

June 2023

Asian American Beauty Consumer - US

"The rich heritage of Asian culture has transformed the beauty industry, with products drawing on century-old traditions as well as cutting-edge innovations. Not surprisingly, Asian Americans are important drivers of the beauty industry. This diverse, influential audience includes high-income shoppers and highly engaged beauty aficionados. Winning the Asian American audience ...

B2B E-Commerce - UK

"Macroeconomic developments have tempered the B2B eCommerce market, but there remain strong prospects for growth. The technology behind the sales channel is becoming increasingly capable and sophisticated offering new opportunities to extend market reach. While the UK is seen as one of the largest B2C eCommerce markets, there is evidence ...

Beverage Packaging Trends - US

"Economic uncertainty is a prime time for packaging to shine. Beverage packaging provides a platform for brands to communicate product benefits and introduce enticing excitement to the shopping experience. As consumers balance their desires for fiscal and environmental sustainability, they'll look for brands to assure them they're making smart choices ...

Cannabis Retail: Positioning and Marketing - US

"The cannabis industry is on a positive growth trajectory thanks to expanding legalization and increased consumption. Still, the industry faces hurdles including heavy regulation, price compression, oversupply and intense competition. Dispensaries need to adapt to this rapidly evolving industry by rethinking store format, highlighting wellness drivers and savvy promotional activity."

Competitive Socialising - UK

"Generation Zs are now more likely to participate in a social entertainment game than they are to go to the pub for drinks. Gen Zs are growing up more sober-curious

Attitudes towards Lunch Out-of-Home - UK

"The higher cost of living has led to more consumers displaying cost-saving behaviours such as buying lunch from supermarkets or seeking out offers and promotions. Still, participation in lunch out-of-home increased across all foodservice channels in 2023, with participation largely driven by people returning to cities as well as workplaces ...

B2B Economic Outlook - UK

"While the UK economy is now expected to narrowly avoid falling into recession in 2023, stubbornly high inflation remains of concern. The inflation rate is expected to slow in the second half of 2023, on the back of falling energy prices and the easing of global supply pressures, but it ...

Brand Overview: Drink - UK

"Purchases are being scrutinised more as consumers confront the cost-of-living crisis. Brands that reduce pack size or raise prices without communication risk the perception of being seen as opportunistic, which will undermine consumer trust as it does not offer a longer-term solution to cost-of-living pressures. Driving value perceptions – not ...

Casinos and Casino-Style Gambling - US

"Casinos present themselves in a certain way to consumers, and this kinetic atmosphere has worked for them to date. It still will work for them – as record revenues can attest – but casinos can bring more value to consumers. By bringing their vibe, offerings and messaging more in line ...

Consumer Debt and Finances - Canada

"Canadians are financially squeezed at present and do not feel very optimistic about their finances as they face

than past generations, and as such, are constantly seeking new and varied activities that provide a sense of adrenaline, but ...

Consumer Snacking Habits - Ireland

"Consumers are seeking more portioned snacks in response to their on-the-go lifestyles and hybrid working arrangements that have seen them live a more flexible way of life and brands can support this through portioning and energy-boosting/immunity-supporting snacks. Amidst the cost-of-living crisis, consumers are prioritising taste over ethical concerns and ...

Consumption Habits of Alcoholic Drinks - China

"An optimistic forecast in out-of-home alcoholic drink consumption is expected as the sector has witnessed a rapid bounce back following increasing spending on eating out in 2023. Besides this, an attitudinal shift towards 'drink less but better' has been observed, indicating brands need to position a quality taste profile as ...

Dairy & Non-Dairy Milk - Canada

"Canadians have never had so much choice when it comes to milk. The continued emergence of non-dairy options and innovation in the dairy space affords shoppers different levels of quality, types of benefits and flavours. This also means the milk space has never been more competitive. Understanding what Canadians want ...

Digital Trends - 1H - China

"Generative AI is revolutionising productivity. Chinese consumers show high awareness of this novel concept but the actual adoption rate of generative AI tools remains low. While valuing the positive impact of generative AI, Chinese consumers remain concerned about its potential risks. It is therefore important for brands to empower consumers ...

Disposable Baby Products - US

myriad financial challenges in the form of persistent inflation, high interest rates and tepid economic growth. A majority of consumers would like to manage their finances better as some struggle due to ...

