

June 2019

## Attitudes towards Anti-aging Products - China

“The days when anti-aging only referred to anti-wrinkle creams for over-30s are gone. Anti-aging is quickly expanding its territory to include a larger group of target consumers, a broader variety of claims (such as behavioural aging, anti-oxidation, anti-glycation) and diverse product offerings, from cosmetic surgery-like or ingestible skincare, to other ...

## B2B Economic Outlook - UK

“The government has said that it is committed to a “green” Brexit and to maintaining environmental standards. The government is also expected to remain committed to the EU’s renewables generation targets and carbon emission reduction targets. Therefore energy and environmental policy is unlikely to change post-Brexit. That means it will ...

## Beer & Cider - Ireland

“The beer market in Ireland is robust with 2019 getting off to a strong start in terms of sales, this is despite concerns over consumer confidence. Craft beer witnessed another year of exceptional growth in 2018, however we could see this dip as the consumer desire to lead a healthier ...

## Blockchain - UK

“Blockchain may originate from spurious uses, and the future of crypto currencies remains debatable (though don’t rule it out), but the potential wider commercial opportunities and applications of blockchain are vast and transformative. Moreover, its use is not limited to business but extends to major public sector applications. Some within ...

## Breakfast Foods - China

“With the fusion of retail and foodservice, the at-home breakfast and out-of-home breakfast markets are blurring and both are experiencing upgrade on all fronts (eg supply chain, food safety). Looking ahead, the future breakfast market will be further fragmented as more players are entering; the competition is no longer limited ...

## Attitudes towards Lunch Out-of-home - UK

“Lunch out of home continues to be a bright spot in the eating out market. However, lunch operators have to work on their value proposition as more people show a pragmatic approach to spending. Getting good value is not all about paying a low price. Brands that provide a range ...

## Bakery Houses - China

“The bakery house market has registered double-digit growth in recent years, mostly driven by strong willingness for consumption upgrade. Today’s bakery houses are no longer just food providers, but are assuming a greater role in consumers’ social lives. On the one hand, there is potential for healthier bakery products such ...

## Beverage Packaging Trends - US

“In an increasingly crowded drink market, innovations in packaging form, functionality and materials are important to convey product integrity – freshness, quality and sustainability. Yet, packaging falls very low on the list of importance when choosing food and drinks indicating that consumers don’t fully understand the role packaging plays. Furthermore ...

## Brand Overview: Drink - UK

“It is vital for brands to move with the consumer. That is not to say that brands cannot rely on the heritage they have, but with constant opportunities to maximise potential through product development, brands that stick to tried and tested formulas risk missing out. Brands like Robinsons, Innocent and ...

## Car Finance - UK

“The consumer car finance market will continue to expand, with the used car segment driving this growth. The majority of new business will still be generated at the point of sale, via dealers and other retail outlets. However, digital channels will steadily increase their share of the market, albeit from ...

## Carbonated Soft Drinks - UK

“The shrinking population of key younger consumers, enduring concerns around sugar, and growing spotlight on single-use plastic waste pose challenges for the category going forward. The strong alcohol reduction trend meanwhile opens up new opportunities for CSDs to target. With few people seeing CSDs as a good alternative to alcoholic ...

## Children's Eating Habits - UK

“Scratch cooking has a health halo, and many parents feel guilty if they do not cook from scratch, so brands able to reassure parents that not cooking from scratch is OK can look to win favour. Key messages for prepared meals or meal components should be about quality of ingredients ...

## Colour Cosmetics - China

“When targeting a face base make-up product at women aged 30 or above, the feature ‘have benefits on skin appearance’ is listed as the most important feature to have. In 2018, claims such as ‘anti-aging’ and ‘reduce fine lines’ appeared in more new launches in China but still significantly less ...

