

September 2021

Advertising in Gaming - US

“A good game is a good game, regardless of how it was funded. Players know that making amazing games is difficult and expensive, and they’re willing to accept unobtrusive advertising into their play space if it means a better game. They even encourage it in some cases, but advertising in ...

Alcoholic Beverages Online - US

“While in-store alcohol shopping continues to dominate, online channels made huge gains from 2019-21, nearly doubling adoption to 41% of alcohol shoppers, including one in 10 who shop online mostly or exclusively. 40% of online shoppers did so for the first time due to the pandemic, and while waning safety ...

Attitudes towards Cooking and Baking - Ireland

“COVID-19 left Irish consumers with more spare time, and many used this time to take up cooking and baking – or indeed to improve their confidence in doing so. While a strong contingent expects to continue to cook and bake more often post-COVID-19, this will likely depend on how much ...

B2B Economic Outlook - UK

“Government support through the pandemic has enabled a rapid restart in activity following the end of mandatory COVID-19 restrictions. Although statistics are distorted on an annual basis, clear signs of recovery are abundant. In the short and medium term however, growing labour and goods supply issues could slow momentum, and ...

Beauty Devices - China

“Consumers’ rising needs for beauty devices to tackle specific skin issues have resulted in increased usage of various types in the last year, among which basic items like cleansing devices and hydration devices have seen the largest user base expansion. This reveals trade-up is not the only trend in the ...

Air Care - UK

“While COVID-19 led to a significant increase in sales of air care products, the market continued its shift from being just a functional odour remover towards one more closely aligned with wellness products. The category is under scrutiny for its impact on health, which will offer brands an opportunity to ...

American Lifestyles - US

“With the country’s economic recovery underway yet the threat of COVID-19 variants continuing to obscure the conclusion of the pandemic, America currently resides in a limbo state. While the isolated, lockdown phase of the pandemic is past, the country eagerly waits for when the pandemic will be fully in the ...

Attitudes towards Sports Nutrition - UK

“Consumers focusing more on exercise and eating healthily post-COVID will drive relevance of sports nutrition products among a wider audience, but they face growing competition from high-protein products in mainstream food and drink categories. With an ageing population less intense, lower levels of exercise hold untapped potential, while the ‘positive ...

Baby Personal Care - China

“The decline in China’s birth rate is likely to continue hence the market growth of the baby personal care category will mainly come from the increased spending per baby. The post-90s parents are now emerging to become the main purchasing power in this category, hence updating marketing strategies such as ...

Beauty Devices - US

“Pandemic circumstance – whether through stay-at-home trends, interest in wellness, or financial concerns – has had both negative and positive implications on the beauty device category. Moving forward, the category’s strong association with wellness, self-care and fun could propel growth, even as we move into recovery. Multifunctional benefits can also ...

Beauty in Lower Tier Cities - China

“An influx of new beauty concepts and BPC products are constantly refreshing consumers’ understanding of beauty and makeup in lower tier cities. In addition to ingredients and efficacy, they are beginning to pay more attention to novel experiences brought by product textures, scent types, colour effects and format innovations and ...

Bodycare - China

“In 2021, the bodycare market is mainly driven by wellbeing trends and premiumisation. Although consumers are barely expanding their bodycare routines, they are treating every part of the body skin with facial-care standards. Therefore, high-grade formulas with a combination of hero ingredients and delicate care for specific areas can resonate ...

Bread - UK

“That 50% of bread eaters/buyers say health reasons have motivated them to cut down on the amount of bread they eat poses a continuing challenge to the market in terms of growing volume sales. This is especially relevant in the wake of the COVID-19 outbreak, which has reinforced the ...

British Lifestyles - UK

“The successful vaccination rollout across the spring of 2021 and into the summer has supported an almost total relaxation of social distancing measures in the UK. Spending has consequently boomed in a number of categories across the second half of 2021, with pent-up demand for leisure and travel helping to ...

Car Usage Habits - China

“Unlike in the past when large cabin space, value for money and powerful engines were top of mind, safety and intelligence have become the key concepts for car makers in shaping their brand image. Increased safety awareness of consumers is not only demonstrated by an increase in the demand for ...