Consumer Spending Sentiment - 1H - China

"China's economic development is recovering after the relaxation of COVID-19, but is still facing pressure and challenges. Consumers' financial situation remained stable, and consumer confidence also picked up. The cautious consumption mentality will still be maintained in 2023. Revenge spending will be concentrated in sectors that can bring instant happiness ...

Convenience Stores - China

"Convenience stores are one of the few offline channels that performed well even in the pandemic period. Store numbers have more than doubled in the last five years, especially in lower tier cities. Gaps between major domestic and Japanese brands are narrowing down. Besides unique products, private labels and membership ...

Dairy Alternatives - UK

"Due to dairy alternatives' comparatively high prices, the cost-of-living crisis has hit the demand for these. While the market will rebound strongly once consumers can reprioritise sustainability and health, products must prove their credentials in these areas. Bridging the gap between dairy and dairy alternatives on taste, texture and price ...

Digitalisation in Luxury - China

"Consumers crave luxurious experiences while maintaining interest in main luxury categories. Luxury brands can leverage consumers' usage habits across different online platforms to capture their attention and convert it into a purchase. Comprehensive shopping websites, Douyin and Xiaohongshu can then be powerful tools for luxury brands. In addition to judiciously ...

Easter - UK

“The DBP market’s performance reflects the conflict between parents’ interest in premium, high quality, sustainable DBPs vs the challenging economic realities many parents face. As such, the financially secure are increasingly trading up to premium-tier DBPs while financially insecure parents are searching for the best deals and often opting for ...

Euro Retail Trends - Summer - UK

“Across Europe, while each market has experienced the pressures of 2022 and early 2023 differently, the common factor has been a decline in consumer confidence taking its toll on demand. Consequently, in 2023, the European retail landscape has been defined by increasing value growth against a backdrop of decreasing volume ...

Fast Casual Restaurants - US

“Fast casual restaurant menus offer relatively healthy and customizable options at a value comparable to fast food restaurants, yet these attributes aren’t always recognized by diners. The segment is winning on convenience and value; but as discretionary spending tightens, fast casual operators are tasked with demonstrating the versatility of their ...

Fragrance Trends in BPC - China

“China’s fragrance market shows remarkable resilience amidst COVID-19 disruptions, with steady growth projected in 2023. The market is expanding beyond the product’s olfactory appeal, touching on aspects of cultural identity, wellbeing, and emotional enhancement. There is an evident potential for brands to engage consumers with clean formulations, unique ...

Gambling Trends - UK

“A combination of digital technologies, social experiences, a leaner estate and new regulatory freedoms is offering retail gambling a brighter future than it had in prospect pre-pandemic.”

- David Walmsley, Senior Leisure Analyst

Key issues covered in this Report

“While the cost of living crisis did affect behaviour for Easter 2023, spending for the event held up better than other seasonal events. With value still likely to be high on the agenda for 2024, but pressure on finances to have eased a little, retailers will have further opportunities to ...

Fashion & Sustainability - UK

“The cost of living crisis has played its part in helping consumers adopt more sustainable shopping behaviours, leading people to buy fewer items and shop less frequently, as well as boosting demand for resale and repairs. However, more radical changes will be required to reduce fashion’s environmental footprint, with some ...

First Aid - US

“First aid products are essential purchases with potentially lengthy purchase cycles. Consumer interest in the category centers on its functional nature – they simply need these products when minor injuries occur. Short-term market gains in 2020 have given way to a market that will see slower growth in 2023 and ...

Future of Technology - UK

“While generative AI is currently likely to be associated with the new Bing and Google Bard search engines, the technology has the potential to affect several key technology categories. It could significantly enhance the control of smart home devices, individualise gaming experiences, improve product discovery on retail platforms and enable ...

Garden Product Retailing - UK

“We see a polarisation of the garden market as those who are avid gardeners have fared better than some amidst the cost of living crisis. Those feeling the weight of the cost-of-living will push value higher up on their agendas especially when looking for ways to save when purchasing for ...

Gen X: Online Shopping Behaviors - US

"Often referred to as 'The Forgotten Generation,' Gen X is certainly a key demographic for brands and retailers to understand. Sandwiched between Millennials and Baby Boomers, Gen X is undergoing life changes as older children might be leaving the house for the first time, caring for aging parents and ...

Hot and Cold Cereal - US

"Convenience, comfort, and accessibility have helped cereal into bowls in the past year, despite inflations' strong influence on price. Cereal's future may look a little different, though, as younger generations show engagement with a wider range of non-traditional cereal occasions and innovative concepts that match them."