## Convenience Stores - UK

“Driven by continued shifts in grocery buying behaviour, a good summer and key events, the convenience sector is estimated to have enjoyed its strongest growth in three years in 2018. The year also saw consolidation, meaning the leading two players now control around half the market which will continue to ...

## Cosmeceuticals - China

“With restrictive CFDA regulations, cosmeceutical brands are unable to benefit from directly positioning their products as cosmeceuticals, so finding alternative communication is an imperative and urgent task. Associated closely with cosmeceuticals, both skin barrier protection and skin problem solving are feasible positionings and are more important features in consumers’ minds ...

## Charitable Giving - UK

“As digital payment options have become more popular and widely available in recent years, there has been a subsequent decline in cash transactions. Cash has long been the most popular way of donating to charities, but the declining popularity of physical money means that charities must ensure they adopt and ...

## China and India: Expansion of the Superpowers - International

“A decade ago collaborative consumption was a relatively unknown concept and tourism related goods and services – including accommodation, rental cars and guided tours – were booked almost exclusively through travel agents or direct with a mainstream tourism provider such as a hotel, car rental firm or holiday letting company ...

## Consumers and the Economic Outlook - UK

“The closer we got to the planned Brexit Day, the more worried people became about the impact it’d have on the UK’s economy. With the delay to Brexit, these concerns seem to have melted away. People are far more relaxed about what Brexit will mean for both their own finances ...

## Cookware - US

“Cookware sales have been slowly declining since 2016, as innovations in small kitchen appliances further hinder sales that are already limited by the high penetration and long life span of products within the category. However, trends in overall personal wellness and the influence of social media have helped generate interest ...

## Digital Advertising - UK

“Consumers now have more opportunities to control how their personal data can be used, potentially reducing the effectiveness of standard advertising targeting methods. People express a strong interest, however, in actively providing platforms and advertisers with more information on their preferences in order to improve the effectiveness of targeted adverts ...

## Digital Media Consumption (News, E-books and Video) - China

"The popularization of smartphones enables consumers to enjoy online activities anytime, anywhere. With online videos, online news and e-books universally popular in China, the next step for the media industry will be encouraging consumers to pay for digital content and increasing penetration among new internet users. Overall, the paid market ...

## Esports - UK

"The rapid growth of the esports industry is set to continue as gaming devices get more powerful and major celebrities get more involved. Companies have also been working with esports stars for promotional campaigns to help align the image of esports more closely with that of traditional sports. Changing perceptions ...

## Food Packaging Trends - US

"Packaging innovation continues to drive product launch activity. Between May 2018-April 2019, a third of food launches carried new packaging claims. While consumers don't necessarily recognize the impact packaging plays on product choice, the important factors they seek when shopping, such as freshness and convenience, are strongly impacted by packaging ...

## Free-from Foods - US

"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that ...

## Gambling Review - UK

"The retail gambling market is facing a prolonged period of potentially major change as the betting shop business model is challenged fundamentally by gaming machines' new regulatory regime."

## Digital Video - US

"Streaming and downloading digital videos is the fastest growing medium for video content consumption in the US. Consumers are increasingly cutting cable TV and satellite TV packages for more convenient and affordable streaming services for their video entertainment needs. With more than 200+ streaming services currently available, consumers have more ...

## European Retail Briefing - Europe

**This month's European Retail Briefing includes:**

## Forecourt & Convenience Retailing - Ireland

"Convenience stores remain key destinations for top-up shopping among Irish consumers in 2019, with a strong contingent of consumers (particularly in younger age groups) noting their interest in the expansion of the own-brand offering among forecourt and convenience retailers."

– **Brian O'Connor, Senior Consumer Analyst**

## Frozen Snacks - US

"Snacking is more popular than ever, with 95% of US consumers snacking at least once daily and the share snacking multiple times per day on the rise. Yet, while snacking may be a great fit for today's highly mobile consumers, significant competition has made it difficult for frozen snacks to ...