Consumer Payments - Canada

Black Haircare - US

“Black consumers continue to be disproportionately economically impacted by COVID-19. Although the pandemic has driven some trading-down behaviors, consumers have remained engaged in the space by taking a DIY approach to routines and by prioritizing hair health. While the styling segment has taken a hit due to fewer social occasions ...

Books and E-books - UK

“While growth will slow moving forwards, the pandemic created an increased appetite for reading, with the digital market gaining many new customers. The reopening of stores and reduced restrictions will boost the print market, although there remains disruption in the supply chain due to both COVID-19 and Brexit. Independent bookstores ...

Bridging Loans - UK

“With the end of the coronavirus business support schemes on the horizon, it is expected that more borrowers, developers and businesses alike, will turn to bridging to provide them with the means to complete projects and to boost cash flow levels.”

Car Purchasing Process - US

“Buying a car can be a stressful process, but the industry is evolving in an effort to change that. At a time when consumers across generations are in the market for a car, the auto industry must adapt to ensure it is catering to each target audience group in a ...

Coffee - UK

“COVID-19 prompted many to trade up between coffee formats, as they sought to recreate the coffee shop experience at home. More remote working going forward will continue to provide support to the market. Bringing ethical certifications to the fore of brand messaging will be crucial given how COVID-19 has accelerated ...

Cookware - US

“Mobile payment systems are gaining traction with younger consumers while debit rewards are expanding along with the use of debit for online purchases but credit cards reign supreme as the dominant payment method.”

– **Sanjay Sharma, Senior Financial Services Analyst**

Credit Cards and Credit Card Rewards - US

“In the aftermath of COVID-19, consumers altered spend tendencies, electing to pay down existing balances and shift credit card spend away from travel and entertainment categories towards everyday goods and services. Credit card issuers were forced to adapt, introducing new rewards categories to appeal to a pandemic-affected audience and increasing ...

Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

Digital Trends Quarterly - UK

“The pandemic has focused minds on health and wellness, while simultaneously leading to greater reliance on tech than ever before. Technology is increasingly seen as a way to improve both physical and mental health, but consumers are also acutely aware of the negative impact of our ‘always on’ culture. Opportunities ...

Eating in Lower Tier Cities - China

“Flexible dieting has become increasingly popular among premium consumers in lower tier cities. Besides the body shape management, they also started to pay more attention to diversified emotional values brought by food and drink consumption. Particularly in lower tier cities where the regimen concept is highly penetrated, products with different ...

“There has been a substantial increase in the frequency of cooking and baking due to the pandemic. Suppliers and retailers can capitalize on this shift by encouraging consumers to continue to cook, showcasing the healthfulness and pleasures of at-home cooking and baking. Looking forward, suppliers will need to engage consumers ...

Digestive Health - US

“Personal health is top-of-mind for US adults amid the continued threat of COVID-19 and new virus variants, and an emphasis on the holistic nature of overall wellbeing has many consumers considering their digestive health more seriously. With gastrointestinal issues on the rise, brands and consumers alike are looking to sources ...

Digital Trends - Q3 - China

“Digital brands have entered the stage of ecological competition. The pressure of peaking traffic has made industry players seek market opportunities in emerging industries such as tablets, games, and new energy vehicles. Various digital platforms keep fighting for consumers’ attention among screens. Among them, social media continues to develop towards ...

Digital Trends: Consumer - Canada

“The digital tech industry has been a focal point since the start of the pandemic, as digital tools quickly became household necessities. Now after more than a year, it is clear that the demand for digital tech has stabilized and that there are new opportunities emerging in the industry.

Demand ...

Food and Non-food Discounters - UK

“Despite concerns around their lack of ecommerce offering and potentially crowded stores, the discounters saw sales surge in pandemic-struck 2020. Looking ahead, the sector looks set to leave these turbulent 18 months behind with a spring in its step as continuing economic uncertainty makes their value-led proposition tempting for consumers ...

Fragrances - UK

“The return of social occasions in 2021 provides a positive outlook for fragrances, while the reintroduction of in-store testers will encourage experimentation, seeing the category show some recovery in the second half of the year. Long-term growth will be muted, however, as consumers shift back to old habits, which include ...

Headphones - UK

“Truly wireless earbuds are expected to become the most widely-owned type of personal audio device in the upcoming years, however customers must choose from the wide array of options. Online retailers that offer search results which are tailored to an individual’s preferences could significantly help with their purchase journey.” ...