– Kelsey Olsen ...

Immunity and Gut Health Management - China

"Consumers' tactics for improving immunity have evolved from building external barriers to viruses to building a healthy and active lifestyle. Brands may seize this immediate market opportunity to link immune improvement with active lifestyles to upgrade their brand images. While consumers have not yet fully understood the importance of improving ...

Lawn and Garden Products - US

"Participation lawn and garden work burgeoned during the pandemic. That triggered enormous market growth, from 4.9% in 2019 to 21.9% in 2021. Since then, growth has tempered, but remains historically high, in part due to inflation, but also sustained consumer involvement. The outlook is strong over the next ...

Leisure Trends - China

"The COVID-19 pandemic has had a profound impact on consumer behaviour, with the right to enjoy leisure time being especially recognised, leading to a significant rise in the length of leisure time for both city and rural

Holiday Planning and Booking Process - UK

"While most holidaymakers were already price-sensitive before inflation soared, many are now adapting their booking behaviour to combat rising prices, with travel comparison websites a popular tool for travellers to limit costs. Brands that are most successful at building customer loyalty and limiting passing on higher costs to customers will ...

Household Surface Cleaners - Canada

"The increased cost of living has pushed consumers to pay closer attention to the true value of their household surface cleaning products. In addition to price, shoppers are seeking versatility from their products and a promise of strong efficacy to ensure that they are receiving the best bang for their ...

Investment Trends - US

"While the macroeconomic challenges of 2022 have quelled investor confidence, the US has continued to make strides and seen considerable improvements across various areas of its economy. Should these improvements be sustained, and the coveted soft landing be achieved, investor confidence could be reignited alongside an influx of younger, first-time ...

Legal Services - UK

"Legal services providers continue to face increased competitive pressures, driven by new entrants, alternative providers, smart technologies, new business models, changing client buying patterns and new ways of working.

Corporate clients will continue to squeeze margins while pushing for better efficiency and the greater use of innovation. Thus, firms are ...

Life Insurance - US

"Life insurance is a product with a long-term focus, causing consumers to be most receptive to it when their futures are top-of-mind. These forward-looking considerations occur at key individual lifestages such as

residents. Businesses in the leisure industry with a mindset that aligns with consumers' ...

Major Household Appliances - US

"The impact of inflation on the major household appliance market is both profound and complex. Many low-income consumers are delaying upgrades, but for 54% of buyers, breakdowns are the biggest purchase driver. When that happens, demand is relatively inelastic. When we add the impact of mid- to upper-income consumers who ...

Marketing to Millennials - Canada

"When discussing generations, population size is a pivotal factor that can make one cohort much more valuable than another. And today, there is no bigger generation than Millennials.

That fact, combined with their stable, established lifestyles (and employment) makes them the most influential generation in the market today – and ...

Mobile Phones - Ireland

"Cost of living continues to influence the sector, with consumers indicating a greater willingness to compare contract and handset prices in their next renewal cycles. This will see consumers focus more on value for money when buying mobile phones."

Music Concerts and Festivals - UK

"As the post-pandemic bounce-back continues, music fans are more hyper-engaged than ever with major events via expanding streaming services and social media. However, pressure on smaller-scale grassroots concerts and independent festivals is likely to continue, intensified by greater prioritisation among many who are feeling the cost-of-living pinch."

- John Worthington ...

Oral Health - US

"The pandemic both upended and revitalized the oral care market, creating disruptive opportunities for premium and eco-friendly solutions. As consumers view

the start of parenthood, but they also occurred on a macro scale when the pandemic cast a spotlight ...

Marketing to Gen Z - Canada

"Gen Z is still learning the ropes of adulthood, but now is the time for brands to make lasting connections with this consumer group.

The diversity of this generation has exposed these consumers to a range of perspectives and ideas that no other group had before them – which is ...

Milk and Flavoured Milk - China

"Facing challenged 2022, white milk still got good growth. Special sourced milk with richer nutrition claims is gaining popularity. In the future, innovation based on taste to pair with other food will be other important demand in high-end market. Meanwhile, flavoured milk should seize the chance that consumers' perception is ...

Mortgage Advice - UK

"Conditions continue to be challenging for mortgage advisers in 2023. Households are feeling the pressures of the cost of living crises and mortgage costs continue to rise. However, whilst the current economic climate is hampering activity, consumers are placing a greater value on mortgage advice. The current heightened uncertainty presents ...

