption. However, at the same time, they are highly conscious of self-management and self-regulation. They are more aware of the importance of

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classifying what makes a luxury vehicle, the brand of the ...

Milk and Non-dairy Milk - US

"Milk sales are composed of two opposing, connected markets: the struggling, but sizable dairy milk market and the growing non-dairy milk market. While traditional dairy milks are still considered a household staple by most consumers, sales are declining due to rapid innovations in the non-dairy market and low prices that ...

Mobile Gaming - UK

“The mobile games sector is an already established powerhouse, which will continue to see robust growth through to 2024. Technological infrastructure advancements will provide the platform for the development, distribution and consumption of mobile games, growing a diverse audience and capturing the focus of marketers and brands outside of traditional ...

On-premise Alcohol Trends - US

"Americans’ mindset and attitudes toward drinking have undergone a paradigm shift in recent years. While patrons of all ages are still drinking on-premise, younger generations are putting greater emphasis on their health and wellness, leading to more moderate drinking habits. Bars and restaurants should focus on offering options that fit ...

Over-the-counter Vitamins and Supplements - Ireland

“With Irish consumers showing increasing levels of concern surrounding their health and fitness there are increased opportunities for vitamin and supplement products to grow their market – particularly with an ageing population. Furthermore, there is evidence that consumers would be interested in tailor-made supplement plans.”

– Brian O’Connor, Senior ...

Pizza and Italian Restaurants - UK

emotional intelligence, controlling and expressing their emotions, and handling interpersonal relationships. They hold ...

Mobile Device Apps - UK

“The mobile apps market is continuing to go from strength to strength with consumers spending more on apps each year. Offering an unobtrusive ad experience for free apps is still crucial, however, as app developers risk losing users altogether if ads are not implemented correctly. The solution seems to be ...

Nutrition for Pregnancy - China

“The market potential of pregnancy nutrition is promising. The concept of a more balanced and scientific approach to nutritional intake has provided the foundation for segment growth. The pregnancy nutrition market has seen the entry of multiple new players, including infant milk brands and dairy enterprises. Cultivating consumers’ trust in ...

Online Retailing: Delivery, Collection and Returns - UK

“Customers are increasingly making purchasing choices based on how, when and where they will receive orders made online. Therefore how retailers fulfil orders, and process returns, must be viewed as not simply something that happens ‘after the sale’ but as important to the decision-making process as more traditional purchase triggers ...

Pay TV and Bundled Communication - Canada

"As Canadians move away from traditional pay TV like cable/satellite and towards video streaming services, competition is ramping up in this arena providing more choice than ever. Cost savings is top of mind among consumers when it comes to bundling, and thus will come to be expected. An expansion ...

Private Medical Insurance - UK

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"The rising costs of operating sit-down venues will be unsustainable for some pizza and Italian restaurants in the long run. Instead of adding more restaurant sites, operators will focus on two areas: enhancing the dining experiences at their flagship stores and expanding their delivery catchment areas through third-party delivery companies ...

Renewable Energy - UK

"While deployment of onshore wind and solar PV has slowed following the removal of government subsidies, the UK offshore wind sector continues to go through a period of strong expansion. Growth in the sector is driven by rapid cost reductions, technological innovation together with continued government support. Under government plans ...

Restaurant Decision Making Process - US

"Mintel forecasts moderate growth in the restaurant industry, buoyed by a positive macroeconomic landscape that allows consumers to spend more on AFH (away from home) dining. However, on-premise dining is challenged by the abundance of prepared food choices, including food from retailers, food trucks, meal kits and delivery services. Opportunities ...

Serviced Offices - UK

"In the short term, demand for flexible workspaces is expected to be boosted by the introduction of the new international accounting standard IFRS 16 in January 2019. Under the new accounting standard, lease contracts will have to be reported as liabilities in company accounts and can no longer be hidden ...

Small Business Banking - UK

"The success of small business banking is closely linked to the success of small businesses themselves. In this regard, Brexit poses serious challenges as many small businesses will find it more difficult to operate after Brexit, especially if the UK leaves on No Deal terms. However, Brexit also offers an ...

Spa, Salon and In-store Treatments - UK

"The PMI market remains over reliant on corporate policies, with individual policies declining for a number of years. Health and wellbeing initiatives and the rewards associated with this have been successful in increasing engagement, particularly among younger consumers. Mental health cover is a welcome addition to the market and offering ...

Residential Care for the Elderly - UK

"The lack of long-term funding plans and the outlining of potential solutions to problems in the wider social care industry will only lead to doubts over the provision of care to those already in the system and those who may need it in future."

– Lewis Cone, Senior B2B ...