Hot and Cold Cereal - US

“The \$11.1 billion hot and cold cereal market is expected to face a 3.8% dollar sales decline in 2021 as consumers shift their breakfast routines outside the home. Still, prolonged remote working will enable cereal brands to position themselves as an easy, at-home breakfast during the workweek. Long-term ...

House Building - UK

The house building industry recovered strongly from the disruption caused by COVID-19, benefitting from the impact of the stamp duty holiday that has driven demand though H2 2020. This, alongside delays to completions and a preference for larger homes, has put pressure on prices as home buyers take advantage of ...

Impacto das Crianças nas Decisões da Casa - Brazil

“Após um ano de muitas incertezas, os pais de crianças até 18 anos estão buscando alguma estabilidade, agora que a rotina escolar das crianças voltou ao normal. A busca por um estilo de vida saudável para a família tem sido uma prioridade, bem como os valores familiares. Esses são fatores ...

Kids' Impact on Household Decisions - Brazil

Grocery Retailing - Canada

“Grocery retailing has arguably already entered its post-pandemic state. It experienced rapid change in the early months – with sales spikes, widespread shortages and concerns about virus transmission – but quickly settled into its new normal. Today, most Canadians are comfortable going to the grocery store and little will change ...

Home Purchasing - US

“Throughout the pandemic, the increase in remote work, desire for more personal space, and low mortgage rates have all fueled the surge in housing demand. While consumers have been eager to take advantage of the low rates, supply constraints and inventory shortages have caused an imbalance between demand and supply ...

Hotels & Hotel Alternatives - US

“As the accommodations industry begins to see signs of recovery, albeit likely temporary, the more indelible consumer demands are starting to be seen. Hospitality brands need to be able to address the needs of leisure travelers, while at the same time contending with the growing population of workcationers that will ...

Household Surface Cleaners - US

“We clean surfaces more often than anything else in our homes. Household surfaces are a primary destination for dirt and germs that can make us sick. For this reason, they are the focal point of consumers’ pandemic-era cleaning routine. This frequent cleaning made surface cleaners, and especially disinfectants, among the ...

Jewellery & Watches Retailing - UK

“As the jewellery and watches market rebounds from the harsh impact of COVID-19 on the sector, sales are estimated to recover gradually, but it will take several years to reach pre-pandemic levels. As consumers release pent-up demand for purchasing, there are opportunities for jewellery and watch retailers to encourage them ...

Kitchens and Kitchen Furniture - UK

“After a year of uncertainties, parents of children under 18 have tried to find some sort of stability, now that schools have reopened. The pursuit of a healthy lifestyle has been a priority, as well as family values. These factors have had great influence on consumption habits.”

– Laura ...

Managing Stress and Wellbeing - UK

“The COVID-19 pandemic has driven unprecedented levels of stress, with consumers focusing on emotional wellbeing now more than ever. Even with concerns over the virus subsiding in 2021, and life settling into the ‘next’ normal, wellbeing will remain a priority for many as the long-term effects of the pandemic unfold ...

Marketing to Hispanic Moms - US

“Hispanic moms love their families dearly, but having them 24/7 during the pandemic was taxing as normal activities such as entertaining younger children, helping older children with school work and managing finances became more challenging. Still, most Hispanic moms adjusted and created new habits; staying focused on the positives ...

Meat and Meat Substitutes - Ireland

“COVID-19 has driven sales in the meat sector, with great at-home dining driving the market. Meat substitutes have also grown in popularity as two out of 10 Irish consumers identify with the flexitarian diet. There are many consumers moving towards a plant-based diet for ethical reasons, however, eating meat will ...

Media Trends Autumn - UK

“The increased popularity of live streaming for a variety of purposes looks set to be one of the media legacies of the pandemic. Many consumers are interested in audio-only live streams and the feature is being incorporated into more social media platforms, creating another fruitful format for creators and brands ...

Milk and Non-dairy Milk - US

“Kitchens spending rebounded in the past year, having dropped in 2020 amid a particularly tumultuous middle of the year. Ultimately, extended periods inside have consolidated the kitchen’s role as the hub of the home, prompting many to boost immediate spending; but also, seeing others reassess their layout, and prioritise it ...