## Garden Products Retailing - UK

"The garden centre sector has seen a huge change in 2018-19 as the largest specialist chain, Wyevale, has been broken up and stores sold to a variety of buyers. As a result, Dobbies has bought a large number of garden centres and jumped into first place as the largest ...

## Gifts - US

"How consumers shop for gifts, what they give and occasions for giving is evolving. Birthdays and the winter holidays remain the most popular gifting occasions. However, self-gifting throughout the year, and the growing popularity of nontraditional gifting occasions (eg Singles' Day), means retailers have an opportunity to promote spontaneous gift ...

## Healthy Lifestyles - Canada

"Canadians have a realistic mindset when it comes to managing wellness as most don't claim to be living 'very healthy' lifestyles, indicating an awareness that more can be done to be healthier. This isn't to say that consumers are apathetic – they're not. The majority of Canadians are not satisfied ...

## Holistic Retreats in the Americas - International

While spas and wellness have grabbed the headlines in recent years, the exponential growth of holistic retreats has attracted little attention. Yet, with the pace of life getting faster and renewed interest in the meaning of life and spirituality, more people than ever before are visiting retreats – to reflect ...

## Hotels - US

"The hotel market is strong, estimated to garner \$265.8 billion in revenue in 2019, and showing strong numbers in occupancy rate, average daily rate (ADR) and revenue per available room (RevPAR). Travelers feel that hotels are a vital part of vacations, and with brands expanding their portfolios, new players ...

## Luxury Cars - China

"The growth of the luxury car market reflects consumers' upgrading demands, which introduces higher requirements for luxury car brands. At the same time, the female market is gaining more attention. Opportunities are seen in meeting women's needs for more tailored interior design, and understanding how to enhance brand perception towards ...

## Hair Colourants - UK

"The growth of temporary colour has not outweighed the decline of permanent colourants, and in 2018 the market dropped by 2%. The trend towards ageing naturally means permanent colourants must seek a new heartland, while younger consumers' expectations for exciting and changeable looks give brands the opportunity to become the ...

## Holiday Rental Property - UK

"There is a growing demand for accommodation which can combine some of the advantages of holiday rental property (freedom, independence, a home environment or an authentic local feel) with some of the advantages of staying in a hotel (convenience, indulgence, time saving)."

– John Worthington, Senior Analyst

## Home Financing - Canada

"Mortgage payments are significantly impacting the lifestyle of around half of younger mortgage holders, as housing affordability becomes a national concern."

– Sanjay Sharma, Senior Financial Services Analyst

## Household Cleaning Habits - Brazil

"Brazilians want quality products that offer good value for their money. The high demand for cleaning products in refillable packaging shows that consumers see this option as a good way to buy their favorite brands at an affordable price. Private label has also gained relevance by combining good quality and ...

## Marketing to Black Millennials - US

"Black Millennials have high expectations for their future and want to achieve their version of the American Dream – family, faith and a comfortable life. This generation believes in their ability to be successful – one day, but works just to maintain their current situation. Black Millennials take ownership of ...

## Marketing to Hispanic Millennials - US

"Brands need to harness Hispanic Millennials' influence because they represent one in four US Hispanics and one in five US Millennials. Considering these numbers, they are likely part of most brands' target market. Hispanic Millennials believe in hard work and feel that their efforts will eventually pay off. Brands that ...

## Marketing to Young Adults - Brazil

"Generation Z will become a relevant demographic group in the coming years when it comes to the consumer population. It currently has a great influence on purchase decisions in a number of categories, so it is expected their habits and preferences will increasingly impact the market. In order to meet ...

## Millennial Online Shopping Habits - US

"Millennials are more digitally native than older generations and consequently, are comfortable making a variety of purchases for various needs and recipients online. Still, many also see value in shopping in stores, depending on the occasion and need. They want to connect with retailers, especially through social media, but also ...