Seasonal Shopping (Spring/ Summer) - UK

"Despite tough comparative figures, consumer spending on the spring/summer events continued to increase in 2019 driven largely by gift purchases for Easter, Mother's and Father's Day. The need for more personalised gifts continues to drive the gifting market for the spring/summer events and together with the rising popularity ...

Skincare - Brazil

"Facial and body skincare products have some challenges to overcome in order to attract more and more Brazilian consumers to the category. Few brands develop facial products for sensitive skin, for example, and many products do not seem to be suitable for the main skin types mentioned by Brazilians (oily ...

Soft Drink Trends - China

"The ongoing demand for premium quality and healthy, functional soft drinks is a key driver behind a 7.6% growth rate in market value from 2018 to 2019. 'Plus' factors such as added nutrients, freshness from upgraded processing techniques, and beauty enhancements could be critical for brands and companies to ...

Sports Participation - UK

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"Growth in the spa, salon and in-store treatments market has remained strong as driven by the rise in the usage of some treatments. The outlook, however, is more challenging as ongoing political and economic uncertainty could impact consumer spend. Competition in the treatments market is also rising, which will make ...

Still, Sparkling and Fortified Wine - UK

"The alcohol moderation trend poses a challenge for wine but lower/non-alcoholic variants are yet to realise their full potential. Developing more L/N/R versions with strong quality/craft emphasis should help to drive sales, particularly if coupled with marketing messages portraying these as a more interesting and sophisticated ...

The Netherlands Outbound - Netherlands

"The booking behaviour of Dutch travellers is governed to a large extent by their age. Older people (notably retirees with time to do in-depth research) might choose a destination as far as a year in advance. Time-pressed Millennials, on the other hand, who are moving into their peak working years ...

The Spirits Consumer - Canada

"Spirits as a category has enjoyed growth in recent years and Mintel forecasts points to continued upward momentum. That said, dynamics within the industry are evolving. While most consumers in Canada are "willing to pay for quality", many are also open to alternatives such a 'mocktails'. This is particularly apparent ...

Understanding Consumer Barriers to Buying Fresh Food Online - US

"Even as grocery ecommerce grows, online purchase incidence remains low in most major fresh food categories. However, overcoming barriers to buying fresh foods online may represent the key to keeping online grocery sales overall on a growth track. The biggest challenge may be shoppers' generally positive view of shopping for ...

"The sports participation market is struggling to expand its player pool but has new potential to grow through a shift in policy and promotional focus from activity for fitness to activity for health."

– David Walmsley, Senior Leisure Analyst

Supplements - US

"The supplements segment leads the way for continued growth of the vitamins, minerals and supplements market, surpassing vitamins in overall market sales in recent years. Supplements can play in the wellness space more so than vitamins and minerals on their own, with seemingly limitless opportunities for combining functional ingredients offering ...

The Over-55 Traveller - UK

"The space between the kids leaving home and the onset of 'old age' is widening. For those with the resources to enjoy it this is a golden time for travel. Competition for the silver pound is set to be intense. Digital research and online booking are becoming the norm amongst ...

UK Retail Briefing - UK

This month's UK Retail briefing includes:

Visitor Attractions - UK

"The UK visitor attractions sector continues to benefit from continuing 'staycation' habits, the draw of creative attractions and investment in technology. Forming partnerships with travel operators and enhancing the visitor experience will help the sector to continue its momentum amidst uncertainties."

– Lauren Ryan, Leisure Analyst

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Vitaminas e Suplementos - Brazil

“Na medida em que a tecnologia avança e os dispositivos eletrônicos e aplicativos passam a fazer parte da rotina dos brasileiros, mensurando a qualidade do sono, prática de exercícios e quantidade de calorias ingeridas, a tendência é que cada vez mais os consumidores assumam um papel ativo no autodiagnóstico de ...

Vitamins, Minerals and Supplements - Canada

"The vitamins, minerals and supplements market is large. Although VMS products are often highly specialized for different needs, the key drivers of usage are overall health and general wellbeing. Looking ahead, natural and organic food trends will likely become more prevalent in this market, with consumers putting more of a ...

Wet Tissues - China

“Consumers are actively trying different types of wet tissues in order to seek better quality of life across different occasions. Wet tissues already show an edge over facial tissues/handkerchiefs in playing with children and pets, but potential exists to dig deeper into scenarios like travelling, exercising and dining. This ...

Yellow Fats and Oils - UK

“Taste is more important than anything else in butter and spreads, and more than two thirds of buyers say they eat too little butter/spread to worry about it being healthy. However, this still leaves a sizeable minority of buyers for whom healthiness is an important selling point. Spotlighting low ...