Oral Care - UK

"As financial concerns heighten, consumers are looking for innovative at-home oral care treatments and expert validation for oral care products. Societal pressure for white and straight teeth has led to a focus on cosmetic dentistry, but there is an opportunity for brands to diversify marketing campaigns and create a more ...

Ready Meals - China

"The ready meal industry is anticipated to continue expanding steadily and to continue having a fragmented competitive environment. With improved government

their oral care routines as self-care, as well as essential hygiene, leading brands can continue to tap into wellness trends. There will be blossoming opportunities to link oral care ...

Residential Central Heating and Heat Pumps - UK

“The net zero objective, supported by the Heat and Buildings Strategy, will undoubtedly transform residential central heating in the UK. However, these are the very early stages of the transformation away from fossil fuel reliant systems, and the early adoption of heat pumps has been substantially below government targets for ...

Retirement Planning - UK

“There is ample scope to expand the market for retirement planning and advice. 40% of pension savers are interested in paying for personalised advice about their retirement plans, most of whom have not sought advice before. Pension providers and advisers have an opportunity to leverage technology to convert this interest ...

Shopping for Household Care Products - UK

“At the current time, for many people shopping for household care products is primarily driven by the search for low prices – and they are willing to trade downwards to own-label products, switch their main retailer, and make separate shopping trips to find them. However, it’s not only people who ...

Soap, Bath and Shower Products - UK

“The soap, bath and shower category suffered a post-COVID-19 decline in 2021 and 2022, but 2023 will see value sales in the category steady. The income-squeeze is impacting bathing and purchase behaviours, and brands can underline value with large pack sizes and price locks in response. For consumers with room ...

Social Media: Engaging with Brands - UK

backing, talent quality, and investments in the development of cold chain logistics, the entire industry will be upgraded. Brands should provide a greater sense of freshness, a wider variety ...

Residential Windows & Doors - UK

“The cost of living increases are now mitigating against the important, but mature, replacement sector that was previously disrupted by the pandemic, but then recovered strongly. The most heavily impacted households by the cost of living crisis are not the primary target market of the replacement industry, but mortgage cost ...

Shipping, Delivery & Pickup - US

“During this time of economic turmoil, shoppers will be more focused on value than ever before. Retailers must be cautious about relying on free shipping to attract online shoppers as this perk can easily backfire. Instead, they will want to approach free shipping more strategically and offer consumers value beyond ...

Skin Beauty Services - China

“The prioritized recovery needs for cosmetic surgery takers are hydration and repairing skin barriers. But consumers think they are savvy enough and tend to judge the product efficacy by checking repairing ingredients contained rather than relying on medical seal and for post-surgery claims. Non-invasive skincare procedures are still the most ...

Social Media Trends: Spotlight on Content Creators - US

“Companies must be aware of the different social dynamics at play on different social media platforms in order to succeed with their marketing efforts. Influencer and content creator based marketing is highly impactful, and keeping abreast of macro-level trends can help brands capitalize on the growing market.”

Soup - US

“Brands must address soup’s paradox, renowned for healing, but not health, to prepare a new generation of

“Developments in generative AI hold considerable potential for how brands use social media. Many people are interested in using generative AI chatbots for both reporting issues to brands and getting recommendations. AI can also be used to create personalised digital products that platforms and brands can monetise.”

- Rebecca McGrath ...

Sports and Energy Drinks - UK

“Despite the challenges presented by the cost of living crisis, the sports and energy drinks market is set for further volume growth in 2023. This highlights the category’s resilience to pressures on household finances, which reflects their affordability and many users’ reported reliance on them to get through the day ...

State of Sustainability - US

“Stress and concern over non-stop social, political and personal issues has consumers deprioritizing sustainable living. Instead they are placing the onus of addressing the climate crisis on brands, governments and other consumers. As unsustainable behaviors remain more common than sustainable ones, brands should encourage small, incremental steps toward sustainability to ...

Sustainability in Food and Drink - US

“The incidence of sustainability claims on food and drink packaging is on the rise, and consumers say they want to make the best choices for the environment. Still, sustainable brands must also convince shoppers that their products will also meet consumers’ needs on the core factors that have always driven ...