## Mobile Phones - Ireland

"Data allowance is the most important factor when choosing a phone plan. This reflects the significant increase in mobile data usage in recent years as use of data heavy streaming services on mobile devices grows. Mobile operators could therefore offer greater flexibility within their contracts to enable consumers to modify ...

## Oral Health - US

"For many consumers, oral care is perceived as a daily health essential, offering a consistent usage occasion for key players to penetrate. More than half of consumers report using four to six oral care products during their routine, supporting the need for supplemental products to achieve and maintain oral hygiene ...

## Perceptions of Auto Brands - US

## Marketing to Millennials - US

"There are currently about 80 million Millennial consumers aged 25-42 in the US. Finances top their list of concerns and many are working to pay off student loans and credit card debt. Nevertheless, they are reaching the milestones of adulthood; most are married, the majority have children and many now ...

## Milk & Non-dairy Milk - Canada

"Dairy milk is consumed by the vast majority of Canadians. Aside from water (including tap water), there is no other drink that Canadians consume more of. That said, people in Canada are drinking less milk from retail than they used to and this is likely the result of multiple factors ...

## Millennials and Finance - US

"Millennials are the generation born between 1977 and 1994, who in 2019 are between the ages of 25 and 42. Millennials are now the largest consumer generation, with roughly 79 million members, and their incredible diversity presents both challenges and opportunities for brands and marketers."

- Chris Shadle, Financial Services Analyst

## Online Grocery Retailing - US

"Online grocery sales remain only a small portion of total US grocery sales, but are growing rapidly, more than doubling over the past five years. That growth is likely to continue as more young adults take on grocery shopping responsibility and as retailers continue to strengthen and expand grocery delivery ...

## Over-50s Guaranteed Acceptance Life Insurance - UK

"The market for over-50s guaranteed acceptance life insurance experienced a surge in new premiums during 2018 as insurers doubled down on advertising spend in the first half of the year. But the uplift is expected to be temporary as the sector faces up to both the opportunities and challenges of ...

## Pet Supplies - US

"In order to evolve, automakers will need to find their space as a lifestyle brand and start marketing as such. Regardless of gender, race, income or education level, consumers view their relationship with brands very differently as opposed to how they did years ago. For automakers looking to build brand ...

## Premiumisation In Food and Drink - China

"The majority of Chinese consumers are prioritising a healthier lifestyle by consuming quality food and drink products. With an overall elevated financial capability, consumers are actively seeking premium cues that can fulfil their needs to improve health as well as satisfy taste buds as they tend towards becoming value-driven rather ...

## Produtos de Cuidados Pessoais para Bebês e Crianças - Brazil

"O segmento de produtos de cuidados pessoais infantis deve evoluir de acordo com a demanda dos pais e crianças. Os hábitos de beleza estão mudando, e os consumidores que compram produtos para seus filhos são rigorosos. Produtos com ingredientes suaves e naturais, com proteção contra os raios solares e que ...

## Quick Service Restaurants - Canada

"The primary focus of this Report will be to better understand usage of quick service restaurants, the drivers and barriers to visits and the opportunities to leverage tactics such as new technology, unique flavours and emerging alternatives to meat. The findings of this Report are based on the results of ...

## Seasonal Dining Trends - US

"Seasonal menu items continue to be a key opportunity for operators to appeal to diners' interest in trying something new. While seasonal beverage menu items remain of high interest, diners are not buying as wide of a variety of seasonal foods from restaurants compared to retail. Operators should market seasonal ...

"The pet supplies market is estimated to reach \$25.2 billion in total 2019 retail sales, an increase of 5.6% from 2018. Pet ownership is on the rise, and pet owners' desire to keep their pets healthy and happy is encouraging some of them to increase spend, contributing to ...

## Private Healthcare - UK

"Whilst NHS income from private patients is predicted to grow by 6% a year until 2020, it is becoming more of a necessity to determine whether this represents a net financial gain. Existing providers are expected to expand over the next decade while new operators enter the market to try ...