Marketing to Black Moms - US

“Black moms have chosen joy and resiliency, even in the face of a difficult year. Black moms display a deep love for their children, and over the last year have shifted their time and energy to focus even more on their children’s needs. Brands have an opportunity to help Black ...

Marketing to Moms - US

“American moms experienced mixed feelings in the past year as they balanced feelings of thankfulness with others such as exhaustion, being overwhelmed and anxiety, as their workload was aggravated during the pandemic. Despite some uncertainty due to the new COVID-19 variant, moms understand it is time for their children to ...

Mechanical and Electrical Engineering - UK

“The combination of technological advances, Brexit, COVID-19 and the emerging policies surrounding net zero are all having a profound impact on the M&E sector. Accompanying these huge influences is a new government emphasis on infrastructure in an effort to stimulate the economy. The market is set for growth and at ...

Men's & Women's Clothing - US

“Consumers aren’t abandoning their love for clothes, but they are losing some enthusiasm as the pandemic has made them realize there are more important aspects of their lives to prioritize over material possessions. They’re a little less likely to buy new and a little more likely to hold on to ...

Mobile Device Apps - UK

“The dairy and dairy alternative milk market is evolving at a rapid pace, with specialty dairy milks, plant-based offerings and pandemic-driven priorities in health, variety and ethics shaking up the aisle once characterized by generic commodity positioning.”

Mobile Phones - China

“Cutthroat competition has forced mobile brands to seek out strategies to stand out, either by expanding the market by leveraging 5G or venturing into the high-end market with more premium devices and services. But on the consumer side, the attention is transitioning away from products to the value of the ...

Personal Pensions - UK

“2020 was a challenging year for the individual pension market as COVID-19-related disruption added to the difficulties already facing the sector before the pandemic. Sales have recovered in 2021 thanks to a rise in household savings activity and improving consumer confidence. However, it remains to be seen if new business ...

Pet Insurance - UK

“The COVID-19 pandemic led to an increase in pet ownership and boosted the value of the pet insurance market. While the length of the crisis is still to be determined, lifestyle changes such as more homeworking are expected to persist in the long term, providing a platform for higher levels ...

Plant-based Food & Drink - Canada

“COVID-19 accelerated the adoption of plant-based alternatives. Growth in this area won’t stop when the pandemic does. Consumer demand is being met with investments in innovation across a range of categories from both established consumer packaged goods companies and nascent start-ups. As products continue to better mimic the foods and ...

Price Comparison Sites in Financial Services - UK

“The wider adoption of apps due to the pandemic will lay a strong foundation for their habitual use in consumers’ lives in the long term. The growth of the apps market is built on the foundations of strong interest in gaming, social and entertainment. As apps become vitally important everyday ...

Mother and Baby Products Retailing - China

“Premium product and professional service are what most young post-90s born parents are chasing. Most of them are highly educated, open-minded, aesthetically pleased and like to try something new. They love sharing ideas and experiences through online community and learning parenting advice from different channels. Brands should devote their efforts ...

Pet Food - China

“People’s willingness to own pets in the post-COVID-19 period is increasing, especially among younger and older generations, stimulating a boom in the pet food market. There has been a surge in new starter pet owners asking for easy-to-follow and professional guidance, while experienced pet owners are seeking more refined feeding ...

Pizza and Italian Restaurants - UK

“While dining in pizza/Italian restaurants has been badly affected by COVID-19, the takeaway/home delivery segment has weathered the storm much better. Much of takeaway sales’ growth comes against a background of continuing investments in digital innovation by the big brands and marketing and promotional activities. Meanwhile brands that ...

Poultry - US

“The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ...

Proteção da Pele - Brazil

“Looming regulation will fundamentally change pricing practices in core car and home insurance sectors, lowering incentives to switch in the medium to long term. Although the role of PCWs in the research process is ingrained, consumers could limit the time spent and number of sites visited, which means becoming the ...

Role of Trust in Financial Services - US

“The pandemic has shown that the financial services sector has learned from the previous recession when it comes to building trust with its customers. Supportive messaging and financial relief programs have all aided consumers during the economic fallout, leading to an increase in trust within the industry. How providers are ...