大家电 - China

“大家电市场应该满足不同消费群体的需求。我们期待看到更多家电瞄准小家庭。年轻未婚的消费者看重可以一手操控大家电的能力，而年长消费者更关心实用性和自动化。智能家电是一大趋势，但消费者通过营销宣传对智能化形成的期待与其希望大家电具备的日常功能之间存在巨大差异。”

– 施洋，研究分析师

婴幼儿护理用品 - China

“由于2019年新生儿数量下降，婴幼儿护理用品市场的增长多由高端品类驱动。鉴于消费者对产品有着更高的需求，并且更愿意在高品质产品上花钱，品牌可把握机遇进行高端化，并凸显成分宣称和认证，以证明安全性。虽然无伤害认证在中国市场不常见，但消费者认为该认证与安全的产品形象紧密相关，说明今后这或成为一大竞争领域。”

– 周文棋，研究分析师

孕期营养 - China

“孕期营养市场的潜力巨大。更加均衡地以及用科学的方法摄取营养的理念，为该市场的发展奠定了基础。许多新竞争者已纷纷入局孕期营养市场，包括婴幼儿配方奶品牌和乳企。培养消费者对品牌的信任至关重要，因为这能有助于建立品牌粘度。渠道整合为消费者提供定制化服务和更好的用户体验，并且也有助于促进线下销售。”

- 吴珍妮，研究分析师

对意见领袖的态度 - China

“随着社交媒体网红数量的迅速增长和多渠道网络（MCN）机构的迅猛发展，KOL行业正经历专业化进程，该行业和市场的竞争将更为激烈。社交媒体上KOL和追随者的多元化将推动KOL市场的碎片化，但这将惠及品牌，因为最合适的KOL能够说到目标受众的心坎里。”

数码趋势 - China

“科技市场已经开始关注和消费者更好地沟通，倾听他们的需求。使用朴实的语言和消费者沟通是第一步。去适应消费者热衷的日常活动做，比如网络游戏、健康管理和护肤，能够帮助品牌拓展消费者的产品使用场景。除了优秀的产品，品牌还应当专注于‘软实力’，比如客户服务和企业社会责任。这将是品牌进一步提升消费者口碑的基础。”

汽车售后市场- 中国 - China

“汽车售后市场正稳健增长。但由于车主开始了解除4S店以外其他渠道的优势，如连锁汽修店、独立汽修店和线上平台，市场竞争也日渐激烈。当前，车主有着一系列多样化的信息渠道可选择。在不同维修保养渠道实际使用的满意度方面，不同车主之间相差甚远。车主不执着于去同一家店并不得不在某些方面作出满意度的妥协，而是以开放的心态寻求更适合他们的选择。汽车售后市场的服务供应

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商有必要重新思考并开发更以客户为本的策略，例如提供高端的服务、标准化的质量、透明的信息和价格体系。”

- 周同，研究分析师

湿巾 - China

“为了寻求更好的生活质量，消费者在不同场合正在积极尝试不同类型的湿巾。在与小孩和宠物玩耍时，湿巾比抽纸/手帕纸更具优势，但在外出游玩、运动和就餐等场景中，湿巾的潜力还有待进一步挖掘。这表明，即使是对于小品牌和小众产品类型来说，如果它们能够在精确定位的基础上进行创新和确保产品安全，从而满足消费者的需求，那么这些品牌也有潜力获得成功。”

– 蒋亚利，高级研究分析师

美容仪器 - China

“消费者不再将美容仪器仅视为家用版的皮肤护理或医美。如今，她们希望美容仪器能与护肤产品配套使用，构成一套全面的皮肤问题解决方案。她们非常信任美容仪器的权威认证和专业性，积极尝试先进技术和美容创新。预计在这一市场中，美容仪器、护肤产品和技术之间将进一步深入合作，提供更明显、更立竿见影的效果。”

软饮料趋势 - China

“对高端品质和健康功能性软饮料的持续性需求是该市场在2018-2019年增速高达7.6%的关键动因。添加营养、升级加工技术保留的新鲜度和增强美容功效等‘加法’因素可能对品牌和企业保持竞争力十分重要，因为仅有一种高端特质的产品很难满足消费者。同时，天然甜味剂或代糖可以作为缓解有关糖分担忧的替代成分。”

– 徐文馨，高级分析师

针对大学生的营销 - China

“现在的大学生寻求比以往更为多样化的体验，这刺激了他们对消费的强烈欲望。但与此同时，他们极为注重自我管理和自我调节，更注重情商、控制和表达情绪以及处理人际关系的重要性。该群体对生活和未来职业发展抱有积极务实的态度。品牌可以与年轻人建立坚实牢固的关系。为此，品牌有必要了解如何利用游戏化元素吸引该群体，帮助他们实现自我提升，养成良好习惯。”

– 谢栋，初级研究分析师

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