## Purchasing Journey for Fashion - UK

"The way people shop for fashion is changing and the distinction between online and offline is increasingly superficial as both channels are intrinsically linked, influencing one another. Online does continue to capture a greater share of the market year-on-year, but the argument remains that many online sales would not be ...

## Residential Windows and Doors - UK

"2018 was a particularly difficult year for the residential doors, door frames, windows, window frames and conservatories sector. While new build activity is boosting demand the companies serving this sector tend to be different ones from serving the replacement market where there was particular disruption with the emergence (and subsequent ...

## Soup - US

"Sales of packaged soup are, for the most part, stagnating, if not declining. Fresher soup varieties are able to leverage healthy, comforting attributes to appeal to consumers seeking more nutritious meal options. However, among younger consumers, there is a keen interest in snacking instead of meals, presenting a distinct challenge ...



## Teen Trends - US

"Although they represent a small share of the population and spending power, teens continue to dictate where the US market is going and how it will look in the future. Parents still have a significant amount of power over teens and their choices, but teens are asserting their independence now ...

## Term Assurance - UK

"Faster and simpler applications have made term assurance more appealing. However, the growth of direct to consumer products means that there needs to be a shift in the way that providers target new customers. Those with specific insurance needs or ongoing conditions need to be made aware that they have ...

## The Insurance Purchase Decision - US

"Insurance premiums continue to rise, and with consumers' apathetic attitude toward the industry as a whole, they are mainly hanging on due to the necessity of having a policy. Agents are still considered valuable partners in purchasing across most lines of insurance. As premiums continue to increase and consumers potentially ...

## The Millennial Beauty Consumer - US

"Millennial women show various levels of engagement, spending a consistent amount of time on their beauty routines and shopping for products. Older Millennials over index for interest in clean beauty products, while Younger Millennials follow a similar pattern compared to Gen Zs. It is important for brands to consider the ...

## Timeshare and Secondary Residences - International

"Looking out over the coming decade, two key trends emerge in the interval-ownership and secondary-residence universe. First of all, it is likely that the burgeoning accommodation rental platforms like Airbnb and Booking.com will take considerable share away

## Tendências de Embalagens em Alimentos e Bebidas - Brazil

"O plástico tem tido destaque negativo quando falamos de embalagem, mas há muito mais a ser discutido e trabalhado pela categoria. Como parte ativa da experiência de consumo e do momento de compra, outras questões, como a melhor utilização de insumos, e o desperdício de alimentos, saudabilidade, mudanças nas configurações ...

## The Connected Home - UK

"Growth in the connected home market is primarily being driven by voice-controlled smart speakers, with Amazon continuing to dominate the sector with its expanding Echo range. Competition in the smart speaker market and improving sound quality will support further growth over the next year. In the wider connected home market ...

## The Leisure Outlook - UK

"The Easter heatwave provided a boost to the pub sector as more people headed out for food and drinks in casual, outdoor settings. However young people showed a desire to strike a balance between health and indulgence, as many kept up regular exercise routines."

– Paul Davies, Category Director ...

## The Natural Household Consumer - US

"The household consumer's motivation for buying natural products is becoming more complex. Traditional product claims around health, sustainability and social justice still drive natural purchases. However, as natural cleaning formulas become more effective, more affordable and more available; and especially as they are sold by traditionally mainstream companies; we can ...

## Travel Retail - UK

"There has been a conscious effort to increase the retail offering at travel hubs, in an attempt to turn more of them into shopping destinations. Currently most are still using travel hubs as a place to purchase food items and many have begun to innovate and introduce more convenient and ...

from the traditional interval ownership sector in the Western world. Nevertheless, there ...