September European Retail Briefing - Europe

The pandemic accelerated the development of rapid grocery delivery services throughout Europe, with consumers staying home and major grocers being unable to meet demand for home deliveries with their existing online capacity. Even pre-pandemic, on-demand grocery deliveries were already expanding, and this trend looks set to continue in the next ...

Serviced Offices - UK

“While changes in working practices beyond COVID-19 will result in an overall reduction in office space requirements, offices will still be needed but with a greater requirement for more flexible space and shorter leases. The growing popularity of hybrid working models and the emergence of the “work near home” concept ...

Short Breaks - UK

“Although cities will continue to play a vital role in the short break segment, they continue to face high competition from rural and coastal areas. Lesser-known cities will be in a good position to attract more visitors, while major cities can stand out with the wealth of cultural attractions and ...

Small Kitchen Appliances - Canada

“Os cuidados da pele ganharam maior relevância durante a pandemia, sob influência da maior preocupação dos brasileiros em relação à aparência de sua pele, e em razão da priorização de rituais de autocuidado. Em um momento de retomada das atividades ao ar livre e interações sociais, os consumidores demandam soluções ...

RTD Coffee - China

“The RTD coffee market is expected to recover quickly and continue a double-digit growth momentum in the next five years. However, it faces threats from instant and freshly made coffee. To stay relevant, brands should catch up with the plant-based trend and continue investment in flavour innovations. At the same ...

September UK Retail Briefing - UK

Covid-19 has made people reprioritise, with people giving aspects such as the environment and their local community higher priority than they did before the pandemic hit (see Impact of COVID-19 on Consumer Behaviour). This has, in turn, highlighted the need for retailers to adopt ethical policies. Shoppers now expect retailers ...

Shopping Small Businesses - US

“Small businesses play a significant role in consumers’ shopping behaviors and local economy. The pandemic caused consumers to think more mindfully about where they shop and highlighted small businesses as an area to focus on. Moving forward, there are various opportunities for these businesses to expand reach and consideration across ...

Skin Protection - Brazil

“Skin protection has gained more relevance during the pandemic, influenced by the greater concern Brazilians have had about their skin appearance, and due to the prioritization of self-care rituals. At a time of resumption of outdoor activities and social interactions, consumers demand solutions that combine practicality and hygiene in protecting ...

Solar Panels - UK

“Long purchase cycles and a lack of storage space will create barriers for growth in the market. However, the increased amount of home cooking Canadians have undertaken as a result of the COVID-19 pandemic will help to support the category going forward. Some reluctant chefs will be seeking ways to ...

Sparkling Drinks - China

“Sparkling drinks have been refined with sugar-free, low/no/reduced calorie and fat claims following the growing popularity of sparkling water. However, the prevalence of these minus claims in new products also results in increasing homogeneity. Brands should support consumers’ new consumption habits after COVID-19 by elevating their in-home experiences ...

The Fitness Consumer - China

“Consumers prefer buying various products to follow an active lifestyle over paying for fitness-related services. ‘Sports nutrition’ and ‘self-confidence’ are key words to capture spending interest when marketing fitness-related products. Sports nutrition values inspire common beverage types such as fruit and vegetable juice to innovate and upgrade. A supportive fitness ...

The Natural Health Consumer - US

“Natural health OTC products are uniquely positioned to reach consumers worried about the safety of traditional ingredients who also want to actively treat or prevent certain symptoms or illnesses. The barrier, however, is that many consumers do not know which products or ingredients are right for them, making traditional products ...

Trending Flavors and Ingredients in Dairy - US

“Innovation is necessary for dairy categories to remain relevant, as consumers increasingly purchase both dairy and dairy-alternative products. Develop products that provide consumers with unique dairy flavor experiences and incorporate ingredients that enhance dairy’s functional benefits. Spicy cheeses featuring unique chilies appeal to Gen Z’s love of heat and provide ...

Vehicle Recovery - UK

“The outlook for the UK solar panels market is bright, fuelled by the decarbonisation agenda across the public, commercial and residential sectors. Market growth is anticipated to be initially driven by subsidy-free, large-scale, solar deployment and commercial installations. With solar PV set to be included in the next CfD allocation ...

Suncare - China

“With UVB/UVA protection now mainstream, sunscreen products are seeing opportunities to extend their protection range into the full light spectrum and beyond, offering comprehensive protection against external harmful elements in different occasions, such as shielding skin against outdoor and indoor air pollution; as well as driving trading up among ...