Technology Trends: Summer - UK

“As fewer young males view the latest technology as a sign of success, the technology sector finds itself at a crossroads. There is huge interest in potentially game-changing breakout technologies, such the Apple Vision Pro headset. But there are significant hurdles to overcome in persuading consumers that the future of ...

soup fans for increased occasions. Affordability and convenience have sustained pandemic growth, but longstanding retention requires exciting flavor innovation and reframed health positioning that allows soup to stand as a functional, nutrient dense ...

Sports Betting - US

“Sports betting revenues in the US continue to grow, fuelled by legalization and greater accessibility. As consumers desire to engage more deeply with the sports they love, sportsbooks must continue to optimize their offerings to drive awareness, appeal and loyalty among consumers.”

– Gabe Sanchez, Reports Analyst

Sugar and Gum Confectionery - UK

“Sweets and gum sales continued their strong recovery from their 2020 dip in 2022, benefitting from people being out and about more and sweets being seen as a low-cost way to boost your mood during the cost of living crisis. Continued flavour innovation has a key role to play in ...

Sustainability in Technology - UK

“In the broader context of consumers’ life priorities, sustainability often takes a back seat to other areas such as health and finances. When it comes to technology, people are conflicted over acting sustainably and saving money on new devices, and want the government and brands to lead the way on ...

The Working Life - UK

“Workers and employers are facing a difficult time as wages fail to keep up with inflation and business manage higher operational costs and weakened consumer spending power. Despite this, there remain huge opportunities for employers to define a new way of working, with possibilities going as far as shorter work ...

Travel in 2023 - Canada

“It’s nice to be back. After a slow recovery, travel in Canada is finally regaining its stride. And while three quarters (77%) of consumers are planning on taking an overnight trip in the next year, they are not feeling free of concerns. From increased prices of travel to concerns around ...

Vitaminas, Suplementos & MIPs - Brazil

“A pandemia de COVID-19 deixou um legado de maior priorização da saúde física e mental, fazendo com que a categoria de vitaminas, suplementos e medicamentos de venda livre sejam itens essenciais para a manutenção de hábitos saudáveis. À medida que a discussão sobre o bem-estar é ampliada até incluir questões ...

Winter Holiday Shopping - US

“A budget-focused mindset will again dominate in 2023 as consumers rebound from economic pressures. Savvy shoppers will shift more effortlessly across channels and formats to seek the best deals and get their shopping done as efficiently and affordably as possible. There is light at the end of the tunnel after ...

休闲生活趋势 - China

“新冠疫情对消费者的行为产生了深远影响，享受休闲时间的权利意识得到空前的认可，从而促使城镇和农村居民的休闲时长大幅增加。经营思路能够契合消费者日益增长的综合性兴趣需求，包括在身心健康、自我发展、文化遗产、自然和环境保护的休闲产业商家被看好会有广阔的发展前景。”

— 刘倩雯，高级研究分析师

免疫力和肠道健康管理 - China

“消费者提升免疫力的策略已经从构建外部防御屏障演变成了打造健康、有活力的生活方式。品牌可以抓住这一即时的市场机遇，建立提升免疫力与有活力的生活方式之间的关联度，从而升级品牌形象。由于消费者尚未完全理解在日常生活中通过管理肠道来提升免疫力的重要性，品牌需要借助自身的想象力，并结合统一的行业定义，来阐释

UK Retail Trends - Summer - UK

“The first four months of 2023 have told much the same story as 2022, that being significant volume decline and pressure on retailers and consumers alike. Fashion and beauty are currently the bright spots, and the successes in these areas show that there is still opportunity for low-ticket mood boosters ...

Vitamins, Supplements & OTC - Brazil

“The COVID-19 pandemic led to a greater prioritization of physical and mental health, which means that vitamins, supplements and OTCs have become essential items for maintaining healthy habits. As the wellness discussion broadens and includes issues such as hormonal and sexual health, manufacturers have the opportunity to develop innovations that ...

Yogurt - China

“As consumer awareness of probiotics is limited, direct and simple communication can better convey benefits of probiotics in chilled yogurt and establish its irreplaceability. Frozen yogurt and the natural thickness of strained yogurt can be new innovation directions to redefine indulgence and sustain consumption interest, while artificial sweeteners are next ...