## UK Retail Briefing - UK

**This month's UK Retail briefing includes:**

### 对抗衰老产品的态度 - China

“抗衰老只意味着30岁以上熟龄肌肤抗皱面霜的时代已一去不回。抗衰老正迅速扩大其版图以包括更广泛的目标消费者、更多元的产品宣称（如行为老化、抗氧化、抗糖化）和更多样的产品，从类医美或口服类护肤品到其他日用品，层出不穷。”

### 数码媒体消费（新闻资讯、电子书、视频） - China

“智能手机的普及让消费者可以随时随地享受在线活动。随着在线视频、在线新闻和电子书在中国的普及，媒体产业发展的下一步将是鼓励消费者为数字内容付费并在互联网新用户中提高渗透率。总体而言，就消费者为内容付费的意愿来看，付费市场还有待开发。尽管没有发达国家的消费者成熟，但中国消费者的版权意识已有所提升。”

— 黄开意，研究分析师

### 烘焙店 - China

“烘焙店市场近年来呈两位数增长，主要源于强烈消费升级意愿的推动。如今的烘焙店不再仅仅售卖食物，还在消费者的社交生活中扮演更为重要的角色。另一方面，低卡面包等更健康的烘焙产品大有潜力。享受型消费也让蛋糕成为最受喜爱的烘焙品类。软欧包等烘焙产品可以在健康和美味之间取得平衡，这些产品将成为备受青睐的创新方向。”

— 吴丝，研究分析师

### 豪华车 - China

## Workplace Pensions - UK

“The success of auto-enrolment has resulted in 10 million workers being introduced to workplace pensions. Minimum contributions have increased without leading to mass opt-outs, but engagement remains vital to secure a comfortable retirement. The impending launch of Pensions Dashboards is expected to simplify visualisation and management, but the government and ...

### 彩妆 - China

“对于30岁及以上女性的面部底妆而言，‘含护肤功效’是最为重要的因素。2018年，中国市场的面部底妆新品中，‘抗衰老’和‘减少细纹’等宣称虽有所增长，但数量仍远低于韩国或英国，尽管过去2年有化妆习惯的30-39岁女性有明显增长。因此，将护肤功效和化妆品（尤其是粉底）相结合可成为消费者所期待的高端化潮流的助推力。”

— 尹昱力，初级研究分析师

### 早餐 - China

“随着零售与餐饮服务的融合，居家早餐与外食早餐市场之间的界限逐渐模糊，并且二者都在经历着全方位的升级（如供应链、食品安全）。展望未来，随着进驻的企业日益增多，未来的早餐市场会进一步细分；竞争不再局限于现有的产品、服务和渠道中，还会来自于其他品类和其他服务类型。”

— 阿芳，研究分析师

### 药妆 - China

“由于国家食药监总局的严格规定，药妆品牌无法直接从定位产品为药妆中受益，因此寻找替代的宣传方式成为刻不容缓的任务。保护肌肤屏障和解决皮肤问题都是与药妆息息相关的可行定位，并且在消费者的观念中比“适合敏感肌肤使用”宣称更为重要，后者被广泛应用，但在竞争者间大同小异。”

— 周文棋，研究分析师

### 食品饮料高端化趋势 - China



"豪华车市场增长反映出消费者需求的升级，因此他们对豪华车品牌的要求更高。同时，女性消费者市场正获得更多关注。品牌的商机在于两点：一是满足女性需求的定制内饰设计，另一点是如何在向有升级需求的普通车车主宣传独特领先的技术和悠久的历史的同时加强他们对豪华车的品牌认知。"

"现在大多数中国消费者将更健康的生活方式作为一大生活重心，具体表现为购买优质食品饮料产品。由于整体经济能力有所提高，消费者正在积极寻求同时满足改善健康和愉悦味蕾双重需求的高端特性，这是因为他们逐渐转变为以价值为主，而非价格。食品饮料品类的光明前景将推动企业升级生产过程中的每一步，包括采购、加工、包装和宣传。国外竞争对手推出的小众宣称和功能也可作为国内企业的灵感来源。"