The Gen Z Diner - US

“Gen Z is a generation with great influence, both financially and culturally, despite being a smaller group compared to Millennials and Baby Boomers. Teens already have great influence over where they eat with their family and friends, which shows that restaurants need to connect with Gen Z early on. As ...

The Young Traveller - UK

“Young people will lead the international travel market’s post-COVID revival, looking for the fun, social experiences they have been denied by the pandemic and willing to spend more on making up for what they have missed.”

Trends in Vitamins, Minerals and Supplements - US

“The VMS market has been on an upward trajectory for many years, and this was only amplified during COVID-19, as consumers stocked up on products to support their overall health and immune systems. Despite a general desire to gain necessary nutrients from food and drink, the vast majority of adults ...

Vitamins and Supplements - UK

“Despite a difficult period for the automotive sector during the COVID-19 pandemic, expenditure on vehicle recovery services has remained largely unaffected. Seen by many as an essential part of car ownership, the sector is forecast to return to growth in 2021. Looking ahead, the pace of the UK’s economic recovery ...

Watches and Jewelry - US

“While initially hit by the pandemic lockdowns, watches and jewelry have seen a quick recovery as consumers cautiously return to more “normal” lifestyles and their confidence to spend slowly improves. Consumers changing shopping behaviors, together with ethical and sustainable preferences, will drive this sector to an unprecedented transformation in the ...

Women's Facial Skincare - China

“Chinese women’s multistep routines and strong demand for high-efficacy products fuel market growth. In order to maintain the engagement and minimise the risk that consumers change to the skin minimalism approach, brands need to continuously elevate consumers’ at-home routines, providing more professional solutions, such as leveraging spa and clinical claims ...

低线城市：饮食与健康 - China

“弹性饮食’的理念在低线城市中高端消费者中越来越受到推崇。他们在兼顾身材管理的同时，开始更加看重食品饮料消费能够带来的多元情绪价值。尤其在养生概念高度渗透的低线城市，具有不同“食疗”作用的产品以及个性化可定制的“便捷”健康饮食方案正备受关注。不仅如此，与区域文化、产品创意和品牌责任相关的元素也让低线城市消费者对食品饮料企业有了更高的期待。品牌在满足消费者对饮食产品本身的诉求之余，更需要看到他们对扩展体验和提升境界方面的精神需求。”

— 甘倩，研究分析师

即饮咖啡 - China

“即饮咖啡市场预计将快速复苏，并在未来5年间继续保持两位数的增长。然而，该市场也面临着来自速溶与现磨咖啡品类的威胁。若要与时俱进，品牌应迎头赶上植物基潮流，并持续为口味创新进行投资。与此同时，品牌也有必要推广即饮咖啡产品除提神效果以外的功能性优势，以区别于其他类型的咖啡。”

“Having grown strongly in 2020, sales of VMS have declined in 2021 due to consumers’ lessening health anxiety. Opportunity for growth lies in brands pushing a ‘prevention rather than cure’ approach in order to drive value sales in the long term. Organic products warrant further exploration, aligning well with consumers’ ...

Wearable Technology - Canada

“The COVID-19 pandemic has spurred health consciousness among consumers, renewing interest in wearables like smartwatches and other devices that can monitor activity and health. Stylistically, consumers will be drawn to visually appealing wearables with many viewing them as a statement piece. The economic impacts of the pandemic have unequally affected ...

低线城市：美容与个护 - China

“大量新的美容概念和美容个护产品正在不断刷新低线城市消费者在美容美妆方面的认知。除了成分和功效，他们开始更多注意到产品质地、香型、色彩效果和形态创新所能带来的新奇体验，并容易为之所吸引。美容个护品牌可以通过创建形象的产品昵称、扩大产品和服务的结合，来提高品牌的曝光度。并在帮助消费者进阶美容保养习惯的同时，尝试从产品对于精神气质的提升效果入手，拉近品牌与消费者之间的情感距离。”