便利店 - China

“便利店是即使在疫情期间也表现良好的少数线下渠道之一。过去5年里，便利店数量增加了一倍以上，尤其是在低线城市。主要的国内品牌以及日系便利店品牌之间的差距正在缩小。除了差异化选品以外，自有品牌和会员策略在实现差异化和提高客户忠诚度方面也发挥着重要作用。在大多数中国消费者的认知中，便利店不再局限于应急购物，它们也能提供实用的社区服务以及有趣的购物体验。增加本土特色和IP（知识产权）联名也有助于通过店内互动和社交媒体宣传提高品牌知名度。”

— 张泽龙，高级研究分析师

奢侈品与数字化 - China

“消费者渴望高端奢华的体验，对主要的奢侈品类也仍然保有兴趣。奢侈品牌可以利用消费者在不同线上平台的使用习惯，吸引他们的注意力并将其转化为购买行为。综合性购物网站、抖音和小红书可以是奢侈品牌的有力工具。除了善用这些平台来强化影响力外，奢侈品牌还需要结合互动内容和创新的视觉体验，以更加新颖和沉浸式的方式

庞杂的概念，从而吸引潜在的消费者。”

——刘文诗，首席分析师

护肤美容服务 - China

“补水保湿和修复肌肤屏障是消费者的首要医美术后修复需求。但是，消费者自认为足够懂行，倾向于通过查看修复成分来判断产品功效，而不是依靠械字号和‘术后修复’宣称。非破皮类项目依然是利用频率最高的医美项目，因此术后产品市场可利用此类项目需要重复做的特性来招揽新用户，护肤品牌也可挖掘这一场景的修复需求。”

消费意愿 —— 上半年 - China

“疫情防控措施放开后，中国经济发展正在恢复，但仍面临压力和挑战。消费者的财务状况保持稳定，且消费信心也有所上涨。谨慎的消费心态仍将在2023年继续。报复性消费将集中于能够以小额支出收获即时快乐的领域，如旅游、线下休闲活动以及餐饮品类。”

——张鹏俊，高级研究分析师

美容个护产品的香氛趋势 - China

“中国香氛市场在新冠疫情期间展现强劲韧性，预计在2023年稳定增长。该不断扩展的市场已不局限于产品香气的吸引力，也触及了文化身份认同、身心健康和情绪提振方面。品牌极有机会利用纯净配方、独特叙事和文化元素吸引消费者，进而培养用户对香氛的深切个人情感联结。”

——古丹阳，高级研究分析师

酸奶 - China

“由于消费者对益生菌的认识有限，简单易懂的宣传可以更好地传递冷藏酸奶所含的益生菌的益处，并彰显其不可替代性。冻酸奶形态和脱乳清酸奶天然浓厚的质地可作为新的创新方向以重新定义纵享体验并维持消费者的兴趣。同时，在减糖和纯净标签趋势下，配方中的人工甜味剂将成为下一个优化焦点。”

——黄梦菲，研究分析师

吸引消费者，进一步扩大受众范围。”

——任敏惠，研究分析师

数码趋势 —— 上半年 - China

“生成式AI正在全面革新生产力。中国消费者对这一新兴概念的认知度颇高，但生成式AI工具的实际使用率仍然较低。此外，中国消费者在认可生成式AI带来的积极影响的同时，也对其潜在风险表示担忧。因此，品牌有必要为消费者赋能，让消费者了解并掌控这类工具，将其视作人类创造力和生产力的辅助工具，而非替代品。此外，品牌应在AI的效率、准确性以及更人性化的互动之间找到平衡，以充分释放生成式AI的潜力。”

——许成维，研究分析师

白奶和调味奶 - China

面对2022年的挑战，白奶仍然增势良好。具有更丰富营养宣称的特色奶源牛奶越来越受欢迎。展望未来，进行口感创新以搭配其他食物将成为高端市场的另一重要需求。同时，风味奶应该抓住消费者认知提升的机会，定位为与牛奶具有相同的营养价值。

彭袁君，高级研究分析师

本报告分析以下问题：

酒精饮料消费习惯 - China

“餐饮娱乐渠道的酒类消费预期乐观，这是因为随着外出就餐花费在2023年逐渐增长，该品类也快速回暖。除此之外，消费者转向‘少喝酒，喝好酒’的态度说明品牌需将优质口感定为产品高端化的主心骨。同时，聚焦于低酒精度以及小包装规格的营销信息将有助于进一步吸引消费者。”

——张辰钰，高级研究分析师

预加工食品 - China

“预加工食品行业预计将继续稳步扩张，并将继续保持分散化的竞争格局。随着政府支持增加、人才素质提升以及对冷链物流发展的投资增多，整个行业将得以升级。品牌应该提升新鲜度认知，提供更多的产品选择，并考虑开设自己的线下门店。”