— 邵愉茜，研究分析师

健身人士 - China

“相较于购买健身相关服务，消费者更倾向于购买各种产品以追求有活力的生活方式。在营销宣传健身相关产品方面，‘运动营养’和“自信”是能够虏获消费兴趣的关键词。运动营养价值可启发果蔬汁等常规饮料开展产品创新和升级。相互支持的健身社群是高端美容和运动服饰品牌在营销中诠释健身消费者渴望获得的自信时，需强调的重要特点。”

— 赵凌波，高级研究分析师

女士面部护肤品 - China

“中国女性的多步骤护肤流程及对高功效产品的强劲需求驱动市场增长。为了保持对消费者的吸引力，以及降低她们转向极简护肤的风险，品牌需持续升级消费者的居家护肤流程，提供更多专业方案，如利用SPA和医美宣称，并探索产品形态/质地的创新。此外，DIY（自己动手）概念不仅能把面部护肤流程转化为一种体验，也能让消费者打造专属配方，因此具备发展潜力。”

——殷如君，高级研究分析师

婴幼儿护理用品 - China

“中国的出生率很可能继续下滑，因此，婴幼儿护理用品市场的增长动力将主要来自婴幼儿人均花费的提高。如今90后父母正逐渐崛起，成为该品类的消费主力。对此，品牌可考虑更新营销策略，比如通过带娃日记等方式与消费者沟通育儿经验，抓住消费者喜好，同时推出更细分的产品以创造新需求，从而促进品牌增长。”

手机 - China

“激烈的竞争迫使手机品牌寻找脱颖而出的策略，它们要么通过利用5G拓展市场，要么以更多优质的设备和服务进军高端市场。但消费者的关注点正从产品的拥有感转移至用户的体验感。”

——赖江怡，研究分析师

母婴零售 - China

“大多数90后的年轻父母追求高端产品和服务。他们大多受教育程度高、心态包容、重视颜值、喜欢尝试新事物。他们热衷于在线上社群分享想法和体验感受，并通过不同渠道了解育儿知识。品牌应努力与这些年轻父母建立情感联系并赢得他们的信任，让他们在这一特殊时期能省心、安心。”

——赖江怡，研究分析师

汽车使用习惯 - China

“不同于以往的大空间、性价比和强动力，如今，安全且智能的概念正成为汽车品牌着力塑造的品牌形象。安全意识的提高，不仅表现在人们对安全辅助驾驶配置的需求进一步扩大，也体现在人们对车内空气健康的重视。越来越多的品牌正着力于利用AI等科技，进一步满足各细分人群对安全辅助驾驶和智能化健康座舱的差异化需求。而随着智能网联时代的到来，汽车品牌更需要以用户体验为导向，加强布局人和车之间的信息交互。”

防晒产品 - China

“随着UVB/UVA防护主流化，防晒产品有机会将防护范围扩展至全光谱防晒等领域，在不同场合全面抵御有害的外界因素，如保护皮肤免受室内外空气污染影响，同时以

宠物食品 - China

[graphic:]

数码趋势——三季度 - China

“数码品牌已进入生态竞争阶段。面对流量红利触顶的压力，业内参与者转向平板电脑、游戏及新能源汽车等新兴产业以寻求市场机遇。各数字平台争相抢占消费者的屏幕时间。其中，社交媒体继续游戏化，因为消费者倾向于认同有更多娱乐元素的社交互动。整个互联网市场已进入存量竞争阶段。相比流量，数码品牌应关注内容质量，以吸引消费者的关注。”

——张鹏俊，研究分析师

气泡饮料 - China

“在气泡水的持续走热后，气泡饮料被无糖、低/无/减卡路里和低/无/减脂的宣称重新定义。但新品中‘减少’类宣称的盛行也导致产品同质化加剧。品牌应迎合消费者在疫情之后的新消费习惯，提升他们的居家体验，围绕营养功效和低甜度进行创新，寻求突破。”

身体护理用品 - China

“2021年，身体护理用品市场主要由健康趋势与高端化驱动。尽管消费者基本没有增加日常身体护理流程，但他们以面部护肤的标准对待其他部位的皮肤。因此，结合明星成分的高级配方与特定部位的精细护理产品能够引起消费者的共鸣。而在足部护理细分，满足消费者对放松的需求，用产品组合扩充消费者的购物车十分重要。”

——柴静彦，研究分析师



令人信服的、升级改良的额外护肤功效推动女性和男性使用者升级消费。”

— 尹昱力，研究分析师